



EMBEDDING JUSTICE 2024

**THE HISTORY OF THE WORLD
IS THE STORY OF EVERYDAY PEOPLE
SPEAKING TRUTH TO POWER.**



**A CALL TO ACTION FROM
GENIRO DINGLE**

JUSTICE & EQUITY DIRECTOR - GREENPEACE USA

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Labor & Land Acknowledgement

Greenpeace USA staff live and work on the unceded land of Indigenous peoples, including the Ohlone, Tongva, Micqanaqa'n, Rumsen, Chumash, Yuhaaviatam/Maarenga'yam, Muwekma, Nisenan, Kumeyaay, Ramaytush, Ute, Cheyenne, Arapaho, Wappinger, Pequonnock, Paugussett, Wangunks, Quinnipiac, Piscataway, Anacostan, Tocobaga, Seminole, Calusa, Cherokee, Muscogee, Peoria, Sauk and Meskwaki, Myaami, Kiikaapoi, Susquehannock, Manahoac, Conoy, Wabanaki, Penobscot, Abenaki, Skaruhreh/ Tuscarora, Shakori, Saponi, Occaneechi, Lumbee, Eno, Roanoke, Panuco, Munsee, Lenape, Southern Paiute, Chemehuevi, Seneca, Upper Chinook, Kalapuya, Clackamas, Chinuk Wawa, Cowlitz, Twulshootseed, Suquamish, Stillaguamish, Muckleshoot, Duwamish, and Coast Salish.

We acknowledge the legacy of slavery in the United States and the enslaved African people whose labor was exploited for generations to establish the country's economy and foundations, specifically through production of crops and land cultivation. We acknowledge the harm that colonialism and white supremacy have brought to these lands, in particular the erasure of both Indigenous and African identities.

We acknowledge these communities past, present, and future, who stewarded the lands of the United States for generations, and who have been and continue to be systematically and systemically erased by policies, practices, and laws that remove, overlook, and ignore their histories and land rights.

Greenpeace honors Indigenous and enslaved peoples' contributions and stewardship across the US. We honor and celebrate their knowledge, resilience, and history. When we address justice at Greenpeace, we do so boldly, daring to look forward and backward, imagining justice in the 21st century and the importance of addressing past wrongs, reaffirming humanity, and building mutual understanding.

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WHO ME?

HEY YOU!

YEAH YOU!

WHEN WAS THE LAST TIME YOU TOOK A DEEP BREATH?

OR TAKE A MOMENT TO REFLECT
ON HOW EQUITY, DIVERSITY &
INCLUSION IMPACTS YOU, YOUR
WORK, AND THE WORLD AROUND
YOU?

#embeddingjustice

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WHO WE ARE

(All data published here is self-identified)

ALL STAFF



MANAGEMENT



SENIOR MANAGEMENT TEAM



BOARD (INC + FUND)



	ALL STAFF	MANAGEMENT	SENIOR MANAGEMENT	BOARD (INC + FUND)
WOMEN	57%	52%	38%	57%
NON-BINARY	5%	0%	0%	0%
MEN	38%	48%	62%	43%

VISIONING JUSTICE



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“I feel that my work is of vital importance because we are banking on having a people-led movement. To me this requires that people across race, gender, and socioeconomic status feel connected to our work and the world we want to build. To feel that connection, they must see Greenpeace as an organization fighting with and for them.”

Survey response to: how do you feel about your work at Greenpeace USA?



The poet Audre Lorde once wrote, “there is no such thing as a single-issue struggle because we do not live single-issue lives.” Lorde’s words reverberate in the work we do at Greenpeace USA as we pursue a vision of environmental justice as interconnected with social, economic, and political demands for justice.

Many people know Greenpeace – whether they love us or loathe us – through how we confront states and corporations as we fight for an ecologically just future. This means we do not shy away from powerful actors who seek to silence us or obstruct us from achieving our mission. We unapologetically demand accountability from those who devastate the planet.

We cannot achieve our vision of environmental justice rooted in a green, just, and joyful future without aligning our values internally and externally. Whether we are working to ensure an equitable transition from fossil fuels or seeking to end the disposal of plastics in our oceans, we need to understand how our ecosystems and

movements are entangled with institutionalized racism, colonialism, misogyny, homophobia, transphobia, ableism, and economic inequalities.

This is why embedding justice is core to who we are, what we are doing, where we are going, and how we are getting there.

This report foregrounds what we do when we say embedding justice – it is about belonging, power sharing, solidarity, community building, movement sustainability, disruption, discomfort, accountability, learning, and diversifying.

We hope reading the pages that follow will excite, challenge, and inform you as you help us embed justice in all that we do.

BELONGING + TOGETHERNESS

Movements for justice come from collective action. Whether we feel outraged at the corporate decimation of green space or despair over the displacement of Indigenous communities from their homelands due to oil pipelines, our emotions have brought us together as individuals in our fights to defend the environment.

Belonging and togetherness, however, do not come easily.

At times, our ways of working have sought to speak for, rather than work with, those communities most affected by environmental degradation. We sometimes assume that including people in a campaign event or bearing witness to their experience is sufficient. Many people have turned away from, or refused to join, our movement because they have felt alienated by racism, harmed by misogyny or transphobia, and excluded because they lack money.

Challenging these power dynamics means resisting paternalistic cultures. We need to co-create campaigns with those disproportionately impacted by environmental harms. This means building relationships and trust over the longer term while elevating the voices of those most disenfranchised even if those voices make us feel uncomfortable.

Feeling like you belong to a movement of people with shared aspirations, and working collaboratively, are key to achieving change.

We can look to Stonewall – the founding event for Pride marches around the world – to understand how belonging is possible. In 1969, a group of hustlers, drag queens, unhoused folks, trans and queer people resisted the violent policing of their local bar in New York City. They spilled from the bar to the streets, and the riot took shape over a week with passers-by joining in and bearing witness.

While Prides today look very different to that of the riots that took place in and around Stonewall,

the movement for ‘gay liberation’ was not one led by elites or institutional actors. It was manifested by different people – those with limited social and economic power – coming together to create a movement where you could belong because of your differences, not in spite of them.

“Embedding justice means always centering affected communities in every step of our work – consulting them as we make plans, making sure to play a supporting role when work is already taking place instead of leading, creating space within the narrative, and building long-term relationships that aren't transactional.”

Survey response to: What does embedding justice look like for you?



POWER SHARING

We are powerful because we are a grassroots, people-led movement. We refuse corporate and government donations to ensure our work is fiercely independent. To achieve our vision, we rely on resources provided by our supporters.

Many supporters of Greenpeace USA are generous with their time, labor, networks, and money. This means we have been able to leverage social, political, and economic capital to achieve our goals. Yet, we must also recognize how those with access to resources or those able to participate in a movement are shaped by social, political, and economic power.

Enabling greater participation in our movement demands we share power and think locally. This is not about tokenizing people with single gestures of hospitality, such as inviting a First Nations elder to share their story at a fundraising gala. Sharing power demands that we are willing to amplify the voices of marginalized communities by ceding space to them, offering them financial resources, and enabling their expertise on an ongoing basis.

We might learn how to do this better by looking at [Stop Cop City](#). This local grassroots initiative seeks to challenge state racism by resisting the development of police training facilities in the Weelaunee Forest in Atlanta. The campaign draws attention to how corporate and state actors work in concert to expand the surveillance of primarily Black communities through deforestation. Rather than organize through committees or institutions to achieve their goals, the campaign decentralizes power by encouraging residents to organize protests, call-in campaigns, letter writing, divestments, etc.



“Seeing the tangible outcomes of incorporating justice principles has shown me the power and necessity of this approach. Witnessing how justice-centered campaigns inspire and mobilize communities, amplify marginalized voices, and challenge unjust systems has reinforced the importance of embedding justice as a core value in our work.”

Survey response to: how has your understanding of embedding justice evolved over time, and what factors have influenced this evolution?

SOLIDARITY & COMMUNITY BUILDING



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“Seeing the tangible outcomes of incorporating justice principles has shown me the power and necessity of this approach. Witnessing how justice-centered campaigns inspire and mobilize communities, amplify marginalized voices, and challenge unjust systems has reinforced the importance of embedding justice as a core value in our work.”

Survey response to: What people, issues, movements, or campaigns inspire you?

Solidarity is core to building our communities. We have been able to pursue a Global Plastics Treaty at an international level and work to end the KXL oil pipeline at a local level by identifying how racialized communities, especially those in impoverished areas, are acutely affected by wastes and fossil fuels. We encourage ordinary people to take action and support those affected communities in their fights. Solidarity is the glue that holds together our communities of action.

Solidarity requires ongoing reflection of how power and privilege shape our lives. We often talk about solidarity as a claim of shared purpose, or an attribution we give to a gathering of people who speak out against injustice elsewhere. But solidarity is much more than a term to make us feel good about ourselves. Solidarity is work. Solidarity demands that we are attentive to how conditions of discrimination and violence impact the lives of others, including other species, and the environments they inhabit. Solidarity means acting in partnership with them to end environmental deterioration.

Ecofeminist Vandana Shiva reminds us that we are all part of an Earth Family. For decades, she has been campaigning against transnational corporations and state governments who devastate environments, exploit labor, and foster social division. Shiva offers us a vision of a circular economy, one which nourishes all life by centering care, biodiversity, creative freedom, and reciprocity. We cannot achieve such a transformation with poetic words alone. Shiva inspires us to fight together to end competition between marginalized groups, reclaim public goods through collective ownership, and generate participatory democracies. Solidarity and community building are the keys to making this dream happen

MOVEMENT SUSTAINABILITY

Our movement is successful because it is sustained. Individual sparks of indignation or anxiety over environmental harms have been oxygenated by economic and social systems that enable those crises to persist. These sparks have flamed into the decades-long movements that persevere to defend our oceans or end climate change.

Green movements are often sustained by those who are living and working precariously. Indigenous peoples facing further dispossession due to mining expansion and Black communities facing contamination of their waters from state neglect are leading movements to defend their lives. Here at Greenpeace USA, minoritized staff have to engage in the emotional labor of disclosing discrimination they have faced while managing the emotional reactions of others who might deny the validity of such experiences.

We need to shift the emotional and material burden of sustaining our movement from those who are marginalized to those who benefit from that marginalization.

Environmental movement sustainability also requires we embrace conflicting audiences. Some workers in manufacturing or mining zones resist environmental politics because they are anxious about the loss of employment opportunities if extractive industries change. This is why a just transition is critical to what we do – we cannot achieve lasting environmental change if our movement ignores inequalities that result in increased pollution, poor labor conditions, and limited economic opportunities.

Black Lives Matter is a lesson to us on what movement sustainability might look like. Started by three queer Black women in response to the killing of Trayvon Martin in 2012, it has become an organizing label to expose lethal state violence against Black people. The movement has forced institutions and organisations such as ours to acknowledge our complicity with white supremacy. The movement's enduring power lies in making space for people to build local power to intervene into acts, policies, practices, and systems that target all Black folks, especially those who are women, queer, undocumented, disabled, poor, and criminalized.



“There has definitely been a tremendous shift, for the better, in the way we do many things in the organization from recruitment, to supporting unions, to the work we support of frontline communities (with time and resources), to the look of our campaigns and willingness to talk about issues of injustice.”

Survey response to: To what extent do you think Greenpeace USA has been successful at embedding justice?



CONFRONTATION & DISRUPTION



“Greenpeace USA addresses critical environmental issues in a way that recognizes the importance of movement building, challenging corporate power, and uses creative tactics that communicate effectively in ways that result in measurable improvements. Greenpeace goes about it in fun ways that are focused on solutions – something that people find inspiring. Greenpeace takes no corporate or government funds to do its work, i.e. maintains its independence.”

Survey response to: To what extent do you think Greenpeace USA has been successful at embedding justice?



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At Greenpeace USA, we draw strength from our individual and collective courage to push back against exploitative practices and systems to create a more green and just world. Fearlessly making the invisible visible has long been a campaign strategy in our mission to confront environmental abuse, champion environmentally responsible solutions, and advocate for the rights and well-being of all people. When we unmask malpractice and oppression, we confront injustice in all its forms and disrupt the power dynamics associated with these issues.

Embedding justice within Greenpeace USA is crucial to our social responsibility towards each other, as well as our work within the wider green movement. Confronting injustice and disrupting the status quo internally – through intentional recognition of how racism and entrenched oppression affect our campaign goals and the spaces in which we work – helps us do the same externally. We know that seeing the world through many lenses also requires us to respond to the world through many angles.

We are continually learning from and inspired by our allies who work tirelessly to remove the social and economic blinders which enable corporate powers to sustain unethical profit-driven practices. When activist group Migrant Justice took on ice cream brand Ben and Jerry’s in 2014 through their Milk with Dignity campaign, it followed years of foot-dragging by the brand’s owners, multinational food conglomerate Unilever, to improve labor conditions in their supply chains. Despite public support for climate justice, Occupy Wall Street, and cage-free eggs, Ben & Jerry’s continued to prioritize profits over the human rights and working conditions of the migrant and undocumented farmworkers in Vermont who were putting the cream in ice cream.

Migrant Justice’s actions in confronting Ben & Jerry’s and activists’ willingness to protest outside stores, despite the risk of deportation, are reminders that the journey towards justice and equity is not an easy one. It can sometimes feel like two steps forwards and one step back, but we are deeply committed to change and are confident we can achieve this together.

DISCOMFORT



“Embedding Justice for me looks like ensuring that we consider all forms of justice and equity in all aspects from our work; from team meetings and who has a voice internally; to who we engage and how we work with allies and external partners and organizations. Examples from my life and work include being intentional when developing coalitions and who we are engaging, and the dynamics within coalition spaces so that people who are impacted by issues are centered. It means looking at every situation and issue from a justice lens, understanding the power dynamics and history of issues.”

Survey response to: What does embedding justice look like for you?

Our movement does not shy away from challenges or discomfort, whether they are environmental or cultural. These challenges and issues do not exist in vacuum, and our campaigns are often at the intersection of social and environmental consciousness, or on the frontline of marginalized communities disproportionately affected by environmental destruction.

Our campaign successes reflect our ability to sit with intersectional discomfort - understanding how we might be empowered or disempowered depending on the spaces we occupy - and use it as a driver to question and challenge the status quo. Speaking truth to power is not possible without shining a light on injustice amplifying the lived experience of the vulnerable and exploited. Embedding justice is not a comfortable project reserved for BIPOC or non-white colleagues, in the same way that climate justice is not a movement reserved for “tree-huggers.” It is an extension of our collective crusade against social injustice in its many forms.

The story of former South African public protector Thulisile Madonsela shows us what is possible when we lean into discomfort and are no longer



whispering to power. A former union lawyer, Thuli transformed an under-utilized government oversight office into a powerful anti-corruption agency in the face of entrenched opposition. Thuli’s efforts to bring to light high-level corruption and cronyism - and ultimately protect the South African public and its fledgling democracy from abuse of power - were met with resistance. As the number of investigations increased between 2009 and 2016 – into police, politicians, sitting ministers and then president Jacob Zuma – so too did the number of death threats and attempts to remove her or smear her name.

Thuli survived the state discomfort to publish the 355-page State Capture report exposing fraud and corruption at the highest levels of South African government. Discomfort is necessary in the quest for justice, but at Greenpeace USA we are continually leveraging discomfort and using it as a stepping stone to improve how we manage and respond to uncertainty.

ACCOUNTABILITY

We know climate change affects the rich and poor unequally, and the fight for climate justice is anchored in accountability – from polluters, companies, governments, to individuals. Accountability is vital for us as we reflect on how we work to achieve our mission. At Greenpeace USA we do not shy away from acknowledging that green movements are shaped by systemic power and privilege imbalances which we need to dismantle. Without accountability there is no meaningful change. Accountability puts humanity at the core of our decision-making, whether it's in our campaigns or within our organization.

Accountability for us involves understanding the motivations of our members, staff, and supporters and how they align with the needs of those most affected by environmental injustices. This demands dialogue between and across different parts of our movement; not only about what causes we take up, but also how we work on them. We are responsible for embedding justice across all levels of our movement. This can be discomfoting. But as we seek to disrupt and discomfort those who perpetrate environmental harms externally, we must also embrace our core ethic when addressing inequalities internally.

We are lucky to learn from labor organizer and Resilience Force founder Saket Soni's work holding industries and corporations accountable for their treatment of workers who make disaster recovery possible. Originally from Delhi, India, Saket was working in Chicago in 2005 when he received a call from an Indian worker trapped in a human trafficking operation that was exploiting hundreds of Indian workers to rebuild almost a million homes after Hurricane Katrina. Saket later testified before the United Nations and U.S. Congress about the inhumane treatment of immigrant workers in Mississippi.

Saket's journey from community organizer to internationally recognized activist and Greenpeace board member is not unlike the story of many Greenpeace USA staff who began their careers on the frontline. Defending and advocating for the rights of workers outside of Greenpeace USA starts inside Greenpeace USA: we are responsible for our culture and the way we intersect with each other when called to action.



“Is there a shared definition of embedding justice in the political, cultural and social world we live in? I doubt it. Sometimes I think that we fail to acknowledge how important the question is to our mission and success of our campaigns.”

Survey response to: To what extent do you think Greenpeace USA has been successful at embedding justice?

LEARNING & GROWTH



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“Working closely with organizations and individuals who have long been at the forefront of social and environmental justice movements has allowed me to learn from their expertise and experiences. Their insights have challenged my assumptions and shaped my understanding of the intersecting issues that need to be addressed in our campaigns. This exposure has deepened my understanding of the complexities surrounding justice issues and the importance of incorporating justice principles into our campaigns.”

Survey response to: How has your understanding of embedding justice evolved over time, and what factors have influenced this evolution?

Our understanding of embedding justice has undoubtedly evolved since our very first Embedding Justice report released in 2022. Our initial efforts to create a practice of embedding racial justice and equity were based on an acknowledgement that our organisation needed to do better by working harder on being more actively anti-racist. In 2022 we also acknowledged the need to do more than focusing on increasing representation of those from marginalized backgrounds. We imagined a future where Greenpeace USA staff would be empowered by our commitment to centering people at the heart of all we do.

Since 2020 we have collectively expanded our proverbial tool belt by providing staff with resources and materials highlighting the importance of justice in our work. Our hope was to equip staff with the consciousness and tools to confront structural racism and oppression in order to dismantle the different forms of exclusion which hold us back as a movement, and as a society. These critical conversations within Greenpeace USA have helped staff to reflect on the risk of unconsciously reinforcing the systems of oppression we seek to dismantle, and

instead apply a racial justice lens to our decision-making processes. We have become intentional about harnessing the knowledge and power that comes from integrating justice frameworks, intersectionality, and community-led solutions into our overall mission.

In the same way that the Occupy Wall Street movement of 2011 inspired a new era of political consciousness, our present-day conversations about embedding justice within Greenpeace can also help redefine the broader conversation within our evolving movement. Let us not forget that in its infancy, Occupy was dismissed by critics and cynics as ineffective and performative before the protest spread beyond the shadows of Wall Street’s skyscrapers. The Occupy movement ultimately gave rise to a new generation of social movements such as Fight for \$15, and social movement training center Momentum – which in turn led to the Sunrise Movement, and Black Visions and their ‘Defund the Police’ campaign.

It is difficult to imagine where we would be in 2024 without the broad social and political debates sparked by the nonviolent protest by Occupy Wall Street on 17 September 2011 in New York City’s financial district. We hope our internal justice work will also have a powerful legacy.

DIVERSIFYING



“It looks like a diverse staff, with women, transgender and people of color in leadership roles. It looks like us working closely with allies who are on the front lines of the environmental fights, with Greenpeace leveraging our platform to help elevate their voices and power. It looks like a diverse organizing network and donor base, which help us build connections with people and communities we couldn't reach otherwise.”

Survey response to: What does embedding justice look like for you?

It is no secret that the key to our long-term success is our people. Harnessing people power involves lifting the diverse voices of those who have been rendered invisible by political and social systems and proactively seeking ways to be a better ally to those who experience this invisibilization.

The work we do to diversify our organization and supporter base does not happen overnight. The seeds of our embedding justice work - and our evolution into an organization that reflects the diversity of the world we operate within - were planted decades ago. Back when Greenpeace USA started working with BIPOC communities in Louisiana in the mid-to-late 1990s as part of the toxics campaign, our activists were mostly white, and mostly men.

Today we strive to increase representation in our direct action, which is a key area where the world sees the many faces of Greenpeace USA. We continue to invest in the long-term development of BIPOC, women and trans skills trainers and have not shied away from shaking up the make-up of our activist pool. We are committed to building a more diverse base of Greenpeace USA supporters involved in volunteerism, direct action, policy research and analysis, and grassroots-to-grasstops organizing.

We are taking the lessons from each Embedding Justice report to practise solidarity with all who need it. Making the connection between environmental protection and racial justice is critical to truly achieving climate justice, and we are taking our supporters and potential supporters on this journey with us. Rather than stay in our perceived “save the whales” lane, we are working with non-fundraising projects and programs to identify areas where environmental hazards disproportionately impact BIPOC communities.

One of the eye-opening lessons we can take from the 2017 Women’s March is the sheer diversity of supporters it inspired. On 21 January, the day after Donald Trump’s inauguration as U.S. president, a protest which began in Washington D.C. reached an unprecedented level of participation: an estimated 4.5 million protesters across some 700 cities. Women in other countries also protested in solidarity, demonstrating the global intersectionality of activism about gender equality, human rights, and social justice.



THE FUTURE IS GREEN



Greenpeace USA has never shied away from a challenge and 2024 is no different. We stand firm in 2024 equipped with the learnings we gained in 2023– a year of transition which called upon our organizational resilience and our ongoing commitment to justice for our communities, our people and the planet.

The path to environmental and social justice is not a solitary journey, but a people-powered course of action. In 2024 we will build on the shared pride we have in our work to ensure our justice lens is embedded in everything we do internally and externally. We will continue to learn from each other and our Justice and Equity Accountability Committee. We will continue to empower more Greenpeace staff to share their knowledge and experiences through coaching and mentoring, and check in with teams regularly via anonymous surveys to understand what influences your work.

We are taking our culture of direct action, the same principle on which Greenpeace was founded and championed, to diversify our community by building stronger connections and having deeper conversations with our activists and partners across the movement. We are taking the insights and lessons from 2023, 2022 – and our equity work before the pandemic – to make 2024 and beyond a just space for all of us.

Justice is not a simple end goal at Greenpeace USA, but an ongoing journey for our people and the planet. The small victories which we achieve together now, today and this year, all help Greenpeace to achieve our mission and turn our vision of justice into a reality.



Ebony Twilley Martin

Executive Director Greenpeace USA

