GREENPEACE

www.greenpeace.org.br
BRIEF HISTORY / WHO WE ARE

• 1971 – First direct action against nuclear test in Alaska

• 1992 – Greenpeace Brasil Foundation

• Offices in more than 30 countries with 3 million supporters
OUR MISSION

Greenpeace is an independent, campaigning organisation that uses non-violent confrontation to expose global environmental problems, and force solutions for a green and peaceful future.
• Greenpeace does not accept funding from governments, corporations or political parties

• Greenpeace relies on the voluntary donations of individual supporters, and on grant support from foundations
OBJECTIVE:

• Protect biodiversity in all ways

• Avoid pollution and the exhaustion of the ground, oceans, water and air

• End Nuclear threat

• Promote peace
GOVERNANCE

- ED
- SMT

GPBr

- President of the Board
- Board Manager

Supporters Assembly

GREENPEACE
GOVERNANCE

President of The Board

- IED
- SMT
  Senior Management Team

ASSEMBLY
CONSTITUTED
BY THE NATIONAL BOARD PRESIDENTS

GREENPEACE
HOW THE DECISIONS ARE MADE IN GP

FR
COMs
CAMPAIGNS
EDM/PG
NROs
OUR CURRENT WORK IN BRAZIL

- Protect the Amazon
- Climate / Renewable Energy / Nuclear
- Sustainable agriculture - GMO
Global (Ancient) forest cover 8,000 years ago

What remains today

Europe: 99.7%
Asia: 94.0%
Africa: 92.0%
Oceania: 78.0%
North America: 66.0%
South America: 54.0%

Amazon: 17% since 1970
Brazilian Amazon: 65% of the total
Why the Amazon?

Amazon river - 6,868 km long - New York to Berlin
15,000 rivers
15% of all fresh water in the planet
Climate factor: Amazon forest absorbs
5 tons of carbon per hectare/year
1.5 billion tons CO$_2$/year
Home of 30% of the world’s biodiversity

- 3,500,000 ha of forests
- 50,000 plant species – 5,000 tree species (650 in North America)
- 10,000,000 insect species
- 3,000 fish species
- 353 mammal species - 57 are endangered (Inpa)
- Brazilian Amazon home to 20,000,000 people
- 50 Indian communities still not contacted
And is under threat

Deforestation in the Amazon

1970: 1% deforested
2004: 16 times the size of Switzerland

At least 300 million tons of CO₂ / year
THREATS OF THE AMAZON

- Agriculture (Soy)
- Cattle Ranching
- Logging
- Infrastructure
- Lack of Governance
+ 300 million tons of $\text{CO}_2(*)$

(*) 120 tons/ha
Soy producers attacking the forest
Mato Grosso 2005
Our strategy: build a network of protected areas and areas for sustainable use
HOW DO WE WORK

➢ Investigating
HOW DO WE WORK

 ➢ Going Public
No time to waste

Deforestation
2001
No time to waste

Deforestation 2003
No time to waste

Deforestation 2004
No time to waste

Protection 2005
AND IT WORKS!

- 2005 - 5,000,000 ha
- 2006 - 7,484,000 ha
GREENPEACE BRASIL

• HEAD OFFICE: São Paulo

• OFFICES: Manaus
  Brasília

• TOTAL: 55 employees
  8 teams of volunteers
  30,971 supporters (May)

• BUDGET: 10 million reais