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

President of the Board

Board Manager

• ED
• SMT

GPBr

Supporters Assembly
GOVERNANCE

President of The Board

• IED
  SMT
  Senior Management Team

ASSEMBLY CONSTITUTED BY THE NATIONAL BOARD PRESIDENTS
HOW ARE THE DECISIONS ARE MADE IN GP

GPI

FR

COM’S

CAMPAIGNS

EDM/PG

NRO’S

GREENPEACE
OUR CURRENT WORK IN BRAZIL

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

Destroyed-to-date:

Europe: 99.7%
Asia: 94.%
Africa: 92.%
Oceania: 78.%
North America: 66.%
South America: 54.%
Amazon: 17% since 1970

What remains today
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 ton of carbon per hectare/year

1.5 billion ton 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)
- Brazilia Amazon home to 20,000,000 people
- 50 Indian communities still not contacted
And is under threat

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

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

• Agriculture (Soy)
• Cattle Ranching
• Logging
• Infrastructure
• Lack of Governance
+ 300 million tons of CO2

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

Investigating
HOW DO WE WORK

➤ Government Reacts
No time to waste

Deforestation 2001
No time to waste

Deforestation 2003
No time to waste
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
Greenpeace today
“Use the same economic rules of the market to reverse this.”