A paraglider flies over Lantau Island in Hong Kong, urging the government not to go ahead with the Lantau Tomorrow reclamation project. © Greenpeace / Vincent Chan

Cover Story

Environmental protection starts from you, now. Choose electronic receipts and reports.

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The world will remember 2020 as the year that prompted us to accept a new way of living. The pandemic has exposed our vulnerabilities, but it has also revealed those things that can, and must, change. It has unleashed our imaginations to solve this crisis in a way that is immensely inspiring in the face of the climate emergency.

Thank you for standing by our side. Greenpeace is 100% independent of governments and corporations. We are solely funded by people like you. Even more importantly, your strength empowers us to speak up for our planet and for the generations to come.

See where we are and how distance actually unites us to #ProtectOurPlanet!

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Global Over 3.5 million supporters inspired 70+ countries to support in varying degrees an initiative to protect 30% of the world’s seas by 2030.

Europe More than 1.2 million supporters joined us to push the European Parliament into voting for stronger legislation on forest and ecosystem risk commodities.

East Asia China, Korea and Japan all pledged to go carbon neutral by 2050 or 2060, catalyzing climate action around the world.

Korea Lotte Mart, one of Korea’s largest supermarket chains, pledged to reduce single-use plastics 50% by 2025, creating a path for others in the industry to follow.

Hong Kong Hong Kong amended import and export controls on plastic waste following a regional investigation carried out by our Greenpeace offices in East Asia, Southeast Asia and Europe.

Taiwan Momentum in the plastics reduction movement in Taiwan got a significant boost from innovation and pledges from local retailers – 7-Eleven Taiwan committed to phase out single-use plastics by 2050.

Thailand We launched a community crowdfunding project in Thailand to help install solar panels in seven local hospitals, a winning mix of people power and solution-based strategies.

Global The Treaty on the Prohibition of Nuclear Weapons took effect in early 2019, a fitting tribute to Greenpeace’s 50th anniversary. In 1971, the very first Greenpeace activists set sail to try and stop nuclear weapons testing in Amchitka Island, Alaska.

Our offices
We’re all in this together

Like me, I am sure you are dealing with the challenges of the Covid-19 pandemic. While we have faced challenges before, this one is different – it has turned our lives upside down. And that goes for us at Greenpeace too.

But I take heart in our long history of responding and adapting to changing world events. Even as the pandemic is unfolding and Greenpeace is discharging its duty of care towards staff, it has been finding creative ways to continue making an impact around environmental issues, and influencing governments and corporations.

Throughout, Greenpeace East Asia has been committed to excellence in governance, accountability, and transparency, and this is where the Board has devoted its time and made its biggest contributions. We examine the overarching priorities and offer strategic guidance to senior management.

Greenpeace is the loudest voice in the region calling on communities, societies, corporations and governments to embrace solutions. Our mission is to accelerate transformational change to match the crisis’s scale and urgency amid the climate emergency. That mission has never been more critical.

We are proud that our campaigns have brought about change even during the pandemic. The net-zero pledges and Green Recovery plans made by countries and regions worldwide are a huge stride towards a future without fossil fuels, which is crucial to tackling the climate crisis.

One thing that has shone through during the pandemic is the ingenuity of people. We rise to the challenges of our time and foster a sense of togetherness. We have found a way to be together, even though we must be physically apart. The connectedness of our planet has never been more apparent with the climate crisis and the pandemic.

Whatever the challenges that face us, one thing is for certain, we’re all in this together.

It’s not naive to imagine a better world

At Greenpeace, we believe in long-term systemic change, in the power of people shifting their mentalities, and in providing solutions for a greener future. Indeed, that is at the heart of what we do as an environmental campaign organization – we make these changes happen by challenging the status quo. This is no easy task, but the recent Covid crisis has made humanity’s need to change even more apparent.

This global health crisis has brought home the reality that it must be the planet and the safety of all mankind that are “too big to fail”. That same sense of urgency must be carried over to tackling the climate crisis and the other environmental emergencies that face us.

Returning to a business-as-usual and a fossil-fueled economy isn’t an option if we want a liveable planet.

Despite the limitations of lockdowns, Greenpeace staff across the world have been campaigning just as hard, if not even harder, than before. We have adjusted how we work – we’ve moved online for many of our communications and utilised the virtual space for some powerful environmental campaigning.

The past year has seen some amazing wins and positive changes in attitude. China, Japan and Korea all pledged to commit to carbon neutrality. Our work on plastic pollution is also gaining momentum. More retailers and companies in East Asia are acknowledging their responsibility to tackle this global problem. A good number have committed to using less plastic and some are experimenting with selling plastic-free and packaging-free products. Government policies are also shifting in the right direction.

The best way to avoid becoming the victims of another global crisis is to ensure that as we emerge from this crisis, we also tackle the climate emergency, paving the way for a sustainable and equitable future. Recovering from this pandemic should not entail simply gluing back the cracks in our broken system. We should, instead, stare straight through those cracks to envision a new system where our economies are robust and are designed for the well-being of both humans and the planet. It’s not naive to imagine a better world – in fact, we will not make it through if we do not.

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Fixing the climate crisis together

The Covid-19 pandemic has lasted more than a year, and we already know there can be no “back to normal”. We must find a way to coexist with nature while fixing the climate emergency. Thank you for being with Greenpeace. We will act together to make big positive changes.

National carbon goals & promises

Greenpeace’s science-based lobbying work, aimed at ensuring global warming will be capped under 1.5°C, is making big strides. Last year, China, Japan and Korea – who together make up 1/3 of world carbon emissions – announced carbon neutral pledges (Japan and Korea by 2050, China by 2060). And after President Joe Biden took office in early 2021, the US is returning to the Paris Climate Accord, renewing a global consensus to save the climate.

The age of oil and gas is over

Denmark will no longer approve licenses for new oil and gas exploration in the North Sea; Swedish oil firm Preem said it is abandoning plans to expand an oil refinery; oil giants from the UK and New Zealand pledged to cut production and quit exploration; and Spain will close coal power plants by 2025. After an oil spill turned a river red in the Russian Arctic, we rushed to the scene and helped force the firm responsible to pay record compensation. These are the results of our work, made possible by your trust in us.

Searching for climate justice in the courtroom

There are lawsuits across the world taking governments to court for failing to protect their citizens from the climate crisis. Greenpeace France teamed up with several citizen groups to file an historical lawsuit with the backing of 2.3 million signatures. This February, the Paris court ruled in our favour. In February, our Taipei office filed the first climate lawsuit there to force the government to make big corporations legally responsible to transition to renewable energy.

Tell me about carbon neutrality

Carbon neutrality means net zero carbon emissions. There are two ways to do this: either offsetting the emissions by absorbing an equal amount of carbon; or by ending fossil fuel use to reduce emissions at source. But the climate crisis and other man-made sources of environmental harm have weakened the planet’s ability to store carbon. Greenpeace continues to push for a global energy transformation so that we have a fighting chance to keep the mean global temperature rise below the 1.5°C red line.
A relentless force
Hongkongers for the climate

Research efforts:
an interactive map to highlight risks

Our Climate & Energy Team used climatic and geographic data to show that if we don’t get carbon emissions under control, by 2050, 28 km² of Hong Kong’s coastline will be under seawater – that’s the same as 147 Victoria Parks, affecting nearly 100,000 human lives. We used this data to create a very cool online interactive map that indicates where storm surges from super typhoons might occur. Our sister offices in Taipei, Seoul and Tokyo will adapt the same research method to their locations.

Greenpeace created a leaflet of safety tips for use during typhoons, including information on how super storms are linked with climate change. We also forwarded it to district councillors and community groups. Our Research Unit drew up a chart of Very Hot Days in Hong Kong to draw attention to how the climate emergency is burning up our city.

Policy initiatives:
communities saving the climate

Since May 2020, Greenpeace attended District Council meetings in Tai Po, Yuen Long and Sai Kung to explain our storm surge research and urged attendees to draw up long-term plans to tackle and adapt to the climate crisis. We also offered advice on the floating solar power station at Plover Cove Reservoir. We visited Sai Kung, Leu Yue Mun and other flood-hit areas to understand the experiences of residents, so we can better reflect the voice of the people.

We are also pushing for policy to promote electric cars, while highlighting that the main source of vehicle pollution comes from commercial vehicles. We teamed up with Baptist University to launch a Sai Kung Community Climate Change Pilot Programme, inviting residents to take part in activities and install smart power consumption meters to better understand how energy-efficient communities can work for everyone.

Our next generation of climate activists

Because the climate crisis will most heavily impact our children, it is no wonder they are its most strident activists. Last year, Greenpeace worked with 11-year-old Lance Lau to plan a number of climate actions. In June, we signed a climate declaration with three district councillors; Lance became a newsreader from the future, reporting on the possible climate disasters of 2050 (his video earned more than 200,000 views on Facebook alone) and was also uploaded in English to Greenpeace International’s website.

Covid-19 has brought society to a halt, but Lance has continued to work with us, including interviewing Kin Wong, the first Hongkonger to summit the world’s fourth highest peak, Mount Lhotse, on glacial retreat and hosting the Lance X Greenpeace Climate Classroom with Professor Amos Tai of the Chinese University of Hong Kong to discuss key facts about the climate emergency.

New ways to campaign in Covid times

Covid has forced us to invent new ways of campaigning online. Greenpeace’s Digital Engagement Team held an online documentary film festival for last year’s Earth Day, which included Breathing Room on the Chinese White Dolphin; on the 10th anniversary of the Fukushima nuclear disaster we held an online sharing session; and on International Polar Bear Day in February we invited polar guide Eric Wong and our former programme manager Gloria Chang to discuss the Arctic; their online meet attracted a record-breaking 400 supporters to take part.

Check out our online Let’s Talk About Climate Change blog series that features in-depth interviews with people from all walks of life who are giving their time, expertise and knowledge to protect the climate. There are lots of us out there!
Extreme weather around the world
Europe and America endured a brutal winter; sandstorms choked China; floods drowned parts of Australia... All these are just the tip of the iceberg when it comes to 2021’s extreme weather. Greenpeace East Asia steered the formation of the Regional Climate Responsive Team, dispatching members to witness abnormal weather events when they happen.

Melting at a terrifying rate
The latest research indicates that as soon as 2035, the Arctic may experience a sea-ice-free summer, much earlier than the 2050 predicted earlier. Last September, the Greenpeace ship Arctic Sunrise sailed to the North Pole, bearing witness to the second lowest extent on record of Arctic sea ice minimum. On board was a young climate activist from the UK, Mya-Rose Craig, whose poignant photo standing on an ice floe is the world’s most northerly climate strike (see page 6).

All real roads leads to Green Recovery
Economic stimuli aimed at recovering from the global Covid-19 pandemic must not be channelled into fossil fuels or we will face an even greater climate crisis. A Green Recovery is the focus of Greenpeace advocacy – we are arguing for a U-turn away from carbon-intensive and polluting industries and using direct action to expose firms that commit greenwashing crimes.

The road to a nuclear-free world
The lessons of the Fukushima nuclear disaster must not be forgotten. In a report in March, we revealed that 85% of the Special Decontamination Area hadn’t yet been decontaminated even though the government claims it has. We have been campaigning against Japan’s plans to release at least 1.23 million tons of radiated water into the Pacific. And, in January this year, the Treaty on the Prohibition of Nuclear Weapons became part of international law. 50 years ago, Greenpeace began with its first direct action – protesting US nuclear testing! We have come full circle!

Climate actions in times of crisis
While strictly complying with anti-Covid measures, Greenpeace International teams, volunteers and climate activists have been busy: we’ve been using projections, aerial photography, flash mobs and other creative approaches to continue #FridaysforFuture. For example, Mauritian scientist and climate advocate Shaama Sandooyea sailed on Greenpeace’s Arctic Sunrise in March to undertake the world’s first ever underwater climate strike!

Making responsibility renewable
At the end of 2020, Chindata Group, which runs data storage centres, unveiled its roadmap to be carbon neutral by 2030. In January 2021, the same day we published a carbon neutral roadmap for China’s tech sector, China’s largest ICT company Tencent announced it too was going carbon neutral. Malaysia’s CIMB Group will pull out of all coal investments by 2040 and 16 small and medium-sized enterprises in Taiwan signed up to go 100% renewable by 2050.
Coming up for air

Greenpeace ocean campaigners have been hard at work, lobbying decision makers, responding to emergencies, documenting the mysteries of the marine world; and fortifying our campaign with the voices of 3.5 million ocean defenders to support our ultimate goal of making at least 30% of our oceans protected sanctuaries by 2030.

Conserving coral, protecting penguins

Greenpeace has been campaigning to protect the Amazon Reef from 2017 when it was first discovered. Last September, we persuaded France’s TOTAL to abandon plans to explore for oil in the area. In December, Greenpeace worked with other NGOs to get the Association for Responsible Krill harvesting companies (representing 85% of the industry) to accept a year-round closure of 4,500 km² of ocean, protecting an Adelie penguin colony in the Antarctic Peninsula.

Human rights = Earth rights

Human rights and Earth rights are inextricably linked. We are campaigning for an end to modern-day slavery – the beating, starving and inhumane working conditions of many fishermen around the world. Following our report, US Customs last December added Taiwan-caught fish to its list of goods produced by child or forced labour, pressuring the authorities in Taiwan to move closer to adopting the transformative social and environmental reforms needed. Last year, Taiwan-based sailor Hsuan Huang captained a virtual voyage on the Arctic Sunrise for more than 100 Hong Kong supporters, while this year, she sailed to the Indian Ocean to research how sharks and manta rays end up tangled in fishing nets.

Pollution detectives

Greenpeace Africa sent an emergency response team immediately after Japanese cargo ship MV Wakashio ran aground off Mauritius last July, spilling more than 1,000 tonnes of fuel oil onto a pristine coral reef, while Greenpeace Japan targeted the ship’s owner, Mitsui O.S.K. Lines, to hold them accountable. We also sent teams to investigate large-scale coral bleaching in south Taiwan in August and a mysterious mass die-off of sea creatures in Russia’s Far East in September. We document, we investigate, and we push for action on climate change and marine pollution.

A Global Oceans Treaty is our best hope

A UN conference on a Global Oceans Treaty may take place in early 2022. At the start of 2021, Japan and the US announced they support 30 x 30, a science-backed proposal to allocate at least 30% of the world’s oceans as sanctuaries by 2030. Saving the oceans means saving the climate. With your support, we will keep momentum strong to ensure that the treaty is ambitious and binding.
Thank you for seeing the wood for the trees

As forest fires rage worldwide, Greenpeace has given emergency help to blaze-hit areas; we've investigated the source of fires and demanded policy changes. Your support has accompanied us along the way, whether to Indonesia, Australia, Russia, Argentina, and the hardest hit of all, the Amazon Forest.

Australia

Break free from fossil fuel

Following Australia’s tragic bushfires of 2019 and 2020, Greenpeace Australia made a short film, Climate. Changed, featuring eye witness accounts by those hurt badly by the blazes. Our investigative report, Dirty Power, exposed how the fossil fuel industry tried to hide the link between their sector and the fires. We are pushing the federal government to accelerate the transformation to renewables in light of this disaster.

Indonesia

Palm oil pushes past ‘final frontier’

Greenpeace worked with research group Forensic Architecture, using cutting-edge analysis, to prove that palm oil plantation owner Korindo deliberately burned forest to open up areas for plantations in Papua, one of the world’s richest ecologically diverse areas and a final frontier for Indonesia’s remaining forests. We also tracked the smog produced by the fires that choked Southeast Asia.

Russia

Firefighters on the frontlines

In 2020, sparked by soaring temperatures and a terrible drought, fires ate up an area of forest equivalent to Greece in the Arctic. Greenpeace Russia coalesced the voices of tens of thousands of supporters to demand authorities protect more forest and boost the firefighting budget. Greenpeace also went deep into the Ural Mountains last July to help firefighters stop raging blazes from destroying conifer forests.

Argentina

Putting out fires

South America’s second largest forest, the Gran Chaco and Patagonia are areas of breathtaking natural beauty, but they have become a “back garden” for livestock pasture and soy bean plantations. After intense campaign work from Greenpeace Andino, the Chaco provincial government in October ordered the temporary suspension of all logging and clearing of local forests.

There’s a monster in my kitchen

Our Greenpeace UK office created a beautiful lyrical animation whose poem tells the story of Jag-wah, a jaguar chased into a little boy’s kitchen after his jungle is razed for industrial meat production. Please enjoy and share this hopeful and enchanting short film!
Supporting indigenous communities

Under the twin pressures of limited access to healthcare and illegal land incursions, Brazil’s indigenous communities were hit badly by Covid-19. Greenpeace worked with local groups on a Wings of Emergency project, delivering over 73 tonnes of medical and other emergency supplies to 160,000 indigenous people. Protecting the people means protecting their forest home.

No deal if deforestation is the price

Greenpeace offices from around Europe, supported by the voices of 1.2 million people, called on the EU to introduce laws banning trade in products linked to forest destruction and human rights violations. This encouraged several EU members to oppose the EU-Mercosur trade deal (with Argentina, Brazil, Paraguay, and Uruguay) until the issue of the Amazon crisis is solved.

A forest-friendly burger joint

Greenpeace street fundraisers attended LOHAS Expo & Vegetarian Food Asia (for the fourth time!) with their very own Deforestation Burger Bar with information on Brazil’s deforestation meat and the Hong Kong connection. We aimed at raising public awareness and asked companies to ensure that their supply chains were not caught up in the destructive industry.

Eat local, more veggies, less meat

In 2020 during June’s World Meat Free Week, we held a class on cooking healthy vegetarian food for Father’s Day with Veggie Mom Christine. In our Veggies Save the Planet series, we interviewed local farmers and owners of vegetarian restaurants who are promoting low-carbon, low-meat and high veggie diets to reduce the pressure from global meat production.

Beyond boundaries
saving the Amazon

The worst infernos for 12 years

The numbers are horrifying: more than 1.1 million hectares and 626 million trees burnt; more than 813 million tons of greenhouse gases released. These are the results of the worst fires for 12 years in the Amazon. Meanwhile, the Brazilian government favours industry over conservation. Greenpeace used on-the-ground testimony, aerial photographs, and satellite imagery to give regular accurate updates on the deforestation, holding those responsible accountable.

In March, Greenpeace exposed that the world’s largest meat processors JBS, Marfrig and Minerva, bought beef from cattle grazed on grasslands linked to 2020 fires that destroyed one-third of the world’s largest inland wetlands. McDonald’s, Burger King and Nestlé count among their customers.

Deforestation meat on our supermarket shelves

Hong Kong may be 17,000 km from the Amazon, but supply chains mean that you and I may be unwitting accomplices to deforestation. A July investigation by Greenpeace Brazil found that the three main suppliers to Hong Kong of Brazilian frozen beef and offal are JBS, Marfrig and Minerva. These three are suspected of buying meat from ranches on illegally deforested land.

In Hong Kong, our Greenpeace office sent out researchers to supermarkets to check where the beef on the shelves was from. We also contacted the big chains to ask them. ParknShop promised to switch suppliers once they had sold out of their JBS stock. In November, we joined forces with Amnesty International Hong Kong to highlight JBS’ connection with forced relocation of indigenous communities in the Amazon.
Our plastic-free city campaign bears fruit

It only takes simple actions. One reusable cup, a message of encouragement, a single “no straw thanks”. These are not hard to do and they all have an impact.

Greenpeace’s plastic-free campaign is now in its sixth year. We continue to make ground towards a phase out of all unnecessary plastic packaging from supermarkets and growing our zero plastic communities. Who says we can’t achieve a plastic-free city?

THANK YOU!
Be a super market and pledge to go plastic-free

People power peeling away the plastic!
We launched the “Unwrap our Supermarkets” campaign in 2019 and so far 24,000 people have signed up to support us. Not long after our Hong Kong office published the first ever comprehensive report on how Hong Kong supermarkets rank on plastic, Wellcome promised to cut plastic packaging from 1.8 million fresh products and set a goal of reducing plastic packaging by not less than 25% every year. This February, ParknShop published its six-point plan to ditch single-use plastics by 2030, including increasing the number of naked shopping facilities and expanding zones of plastic-free fruits and vegetables. Consumer power is making change!

Hong Kong

Lotte Mart to halve plastic use by 2025
Greenpeace Seoul office moved mountains with multiple meetings and a direct action of a giant shopping cart filled with trash to get Lotte Mart, which scored bottom for plastic policy in our ratings report last year, to steam ahead and become the first firm in Asia to commit to halving plastic packaging by 2025. We hope this will start a chain reaction in the region.

Korea

Taiwan

Urging 7-Eleven to make plastic-free home run
Greenpeace Taipei office graded the plastic policies of major supermarkets – not a single one made the grade. After a series of direct actions targeting 7-Eleven, we finally secured a commitment from them to phase out single-use plastics by 2050. Other stores are trialing new measures, such as renting reusable cups and bento boxes. Last year, we also held a forum in Taipei where overseas experts and local supermarkets shared innovative plastic-free sales models.

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One year closer to a plastic-free Hong Kong

Plastic-free communities

The pandemic has pushed us apart physically, but it hasn’t stopped our communities from connecting. We launched our plastic-free communities project in 2018 and we now have over 800 shops that are plastic-free friendly or that provide discounts for those who go plastic-free. By the end of 2021, our goal is to pass 1,100 plastic-free establishments! Why not come and help us?

A pandemic without plastic

Times are tough for businesses during the pandemic. In August, we held an online meet: How do we go plastic-free during Covid? You ask, we answer with Simon Wong, Chairman / CEO at LH Group, Yvonne, the owner of Sp.Ace Cafe & Kitchen, and more than 60 other participants all sharing their experiences going plastic-free during the pandemic.

Tracing the trash

Our offices in Hong Kong, Southeast Asia and Italy have been tracking the trade in waste for several years and our hard work paid off when Hong Kong’s Environmental Protection Department responded to our campaign and strengthened controls over the import and export of waste plastic starting this January. We also teamed up with other green groups to push for discussions on Municipal Solid Waste Charging to be restarted. Our Plastic-Free Supermarket Pop-up Stores have been popping up across the city. Everything we can do is because of you.

Celebrities & Key Opinion Leaders

Greenpeace secured the help of celebrities and KOLs to get our plastic-free message out. Actors Cecilia So, Kyle Wong, and Yanny Chan worked with us on Plastic Makeover, a fun series imparting plastic-free know-how. Actor Joey Leung hosted an eco-cooking class online organised by Greenpeace for Mother’s Day. Program host Jacqueline Pang spoke of her frustrations dealing with Covid and mountains of plastic packaging, while actor Bonde Sham busted myths about degradable plastics being eco-friendly.

People power

Some 24,000 people petitioned supermarkets to draw up concrete plans for phasing out plastics by 2030. Shopping at plastic-free stores, carrying your own reusable cups and tableware, helping push reusable sales models and supervising the plastic policies of supermarkets: each individual action you do to reduce pollution, to reduce plastics – it all has an impact. We will have a liveable plastic-free city if we keep working together.

The #TuesPlasticFree Challenge

We already have Green Mondays and Throwback Thursday, so let’s make Tuesday for plastic-free! Working with eco-friendly celebrities, Greenpeace launched the #TuesPlasticFree challenge with a new theme every week. Hundreds of people joined, thinking up creative solutions to go plastic-free. The next challenge is doing it every day of the week!

Greenpeace UK’s report: How easy it is to unpack our supermarkets?

The answer is “super easy!” Supermarkets can cut plastic packaging use in half by 2025. By using a reduction and reuse approach, fruits, vegetables and salads can easily be sold loose (reduction), beverages, dried food and cleaning products can be sold in reusable containers (reuse).
Mission mid-flight
Saving Lantau Island

With your support last year, Greenpeace was able to unite the voices of 140,000 people behind our campaign to save Lantau Island from a massive land reclamation project. Although lawmakers rushed through an approval for a feasibility study for the project, it is far from being a done deal. We are adapting to the fast-changing situation, campaigning hard while designing the best blueprint for a liveable city.

One page tells a thousand words why Lantau is worth saving

**Ecology**  
Sunshine Island, near the planned land reclamation site, is home to rare species such as White-bellied Sea Eagles, Sea Pens and Bogadek’s Burrowing Lizards (only found in Hong Kong)! Nature has been a lifesafer for Hongkongers during the pandemic, proving it is an essential part of any liveable city.

**Climate**  
The climate emergency is causing sea levels to rise and making storm surges from typhoons more likely. Do you remember 2018 when Typhoon Mangkhut hit Hong Kong? How will these artificial islands stand up to the onslaught? Land reclamation is not sustainable development and poses a danger to people’s lives.

**Public finances**  
Hong Kong’s economy is struggling with threats from an ageing population and from setbacks due to Covid. Our report found that if the government pushes through Lantau Tomorrow Vision, at an estimated cost of HK$624 billion plus, the city’s fiscal reserves could be drained in ten or so years leaving the only option to borrow money to pay for public services.

**Housing / Land**  
The government says it has secured 330 hectares of land to build more than 300,000 public flats over the next 10 years. In addition there are mid- to short-term land supply options, such as redeveloping industrial buildings and brownfield sites, to meet land supply demands.

**Population**  
The land reclamation will take 10 to 15 years to complete, yet Hong Kong’s Census and Statistics Department estimates the city’s population will peak at 8.11 million by 2041, and then decline. Shortly after the project’s timeline, housing demand will actually start to fall.

FROM THE EXPERTS

/ Ng Mee-kam, Professor in the department of Geography and Resource Management at the Chinese University of Hong Kong:  
“Forcing through Lantau Tomorrow is tantamount to plundering the earth’s resources; it is wiser to use land in the New Territories.”

/ Law Ka-chung, economist:  
“Lantau Tomorrow will sink without a trace.”

HK, OVER TO YOU

/ “First, the developers targeted the country parks. Now they’re going for our seas. I don’t want our children to live in a place without oceans and country parks.”

/ “It might end our last piece of untouched land and tranquility. There is not much ocean left.”

Brownfields are a greener option

**47**  
Hong Kong has nearly 2,000 hectares of brownfield sites, but just 47 hectares are currently being developed in the government’s “piecemeal” public housing plan.

**25%**  
The estimated cost of building 139,000 units on reclaimed brownfields will be about HKD33.3 billion, just a quarter of what it would cost for the land reclamation. Developing brownfields simply is more cost effective.

**50**  
There are more than 50 brownfield sites that hold imported toxic e-waste. Several are close to residential areas, posing a health hazard. We urge the government to challenge the status quo and review this wasteful use of land.
Keeping a watchful eye on country parks
In 2018, we won our Save our Country Parks campaign, with the voice of 50,000 people behind us. The government dropped their plan to bulldoze the peripheries of country parks for housing development. But we haven’t stopped caring about country parks. This past year, we teamed up with other environmental groups to oppose the rezoning of seven green belts on Ma On Shan, just 15m from the country park and helped stop approval for a plan to build a structure to keep ashes in Tai Lam Country Park.

Where there is a wrong, we try and make it right
We visit communities concerned about the impacts of Lantau Tomorrow Vision to collect their thoughts and opinions.

Why are we throwing our money into the sea?
We invite economist Law Ka-chung to analyse the potential financial disaster of Lantau Tomorrow Vision. He says: “It will sink without a trace.”

Public anger pushes us past 100,000 supporters
After the Finance Committee intend to rush through a proposal for a HK$550 million fund to conduct a feasibility study on Lantau Tomorrow Vision, we present a petition with more than 100,000 signatures to LegCo, urging lawmakers to reject the proposal. It is delayed.

Bird’s eye view of what is at stake
Two volunteer paragliders fly over Lantau, bearing “Save our Lantau” messages on their chutes. They capture stunning film of Lantau from the skies, representing our determination to save our beautiful home. To date, their video has been watched 138,000 times.

A project to empty the coffers
We work with economist Andy Kwan Cheuk-chiu to publish the first ever financial report on Lantau Tomorrow Vision and discover this HK$624 billion land reclamation project may empty public coffers by 2031-32.

One thousands flags flapping
1,000 Save our Lantau flags, designed and printed by Hongkongers, fly around our communities. Each one is a heart-warming message that reads: “you are not alone.”

Myth busting
We host an online seminar with specialists to bust the myths about Lantau Tomorrow Vision.

People against the project
Nine environmental groups, bearing banners and a petition, march on LegCo demanding the government scrap Lantau Tomorrow Vision and urging lawmakers to reject funding approval for a feasibility study.

We’re not going anywhere!
The same day the feasibility study gets the go ahead, we release a video on social media promising that we will never give up. This year we will work even harder to lobby against Lantau Tomorrow Vision, while pushing for the logical solution, brownfield development. We will march on!

Leave no trace
We launched a local hiking blog series, Hill Story, which covers the best walking routes and the concept of enjoying nature while taking all our trash with us. We also invited environmentalist KOL Melody Cheng to share her green hiking tips online. We can get great joy from doing small things.

Beautiful Hong Kong = nature + housing
We invited columnists MaSee & Joe Lui to combine art and words to represent the richness of Hong Kong’s biodiversity. Our unchanging message is that we can build housing without destroying nature.
Thank YOU for lending us a hand

Last year, we had many trials, yet also many triumphs. We endured Covid lockdowns, but we also made positive changes for our planet. Thank you for helping to make a better, greener future.

50 years of Greenpeace in five photos

2021 marks Hong Kong Greenpeace office’s 24th anniversary and Greenpeace’s 50th anniversary. We have looked through the archives and selected five photos that represent our key values. Enjoy!

Original mission
In 1971, the pioneers of Greenpeace set sail to stop nuclear tests.

Independence
In 2010, at the C40 climate conference in Hong Kong, Greenpeace urged the government to ditch a proposal to increase the share of nuclear power in the energy mix.

Science-based evidence
Greenpeace radiation specialists collected soil samples from Fukushima prefecture in 2017.

People Power
Pandas, polar bears, parents, kids and all sorts joined the “Walk for our Winter” in 2009 as part of COP15 Global Day of Action.

Action
In 2013, a member of the Arctic 30 attended a bail hearing after being arrested for boarding a Russian oil rig in a peaceful protest. All 30 activists were eventually released.
An inside look at how we stay strong in Greenpeace

All of us in Greenpeace are inspired everyday by people like you who trust and support us. You give us the resources, both material and emotional, to seek solutions for environmental crises. We’ve invited five colleagues from the Hong Kong office to share with you some “behind the scenes” moments that took place over the past year.

My name is Alem. My job is to raise enough funds for Greenpeace to conduct its research and be the voice of the people on environmental issues.

The encouraging words people say to me when I am out on the street fundraising are something I will always remember. Something else I can’t forget is hosting a Greenpeace event with Key Opinion Leader Melody Cheng, who shared how she incorporates environmental conservation into her life and had changed people’s lives around her by setting an example.

Times are tough, but Greenpeace will never waver from its principles, including being independent. That is why I feel proud to be part of Greenpeace.

Alem
Direct Dialogue Campaigner

My job is to ensure that all my colleagues, whatever their background, are treated fairly and that we are all able to enjoy a safe work environment that embraces multiculturalism, allowing us full rein to show our true strengths.

Last year, we held a training in eliminating unconscious bias for the human resources department. We wanted to prevent any bias in hiring decisions or when considering staff for promotions.

I hope that we all learn to understand ourselves better in 2021 and get rid of unconscious bias so that our communities are more diverse and inclusive.

NC Kwong
Human Resources Specialist (Diversity, Inclusion and Compliance)

My job is to spread the news about Greenpeace campaigns to more people via digital channels.

While we struggled with many challenges last year, we brainstormed four amazing mascots – a polar bear and three penguins – to attract more people to add their voice to ours. We also connected with Hongkongers who are into nature through our hiking series, publishing articles online and posting videos and messages on social media. I was especially moved when I saw how many people were sharing information there on protecting Hong Kong’s green spaces.

Your support is the reason we are able to carry on our environmental work. Thank you once again.

Ivan Cheng
Digital Engagement Coordinator

Our biggest challenge this year was ensuring our staff were able to work safely during the Covid-19 pandemic. Since that meant most of us had to work from home, we also had to make sure that everyone remained motivated. A big focus of our work, of course, was on holding engaging online activities.

In 2020, we also purchased a Renewable Energy Certificate. Greenpeace’s climate campaign has been lobbying for Feed-in Tariffs for many years and our office and warehouse are now powered by clean energy!

I hope that the pandemic ends as soon as possible, so that we can all go back to fighting for our planet together.

Erin Luk
Assistant Human Resources & Administration Officer

If I had to explain my job, I would say that I am looking at the earth from space, and using geographical data for environmental protection.

The climate crisis is causing sea levels to rise, as well as making storm surges from typhoons more frequent in Hong Kong. In 2020, we used altitude data and historical records of typhoons from the Hong Kong Observatory to identify all those parts of Hong Kong that are vulnerable to rises in sea level and storm surges. We will continue our work to better communicate the climate emergency’s economic and social impacts to the general public.

Jiao Wang
Expert in Geographic Information System (GIS), Research Unit

Greenpeace values diversity and inclusion. We believe climate justice is impossible without human rights and we are constantly striving to improve diversity in all aspects of our organisation.

More than 140,000 people signed our petition to Save our Lantau. And the support just keeps on growing...

Our office will purchase 136,500 kWh of electricity generated by local renewable energy in 2021 (that’s equivalent in terms of carbon emissions to eating 1.48 million hamburger steaks!)}

In 2020, my colleagues and I engaged in direct dialogue with 17,492 people.

In 2020 Annual Report | Greenpeace

THANK YOU

100+ local and global media covered our investigation on sea level rise in East Asia.
To protect our independence, Greenpeace never accepts funds from governments or corporations. We are sincerely grateful for all the support we get from people like you, whether that is a generous gift, a signature on one of our petitions, sharing our news, speaking out for the planet or inspiring others to take action for the climate.

I have been lucky to work at both the North and South Poles, studying the impacts of the climate crisis on the regions’ nature and wildlife. I also teamed up with Greenpeace to share my experiences in my column and by taking part in an online sharing on experiences in my column and by using drama and entertainment, we will be able to reach a wider audience with our environmental messages and that we will inspire more people around us to go plastic-free.

I first heard of Greenpeace about two or three years ago when I met a Direct Dialogue Campaigner who explained to me how important it was for fast food chains to go plastic-free. Online, I read that Greenpeace never accepts donations from governments or corporations and that made me proud to become a member.

Over the last half year, I have gradually explored vegetarian food and found that cutting down on meat transformed my body. Going vegetarian also introduced me to organic food, and that was great for my health, good for the soil and helped support local businesses. I have come to understand my relationship with nature. We are all seeds and we need to protect our soil.

Thank you Greenpeace for making my voice heard!

Cho Yueji
Greenpeace member
(joined in 2020)

Caring for the environment is a conviction

Po Ng
Greenpeace member
(joined in 2014)

I’m from Macau and I joined Greenpeace in 2000. I care about the environment, and I was also impressed by the organisation’s actions. I’m concerned about the climate crisis and hope that more people will stop wasting resources and do their best to go plastic-free.

Macau has been a little bit slower to go environmentally friendly, but things have been happening, for example, measures to impose a fee for plastic bags and treat industrial waste. To save our planet, we must reduce waste. It is never too late to protect our planet!

To save our planet we must reduce waste

Monica Maria Nunes
Greenpeace member
(joined in 2000)

I studied Environmental Engineering and Sustainable Development at university. Although I became an actress, I have always wanted to work with environmental groups. All of us should care about our planet and keep on fighting. We might not make any instant change, but if we all do our bit, each one of these actions adds up to something big. “With you, anything is possible!”

I worked with Greenpeace on a short film series: Plastic Makeover. It was amazing, coming up with ideas and taking part in production and performing. I hope that by using drama and entertainment, we will be able to reach a wider audience with our environmental messages and that we will inspire more people around us to go plastic-free.

I studied architecture because I want to work on green buildings. After I heard about Greenpeace, I started donating to support their campaigns, such as opposing the release of radioactive waste water from Japan’s Fukushima nuclear disaster site. I feel that Greenpeace gives me a voice and recently, I also signed up to become a volunteer! I hope that in the future I have a job that allows me to do something for our planet.

I see myself as a seed...

Hailey Wong
Greenpeace member
(joined in 2020)

I have helped bring Hong Kong people closer to the ends of our earth and that everyone will keep paying attention to the climate crisis and do their bit for our planet.

We are all Greenpeacers

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The climate crisis deserves our attention

Eric Wong
Greenpeace columnist, polar explorer

All of us should care about our planet and keep on fighting!

Cecilia So
Actress

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To save our planet we must reduce waste

Monica Maria Nunes
Greenpeace member
(joined in 2000)
Your powerful impact on helping protect our planet

I want to start off by saying thank you for trusting us during these very difficult times.

The Covid pandemic has radically changed our lives. We lost access to our families, to our friends, to normality. And we were flooded with information, often contradictory, about how to stay safe. We didn’t know who to believe anymore. That’s why I feel incredibly inspired that during these uncertain times, you continued to put your trust in us to solve our planet’s urgent environmental issues.

Along with independence, one of our core values is the primacy of science- and evidence-based campaigning. That’s how we have stayed true to our cause. We investigate to figure out the problems and use facts to work out the solutions. Your trust in us means that you recognise and you understand our work has real value; it is an investment into safeguarding our future.

Another thing the Covid crisis has done is to expose how everything is interconnected. It is even more clear now that the way humans deplete the planet’s resources and fail to respect nature will eventually come full circle and contribute to a bigger crisis for us.

Strategies to recover from Covid, though, give the world an unprecedented opportunity to put things right. Policies that governments put in place now must ensure that we switch to renewable energy for the sake of having clean air, that we protect our forests for the sake of the climate, and that we stop madly consuming plastics for the sake of our oceans. Our recovery from Covid must also be a recovery from the broken and unequal systems that are destroying our environment, from the local to the global. Just as we are solving the Covid crisis, we must also solve our environmental crises.

I am sure like me, these have been terribly anxious times for you, so your support in spite of all that is precious. I want to assure you that your kind donations are having a far-reaching and powerful impact on helping to protect our planet. The stories in this report document our response to the needs of the Covid crisis, our commitment to our campaign work, and our vision for a green and peaceful future.

Thank you for trusting us.

Cristina San Vicente
Deputy Executive Director of Greenpeace East Asia

Greenpeace’s principles

$0 from governments, companies
To maintain our absolute independence, Greenpeace never accepts funds from governments, businesses or political organisations. This ensures we are free to always put the planet first.

Environmentalists without borders
Today’s environmental issues have transcended national borders. As a global environmental organisation, Greenpeace is present in more than 55 countries and regions, with 27 national or regional offices. We work on environmental protection, the climate crisis, biodiversity and we push governments, businesses and individuals to work together and seek solutions to environmental issues. Funds raised locally are primarily used to support local environmental projects. When there is spare capacity to support campaigns overseas, Greenpeace International will allocate resources according to their priority and the urgency of the issue. Our Hong Kong office also supports Greenpeace’s major global environmental campaigns, such as protecting the Amazon, saving the Arctic and defending our global oceans. As a Greenpeaceer, that means YOU are having a global impact as well as benefitting Hong Kong.

Employ multiple strategies
Greenpeace is committed to bringing positive change through practical and peaceful actions. We follow the IDEAL framework (Investigate, Document, Expose, Act and Lobby) and harness people power to drive our environmental campaigns. We use diverse and innovative actions and strategies to push for change.

Public transparency
Greenpeace is committed to the principles of Accountable Now (formerly the INGO Accountability Charter). We are accountable to our supporters, the public and regulatory bodies. We arrange for internal audits of offices around the world and make the work of our campaigns transparent by releasing information through public events and online. In addition, our Annual Reports include independently audited records of our financial management so that you can see how we are using your kind donation to really make an impact for our planet.

Number of Greenpeace members in Hong Kong and Macau in 2020:

41,559
Total number of Greenpeace members in East Asia:

200,816
We can’t thank you enough for your support. As the pressures on our planet keep on growing, your help makes all of our work possible, and allows us to preserve our independence. Our promise to you: we make every dollar we receive to go straight into delivering our environmental mission.

For every $300 we spent on our environmental campaign projects and supporting works in 2020, we allocated:

- $89 Saving our climate
  Addressing the climate emergency and mitigating extreme weather events.

- $62 Global activities and others
  Collaboration across offices to maximise our campaign efforts.

- $31 Eliminating toxic pollution
  Together we can build a plastic-free and toxic-free world.

- $50 Environmental campaign message promotion and mobilisation
  Making our voices loud and clear calling for awareness and action.

- $13 Action and volunteer engagement
  People Power to bring positive changes.

- $20 Research and investigations
  Keeping abreast of the latest technologies to uncover the truth for our environment.

- $4 Promoting green policies
  Liaising with stakeholders from governments to corporates.
As well as launching creative campaigns of our own, we also take on leading roles in many of our global campaigns, helping to secure important wins for our planet. Upholding the spirit of openness and transparency, we accept oversight from members, the public and supervisory bodies. To show how we are putting your generous gift to good use, we have prepared a breakdown on how we spent donations on all our environmental campaigns last year.

Projects

<table>
<thead>
<tr>
<th>Projects</th>
<th>Highlights</th>
<th>HKD</th>
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</thead>
<tbody>
<tr>
<td>Coal, Water and Air Pollution</td>
<td>● Released three reports exposing the expansion of China’s coal sector despite the lack of evidence that China needs to build coal plants to meet electricity demand; coals poor performance economically; and the impact of coal power on water resources.</td>
<td>1,350,850</td>
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<td>Make Renewable Energy Powerful</td>
<td>● Pressured political leaders for climate action during Korea’s general election in 2020; recruited 176 volunteers to monitor the climate stance of 300 leaders; and held a infographic performance that showed youth representative urging politicians to take urgent climate action generating wide coverage. These strategies contributed to the ruling party making its climate neutrality pledge by 2050.</td>
<td>11,903,992</td>
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<td>Sustainable Finance</td>
<td>● Raised 10,500,000 through our carbon finance initiative, CAR.</td>
<td>2,092,627</td>
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<td>Green Energy Investment</td>
<td>● Published two reports on the renewable energy commitments and performance of China’s major tech companies, attracting top coverage from the media. This hard work paid off when Chindata Group, the country’s leading data centre operator, pledged to go carbon neutral by 2030 through 100% renewable energy procurement. Soon after this, one of China’s biggest technology groups, Tencent, announced its own carbon neutrality pledge.</td>
<td>51,325,648</td>
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Relying on the latest data, our reports showed how carbon emissions are closely linked with social impacts and economic costs. These insights were used to advocate for urgent action on carbon neutrality. Our campaign work attracted strong coverage from global media, producing more than 400 reports from traditional news sites, highlighting the seriousness of air pollution and its impacts on society and promoting green, low-carbon lifestyles.

Renewable Energy

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<td>Urban Climate and Energy Solutions</td>
<td>● In May 2020, released an interactive map of Hong Kong showing areas most vulnerable to extreme storm surges. We combined weather and demographic data with business-as-usual carbon emission projections and estimated that storm surges caused by super typhoons like Typhoon Mangkhut will occur once every ten years by 2050, causing economic losses and impacting people’s lives.</td>
<td>12,288</td>
</tr>
<tr>
<td>Renewable Energy</td>
<td>● Following months of local advocacy and lobbying work, the New Taipe. Taichung and Taitung governments in Taiwan declared a climate emergency and introduced new initiatives for renewable energy development.</td>
<td>8,125,413</td>
</tr>
<tr>
<td>Energy Solutions</td>
<td>● Stop overseas coal financing: Published a report analysing the size of investments in overseas coal-fired power generation by Korean public and private financial institutions, raising public awareness about the environmental impacts and the need for Korea to lead the global transition to a carbon-neutral economy. We also partnered with Korea’s renewable industry association, KERCO, to pressure them to halt all investments into the jaws and 10 coal power plants in Indonesia.</td>
<td>11,587,869</td>
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<td>Renewable energy and climate work in Korea: Pressured political leaders for climate action during Korea’s general election in 2020; recruited 176 volunteers to monitor the climate stance of 300 leaders; and held a infographic performance that showed youth representative urging politicians to take urgent climate action generating wide coverage. These strategies contributed to the ruling party making its climate neutrality pledge by 2050.</td>
<td>3,457,227</td>
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Climate and Energy

Distribution of Environmental Resources: Projects & Campaigns

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Projects Highlights HKD

Coal, Water and Air Pollution

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<td>● Published two reports on the renewable energy commitments and performance of China’s major tech companies, attracting top coverage from the media. This hard work paid off when Chindata Group, the country’s leading data centre operator, pledged to go carbon neutral by 2030 through 100% renewable energy procurement. Soon after this, one of China’s biggest technology groups, Tencent, announced its own carbon neutrality pledge. To encourage the ICT sector to go 100% renewable, we produced a downloadable guide showing trends in extreme heat and storm surge projections and estimated that storm surges caused by super typhoons like Typhoon Mangkhut will occur once every ten years by 2050, causing economic losses and impacting people’s lives.</td>
<td>51,325,648</td>
</tr>
</tbody>
</table>

As well as launching creative campaigns of our own, we also take on leading roles in many of our global campaigns, helping to secure important wins for our planet. Upholding the spirit of openness and transparency, we accept oversight from members, the public and supervisory bodies. To show how we are putting your generous gift to good use, we have prepared a breakdown on how we spent donations on all our environmental campaigns last year.

Projects

<table>
<thead>
<tr>
<th>Projects</th>
<th>Highlights</th>
<th>HKD</th>
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</thead>
<tbody>
<tr>
<td>Coal, Water and Air Pollution</td>
<td>● Released three reports exposing the expansion of China’s coal sector despite the lack of evidence that China needs to build coal plants to meet electricity demand; coals poor performance economically; and the impact of coal power on water resources.</td>
<td>1,350,850</td>
</tr>
<tr>
<td>Make Renewable Energy Powerful</td>
<td>● Pressured political leaders for climate action during Korea’s general election in 2020; recruited 176 volunteers to monitor the climate stance of 300 leaders; and held a infographic performance that showed youth representative urging politicians to take urgent climate action generating wide coverage. These strategies contributed to the ruling party making its climate neutrality pledge by 2050.</td>
<td>11,903,992</td>
</tr>
<tr>
<td>Sustainable Finance</td>
<td>● Raised 10,500,000 through our carbon finance initiative, CAR.</td>
<td>2,092,627</td>
</tr>
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</table>
Toxic / Detox

Projects Highlights HKD
Break Free From Plastics

A united effort from our Hong Kong, Taipei, Seoul, and Beijing teams pushed our Break Free from Plastics campaign to the public, media, governments, producers and retailers, forging an even stronger foundation to end plastic pollution worldwide.

Hong Kong team
- Our cross-region investigation and tracking of the shipping of waste to developing countries helped successfully push the Environmental Protection Department to strengthen plastic waste import and export regulations in Hong Kong.
- Engaged more than 24,000 supporters in our campaign to target supermarkets to go plastic-free.
- Released our report Plastics at the Checkout: How Hong Kong Supermarkets Rank on Plastics, laying bare how the seven major stores in the city were doing on going plastic free, pushed them to accept social and corporate responsibility, and make a public pledge to reduce all disposable plastics and eventually remove plastics at source.
- Cooperated with local plastic-free shops and celebrities, hosted online meetings, made videos, and shared zero-plastic tips to encourage the whole community to reduce plastic use in daily life.
- With the primary help of public media, we got two leading Hong Kong supermarkets to announce new reduced-plastic targets: Welcome said it would work with its suppliers to cut plastic packaging on fresh products by 1.8 million pieces, and reduce plastic use 25% every year; ParknShop announced new plastic-free measures, including setting up more packaging-free refilling stations and a roadmap for plastic packaging reduction and reusable measures to be achieved by 2030.

Taipei team
- Following months of advocacy and lobbying work targeting retailers in Taiwan to reduce their plastic packaging, publishing reports, working with media, organising petitions, staging direct actions and public engagement, the ubiquitous convenience store 7-Eleven announced its new plastics reduction plan, which included a promise to be more transparent on their plastic usage by disclosing their own-brand plastic packaging usage in weight per year, and a phase out plan by 2030.
- FamilyMart then also announced plastic-reduction initiatives to provide reusable cups and bento boxes.
- Held a multi-stakeholder forum with 177 key players attending, including representatives from local retailers, coffee chains, food delivery platforms and the authorities. This networking secured us closed door meetings with local retailers and international alternative providers and retailers, encouraging more uptake of the reuse model to promote a circular economy.
- As a result of our hard campaign work, including publishing a ranking report on supermarkets’ performance in plastic reduction and rounds of direct action, Lotte Mart, one of the largest supermarket chains in Korea, said it would cut single-use plastic usage 50% by 2025, making it the first supermarket chain in Asia to make such a commitment. As we had hoped, other stores followed suit with E-mart, another supermarket chain in Korea, announcing it was opening Eco Refill Stations as one of its solutions.
- Our online campaign urging consumers to take their own containers shopping to reduce plastic packaging was commented on more than 18,000 times on social media, helping us spread our zero-plastics message far and wide.

Seoul team
- As a result of our hard campaign work, including publishing a ranking report on supermarkets’ performance in plastic reduction and rounds of direct action, Lotte Mart, one of the largest supermarket chains in Korea, said it would cut single-use plastic usage 50% by 2025, making it the first supermarket chain in Asia to make such a commitment. As we had hoped, other stores followed suit with E-mart, another supermarket chain in Korea, announcing it was opening Eco Refill Stations as one of its solutions.
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Beijing team
- Following our report that calculated the waste and carbon footprint generated by China’s e-commerce deliveries annually, eight state authorities in China released a policy document detailing measures to promote reusable shipping packaging systems.
- Worked with the organisers of a Shanghai music festival to encourage 10,000 festival goers to bring their own containers for drinks; this collaboration was a first for China.

Rethink IT
- Released a report on EV batteries that urged the industry to set up a system for repurposing EV lithium-ion batteries to avoid the environmental harm from decommissioned batteries and presented solutions that would make the sector sustainable aimed at EV manufacturers, battery manufacturers, officials and industry associations.
- Held a live online seminar with guests from the EV and energy storage sector to discuss setting up a circular economy for EV batteries, promote industry collaboration and encourage reform.

Projects
- Water Pollution
  - Released a report on China’s pollution liability insurance system, a financial tool to ensure water polluters pay for their violations. We examined how effective it was, pointing out its limitations and offering up solutions.

- Oceans
  - Spearheaded a global campaign to ensure a strong Global Ocean Treaty at the United Nations with the eventual goal of protecting at least 30% of oceans by 2030. Worked tirelessly to build international awareness about the issues facing oceans today including overfishing, rising water temperatures, and the accelerated melting of polar ice.
  - Published a short documentary in Antarctica, Edge of the Oceans, documenting our ocean protection campaign and research work that has gathered more than 3.5 million supporters – including 160,000 in East Asia.
  - Our East Asia team invited influencers and local celebrities to join us as Ocean Ambassadors, communicating the impact of the climate crisis to a wider audience.
  - Greenpeace ships Arctic Sunrise and Esperanza completed a one-year survey trip traveling from the North Pole down to the South Pole, stopping at seven sites to conduct research and document evidence of overfishing, pollution, seawater warming and ocean acidification.
  - Along the voyage, we invited public figures on board to help raise the profile of the campaign and push for our goal of a strong Global Ocean Treaty.
  - More than 70 governments expressed their support so far for protecting 30% of the world’s oceans by 2030 as of May 2021. The 14-member states of the UN’s High Level Panel for a Sustainable Ocean Economy pledged to ensure 100% of their water was cared for in a sustainable manner from December 2020 to 2025.
  - Together with other environmental groups, we secured the extension of a 2018 ban on krill fishing in part of the Antarctic and even extended it by including an additional area of 4,550 sq km.
  - After concerted campaigning, Senegal’s Ministry of Fisheries denied new licenses to 52 industrial fishing vessels.

- Sustainable fishing
  - Human rights violations on board fishing vessels were again our focus for our report released last year, which was widely covered by 42 media outlets. Off the back of that work, we formed a regional team with US and Indonesian offices to carry out investigation work and lobby the US Department of Labor to list Taiwan’s fish products as potentially linked to human rights infringements, sparking a political discussion between government officials in Taiwan on how to solve this problem.
  - Together with several other NGOs, formed The Coalition for Human Rights for Migrant Fishers and held a joint action at the Ministry of Interior’s International Workshop on Combating Human Trafficking. This started a regular conversation with the Fishery Agency to discuss how to better protect human rights for migrant fishermen.
  - Issued a joint statement with 34 global non-profit groups to Taiwan’s Executive Yuan, the Ministry of Labor, and the Fisheries Department, urging them to address the problem of forced labour on Taiwan-owned fishing vessels and come up with concrete structural changes to prevent it from happening again.
  - Held fishery exhibitions in Taipei and Kaohsiung, which attracted more than 9,800 attendees. Invited them to write postcards to our target, FCP, a local seafood conglomerate, urging them to adopt better sustainable policies. Under public pressure, FCP updated their sustainable policy at the end of 2020.

- Protecting the oceans
  - Our teams focused on protecting marine ecosystems and pushing East Asia’s fishing industry to adopt better sustainable practices.

- Taipei team
  - Continuing to push China to improve its management of the distant water fishing industry and to make it more sustainable. Based on our investigations of the industry’s activities, we submitted policy recommendations to push for faster and enforceable improvements.
In response to the raging forest fires across the Amazon, Indonesia, Australia, Siberia and California, Greenpeace East Asia supported our global forests campaign by organising online petitions and releasing articles and blogs to raise awareness. Greenpeace is advocating for companies to introduce “zero deforestation” policies that clean up their supply chains. In Hong Kong, exposed how a lot of the meat sold in local supermarkets contributes to deforestation in the Amazon, attracting widespread coverage from local media. Our campaign successfully persuaded PantherShop to agree to change its meat supplier and other local retailers like Yata City, Super and AEON disclosed their meat suppliers and cut ties with those linked to deforestation. As part of our work on the Convention on Biological Diversity (CBD) with the United Nations originally held in September 2020, established relationships with key contacts including the CBD Secretariat, co-chairs of key working groups, NGOs and the media and connected fellow environmental NGOs with the Chinese government to discuss biodiversity protection in meetings.

Our focus has been on highlighting human-nature relationships and encouraging a discourse on how biodiversity and natural ecosystems support human life and public health during the Covid-19 pandemic. Worked with key influencers to produce lots of engaging visual content to build awareness, attracting over 1 million views. One of our videos was launched on World Forest Day, encouraging the general public to support biodiversity conservation.

Continued to propose brownfields as a much better option for city development in Hong Kong with much less environmental impact and a cheaper cost compared to the government’s Lantau Tomorrow Vision land reclamation project. Worked with a well-respected economist to calculate that the project could drain Hong Kong’s fiscal reserves in 11 years. Our results backed up our proposal on “brownfield first” and attracted intense media coverage. Organised a “Share the Road” initiative with local communities, encouraging people to join biking events and call for more sustainable city planning with more protected bike lanes.

Break Free from Fossil Fuels: Collaborated with Greenpeace East Asia and Greenpeace International to push sustainable energy policies, seizing overseas investment and energy transformation opportunities within Southeast Asian countries. In the Philippines, just three weeks after Greenpeace published our Southeast Asia Power Sector Scorecard in September 2020, the government announced its moratorium on new coal plants. Following months of campaigning to urge banks to cut ties with coal mines and coal-fired power plant projects, Malaysian bank CIMB announced it would divest from fossil fuels in 2021 and phase out its exposure to coal by 2040.

Toxic Air: Worked with the Global Air Pollution Unit to track global air quality and fossil fuel usage trends; Published reports and an online tool with partner IQAir to raise public awareness and usage trends; Published Tocx Air: The Price of Fossil Fuels to reveal the real cost of air pollution from fossil fuels and highlight solutions to protect our health and benefit communities.

Save the Forests: Worked with the Global Air Pollution Unit to track global air quality and fossil fuel usage trends; Published reports and an online tool with partner IQAir to raise public awareness and usage trends; Published Tocx Air: The Price of Fossil Fuels to reveal the real cost of air pollution from fossil fuels and highlight solutions to protect our health and benefit communities.

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**Campaign Communications, Media and Outreach**

Greenpeace’s environmental work relies on the steady support of numerous teams providing professional assistance. These teams are responsible for publishing environmental news, media engagement, direct actions, scientific research, surveys and online engagement. They help raise public awareness about Greenpeace campaigns, make issues into headline news, and encourage people to pay attention to our work. Our Sustainable Finance & Business & Policy & External Affairs teams communicate financial messages to the financial sector, policymakers and other stakeholders.

- **Distribution of Resources: Campaign Support**
  - Campaign / Environmental Communications
  - Delivery & Branding
  - Campaigns / Graphics, photos and video production to support project communications, as well as maintenance of environmentally-friendly lifestyles.
  - Creative marketing training to keep up with the latest communication trends, strengthen the delivery of audience research to better understand people’s ideas about environmental issues, organised collaborative local community to improve impacts and ensure local input.
  - Shaped Greenpeace experiences and skills to empower local partners and individuals in environmental monitoring and proposing solutions.
  - Produced engagement materials such as videos, posters and brochures to raise awareness about Greenpeace, its work and core values. There are also collaborations with schools, universities and local key influencers on encouraging green living.

- **Digital Mobilisation & Environmental Communications Research**
  - Focused on improving the analysis of media information, project communication, multimedia work, and management of social media platforms. Our team is to digitalise and mobilize engagements to our environmental campaigns, creating bigger impacts in society for environmental protection. In addition to assessing our local campaigns, worked with environmental campaigns led by Greenpeace offices around the world, such as global climate and energy projects, Save the Arctic, Protect the Oceans, and Protect the Forest. Our focus was on the audience to better understand people’s ideas about environmental issues, organised collaborative marketing training to keep up with the latest communication trends, strengthening the delivery of green and peaceful environmental protection concepts and core values, as well as promoting environmentally-friendly lifestyles.

- **Environmental Analytics**
  - In-depth analysis of environment-related news coverage and social media posts, interpreting trends in public opinion, analysing and improving our campaign messaging, using new methods of data collection and analysis to improve our digital communications and reach more people.

- **Environmental Research & Investigation**
  - Focuses on understanding social issues and public opinion to develop effective campaigns and strategies.

- **Multimedia**
  - Graphics, photos and video production to support project communications, as well as maintenance of our multimedia library and development of new digital campaigning tools.

- **Supporter Communications**
  - Published and produced annual reports and regular communications materials to keep supporters engaged and provide updates on our latest campaigns and achievements.

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**Policy, Business & Science**

- **Policy Development**
  - Coordinated regular trainings — auditing, sampling, online research and workshops — equipment management, risk assessment and security; held regional workshops to facilitate knowledge sharing and risk management.

- **Application of Advanced Cognitive Science**
  - The focus is on building scientific competence throughout key partner offices to apply advanced cognitive science (neuroscience, psychology, linguistics) to create social change through leading risk causes and changing mindsets. Designed a training framework and practical guidance on mindset campaigns for global office and projects. Our team of five builds networks with partners and external organisations to advise global offices on strategy, understanding and engaging meaningfully in order to shift mindsets for systemic change.

- **Advisory – Policy & External Affairs**
  - Advised on liaison with governments and the UN or campaigns. Maintained relationships with key political contacts in government, research institutions and NGOs. Monitored environmental impact assessment reports and joined seminars.

- **Advisory – Sustainable Finance & Business**
  - Developed and implemented strategies and provided professional advice to change corporate behaviour. This also includes engaging investment and financial community and attending public and business forums.

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**Action, Volunteer Outreach & Community Management**

- **Programs**
  - Coordination
    - **Regional / Environmental Communications Coordination**
      - Coordinated activist planning, executions, logistics, budget control and legal assessment.
      - Responsible for activist development and training to support actions and citizen research work.
      - Our risk includes supporting local public engagement activities on awareness raising, including teaching materials on environmental protection and organizing volunteer activities to raise awareness about the health of our planet.
      - 922,075
  - **Training & Equipment**
    - Provided infrastructure support for non-violent direct actions (NVDA) to support environmental campaigns and equipment purchases and maintenance. Professional training and regular environmental exchange teams to improve their ability to respond to the latest environmental challenges and more effectively organise actions and environmental education activities.
    - 4,794,333
  - **Action Management & Warehouse**
    - Warehouse (equipment storage) for each office — rental, renovation and management.
    - 1,610,142
    - 7,316,550

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**Your Information**

- **Donor ID (if any):**
- **Name:**
- **Phone:**
- **Address:**
- **Email:**

**How would you like to donate?**

- **Credit card**
  - VISA
  - Master
  - AE

- **Direct debit**
  - Name of bank:
    - Bank code:
  - Account number:
  - Branch:
  - Account holder name:
  - ID number:
  - Signature:

- **Bank transfer**

  - **Foreign exchange for deduction in Hong Kong**
    - Donations of HK$100 or more are entitled to tax deduction in Hong Kong.

  - **One-off donation by cheque or bank transfer**
    - Please make donation using this bank details below and allow 14 working days for processing.

  - **Bank name:**
    - Bank code:
  - Account number:
    - Account holder name:
    - ID number:

Donations of HK$100 or more are entitled to tax deduction in Hong Kong.
Thank you, everyone

We are delighted to share with you our stories in this 2020 Annual Report. You have helped us do some amazing work this past year, so we want to thank you again for being by our side! Your trust in us gives us the drive to make even more wins for our planet. Together we will build a green new world!

Our priority campaign is still the climate, and we are setting our sights on bringing about a global Green Recovery. Are you ready for the next stage in supporting our critical environmental work? Are you ready to make an impact?

Yes!

☐ One-off gift of HK$200.
☐ One-off gift of HK$2,000.
☐ One-off gift of HK$20,000.
☐ One-off gift of HK$ ____________.
☐ I wish to donate an extra HK$50 monthly.
☐ I wish to donate an extra HK$ ____________ monthly.

I'm not a Greenpeace donor, but realising how serious the threats are to our planet, I want to do something to protect it.

☐ Monthly gift of HK$200
☐ A monthly / one-off* gift of HK$ ____________.

* Please delete as necessary.