

Annual Report

2025

EAST ASIA

GREENPEACE

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守護我地

OUR STAND

OUR LAND




WHO ARE WE?

As an independent global environmental organisation, Greenpeace has refused government and corporate funding since 1971, safeguarding our mission to protect the Earth and remain free from influence. Grounded in science, we investigate on the frontlines to expose the truth and drive solutions that accelerate energy transition and waste reduction strategies. We believe change begins with each step we take. By bringing together local voices, we turn determination into action — tackling global environmental crises at their source.

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Greenpeace Indonesia

Protecting the "Last Paradise" from Nickel Mining

Our investigation in Raja Ampat exposed the devastating impact of nickel mining on Earth's richest marine biodiversity. Following large-scale actions alongside Indigenous communities, the Indonesian government revoked four nickel mining licenses, halting critical ecological destruction and protecting this "Last Paradise".



Greenpeace Brazil

Exposing Supply Chain Deception

Greenpeace exposed "cattle laundering" linked to the world's largest meat producer, JBS, tracing products from illegally deforested Amazon lands to global tables. Mobilising 600,000 global signatures at COP30, we pushed Brazil to protect 2.4 million hectares of Indigenous territory and put ending deforestation by 2030 on the global agenda.



Greenpeace East Asia: Seoul Office

Empowering Citizens for a Renewable Future

Faced with surging AI-driven power demand, we challenged the Korean government's plan for six new LNG power plants. By exposing gaps in Environmental Impact Assessments and leading 450 citizens in an administrative lawsuit, we highlighted the conflict between fossil fuel expansion and carbon neutrality successfully pushing the AI and semiconductor industries to pivot towards renewable energy solutions.



Greenpeace East Asia: Hong Kong Office

Shifting the Tide Towards Sustainable Ecotourism

To protect ecotourism hotspots like Sharp Island from overtourism, Greenpeace documented coral damage and proposed recommendations for ecotourism policies. Our evidence ignited public concern, prompting a public commitment from the Chief Executive to step up conservation efforts. Consequently, the Agriculture, Fisheries and Conservation Department (AFCD) has pledged to conduct studies on including Sharp Island into a designated marine park protected area and implementing a booking system for popular campsites.



Greenpeace International

A New Era for Ocean Protection

After 20 years of persistence, the Global Oceans Treaty officially entered into force following ratification by 89 countries. This historic legal framework enables the creation of high-seas Marine Protected Areas, accelerating our "30x30" goal to safeguard 30% of the oceans by 2030.



Shifting the Focus: Plastic Production Poses Severe Health Risks

Our research revealed that plastic production threatens the health of 51 million people across 11 countries. During the Global Plastic Treaty negotiations, we successfully mobilised 90+ countries to sign "The Nice Declaration", shifting the global agenda toward cutting production at the source. We continue to demand a 75% reduction in plastic production by 2040 to stay within the 1.5°C climate limit.



Landmark Ruling on State Responsibility for Climate Change

Supported by Greenpeace, Pacific Island youth secured a landmark moment for climate justice. The International Court of Justice (ICJ) confirmed that states have a legal obligation under international law to protect the climate system and prevent harm. By submitting ship-based research and frontline evidence, we helped anchor this historic mandate to protect the survival rights of vulnerable regions.



Greenpeace Ukraine

"Green Reconstruction" and Nuclear Defense Amid Conflict

Greenpeace is driving Ukraine's "Green Reconstruction" by installing the country's first residential geothermal-solar heating system and powering 13 hospitals with solar energy to ensure uninterrupted medical care. Meanwhile, we use satellite intelligence to provide early warnings of safety risks at the Zaporizhzhia Nuclear Power Plant, safeguarding communities amid conflict.



Rooted in Place, Powered by You

Standing Strong with Your Support

Amid climate, plastic, and ocean crises, our three million global supporters are turning challenges into opportunities. Your support has powered iconic environmental milestones this year, and we are deeply grateful for your commitment to protecting our planet and planting seeds of hope.

OUR LAND, OUR STAND

Nature's stories are never just data. Our land, mountains, and oceans hold the shared memories of our coexistence with all living things.

Environmental protection is ultimately about how we live in harmony with the Earth and remain connected to the generations that follow. Real change should not remain within academic debate alone — the challenges facing our land belong to all of us.

In 2025, Greenpeace stayed rooted in Hong Kong, working to safeguard local ecosystems and communities. From witnessing the ecological scars left by overtourism at Sharp Island to documenting how extreme weather disproportionately impacts vulnerable groups like the homeless and outdoor workers, we are reminded of one truth: environmental challenges are not mere academic data, but lived realities that demand a profound empathy for life.

With your generous support, we remain 100% financially independent, free from political and corporate influence. This strength begins in Hong Kong, scales across East Asia, and echoes around the world. Thank you for turning your love for our land and seas into actions to protect the home we share.



A Legacy That Grows Beyond Our Time

Mr. Ma

Supporting Greenpeace & environmental causes for more than 20 years. In 2025, he signed up as a Legacy Donor, leaving a lasting gift for the Earth.



© Greenpeace



Download the "Green Guardian" legacy giving program brochure to learn how to prepare your legally binding will and make a legacy gift.

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In many Asian cultures, "death" is a traditional taboo. But for Mr. Ma, a Green Guardian now in his seventies, speaking about the end of life is simply part of nature's course. Having supported Greenpeace for over two decades, he no longer recalls what first led him to donate. Yet, his care for all living things has deepened over time — a care he hopes will one day return to the Earth, like fallen leaves nourishing the soil.

Guardian Beyond the Urban Grey

Mr. Ma spent many years engaged in community work. He remembers a childhood spent running freely through the hills, when nature always felt within reach. Today, as he reflects on the city's changes, he sees how what was once taken for granted has been worn away by decades of overdevelopment. "Human beings are naturally drawn to nature. We are not meant to be confined to a concrete jungle." He believes that humanity has already consumed most of the Earth's resources and must cherish what remains. Only by using them wisely can we preserve a living space for future generations and wildlife; otherwise, our long-term vision of nurturing future generations will ultimately come to nothing.

"Life will reach to a stage where it must end. Nothing we own can be taken with us." Mr. Ma speaks of death with calm acceptance. While life is finite, the intention to care for the environment transcends time and space. By turning what he cannot carry with him into a legacy donation, he is effectively sowing seeds that will flourish long after he is gone. Though life may fade, a legacy gift will continue to sustain the organisation, allowing an individual's environmental action to endure endlessly.

Roots of Care: For a Future that Never Fades

Behind this decision is his respect for Greenpeace's independence and the courage to speak out. From the global climate crisis to local environmental damage in places like Ham Tin Wan and Sharp Island, he has witnessed it all. More than serving human needs alone, he is especially concerned for the animals and plants that cannot speak for themselves. While humans have the power to reshape the environment, he believes the world is a shared home. Only through coexistence can future generations inherit a balanced and living planet.

"We must act now, rather than leaving the burden to the next generation." What Mr. Ma hopes to pass on is not a figure in a bank account, but rather the lush mountains and lucid waters that were always meant to be there.

To him, being rooted in land means giving back to the Earth, ensuring his love to the planet echoes endlessly into the unseen future.



© JJ Tsui / Greenpeace



© Paul Hilton / Greenpeace



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© Chewy C. Lin / Greenpeace

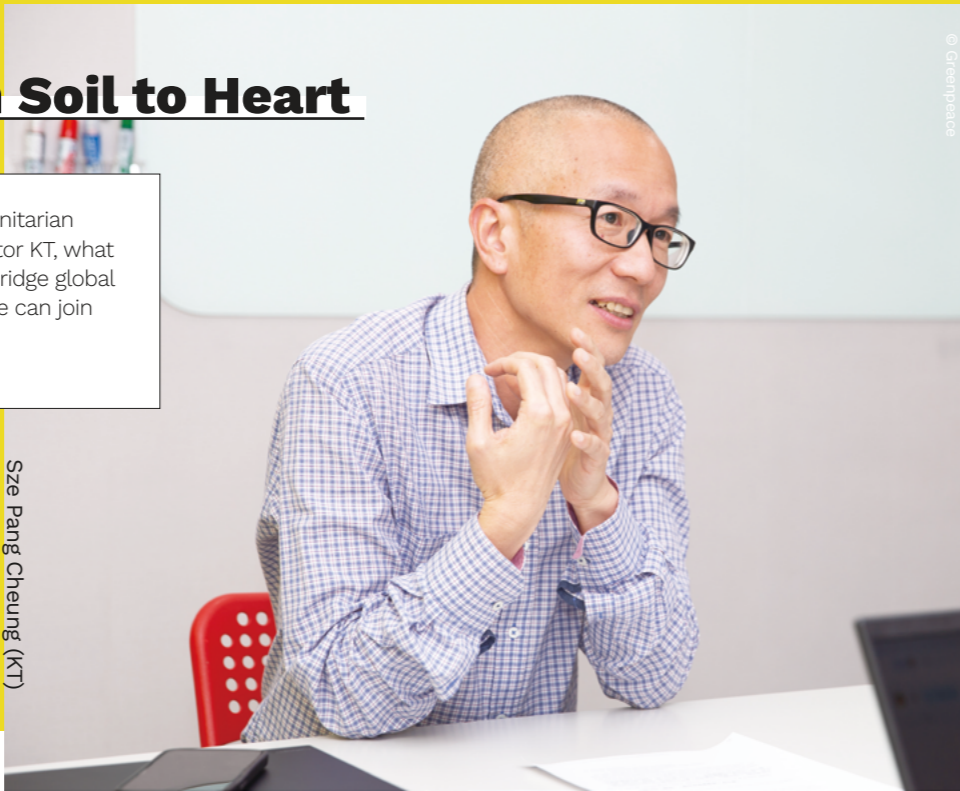


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A Dialogue from Soil to Heart

When newly onboarded 15-year humanitarian veteran Ludivine joins Executive Director KT, what sparks fly? In this conversation, they bridge global vision with local roots to share how we can join hands to protect this livable home.

Sze Pang Cheung (KT)
Executive Director,
Greenpeace East Asia



© Greenpeace



Ludivine Houdet
Fundraising and Engagement Director,
Greenpeace East Asia

© Greenpeace

First Impressions and Connection to the Land

KT:
Welcome to the team! For the past 15 years, you've been on the frontlines of international humanitarian aid, walking across many wounded lands. Now that you've arrived in East Asia, what are your first impressions, and how are you building a sense of belonging here?

Ludivine:
It was raining the day I arrived in Taipei! Moving to an East Asian city, the living environment is certainly different, and the team here is incredibly diverse in both background and perspectives. However, everyone shares a love for hiking, mountains, and the outdoors — and the food is amazing. Talking about these passions has helped me slowly establish a local connection. When I think of "belonging", there is a French

word, *Terroir*, often used in culinary contexts. It refers to the unique flavor or quality of something that is deeply rooted in the land, nature, and culture.

KT:
Your mention of *Terroir* reminds me of the word "livable (宜居)" in Chinese. When people choose a place to live, they consider "quality of life," which usually includes income levels, social welfare, healthcare, and political environment. Today, the factors that truly make a place "livable" — a stable climate, biodiversity, clean water, and healthy oceans — are in a state of unsustainable crisis. Our lives depend on a livable planet, and protecting it is a responsibility we all share.

Persistence Amidst Challenges

Ludivine:
In our strategic direction planning, I see the core objective as building deeper "connections". From my experience in international humanitarian aid, I witnessed how conflicts, epidemics, man-made and natural disasters disproportionately impact people on the move. Now, our mission is not just to keep a single region or area from instability, but to ensure the entire planet remains "livable".

As we face extreme climate events, rising sea levels, and the resulting challenges — including climate displacement — I see the immense contribution East Asia can offer the world. The changes we drive here will not only make the land we inhabit more livable but will have a profound global impact.

KT:
Scientific evidence is clear: we must limit global warming. In 2025, our work focused on mitigating heatwave risks and safeguarding livelihoods — issues central to our daily lives. While the challenges are significant, we must also celebrate our collective progress. The steady expansion of renewable energy compared to a decade ago is a monumental achievement.

Protection Across Boundaries

KT:
In environmental work, a connection to the people and the land is indispensable. In our upcoming strategic roadmap, we will actively focus on ocean protection and climate action, honoring our commitment to this land.

In 2026, the Global Oceans Treaty officially entered into force, marking a major milestone toward the "30 x 30" target of protecting 30% of the world's oceans by 2030. At the same time, as Hong Kong faces growing ecological pressure from the "Tourism is Everywhere" approach, Greenpeace will use scientific evidence and field investigation to safeguard our rich natural heritage for future generations. We are taking local action to confront global climate and ecological crises. Ludivine, as a member of the team, how do you see Greenpeace's influence

in East Asia? And how would you invite our supporters to stand with us — other than donors, but also partners in protecting our home?

Ludivine:
We have been rooted in East Asia, driving systemic change for a long time. Moving forward, supported by our global network of offices, we will continue to uphold the scientific spirit — conducting investigations, documenting the truth, and advocating for policy shifts to amplify local voices. I look forward to protecting the planet alongside every member and supporter. We are in this together; only by standing as one can we go further.

KT:
We inherited this Earth from those before us, and we must pass it on to those who follow. Whether we can bequeath a better planet is a decision, I believe, that rests with our generation.



PROTECTING OUR CITY, ROOTED IN HUMANITY

Over the past year, Greenpeace has worked tirelessly across various environmental fronts, yielding fruitful results. At the heart of these achievements lie our two foundational pillars: **#BearingWitness** and **#People-centered**. By venturing to the frontlines to uncover environmental truths and embedding genuine care into our actions, we have mobilised the public—turning individual efforts into a collective force to safeguard our local environment.

POWER OF WITNESS

Bearing Witness, Revealing the Truth

Exposing Chaos: Overtourism Finally Being Addressed

The project team completed 25 field investigations during peak travel seasons, documenting visual evidence of tourists trampling corals at Sharp Island, dangerous photo-taking at Po Pin Chau, and over a thousand tents overcrowding Ham Tin and Sai Wan. Through over 600 media reports and widespread attention on social media, we prompted a public response from the Chief Executive of Hong Kong SAR within just ten days. In response, the Agriculture, Fisheries and Conservation Department (AFCD) initiated studies on long-term management strategies, including a campsite reservation system and the incorporation of Sharp Island into a marine park, laying the groundwork for stronger legal protection against unregulated tourism activities.

© JJ Tsui / Greenpeace



Double Investigation: Tracing the Aftermath of Pui O Wetland Oil Spill

In September 2025, the Pui O wetland, a designated Nature Conservation Area, suffered the largest oil spill in its history. Greenpeace's scientific research team conducted two rounds of soil and water sampling in September and December, revealing that Total Petroleum Hydrocarbons (TPH) concentration in the affected areas were 40 times higher than in nearby wetlands. These pollutants could enter the food web through bioaccumulation, causing long-term ecological damage. Furthermore, a nine-month "Lantau Buffalo Wetland Ecological Survey" was launched in 2026 to further demonstrate that the latest Hong Kong Biodiversity Strategy and Action Plan (BSAP) must prioritise the protection of Lantau's high-ecological-value sites.



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Under T10 Signal: Witnessing Climate Crisis Up Close

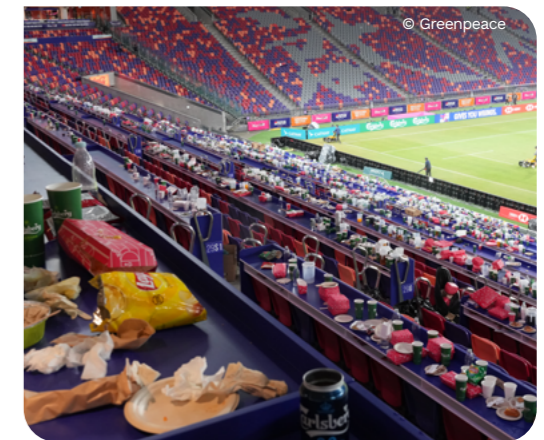
In 2025, Hong Kong issued a record-breaking 14 tropical cyclone warning signals. As the climate crisis fuels rising sea temperatures, it brings more intense and frequent typhoons and rainstorms. During Super Typhoon "Ragasa", Greenpeace published real-time storm updates and climate science on social media while conducting post-disaster inspections across various districts. These findings reinforced a clear message: the climate crisis is already at our doorstep. We urge the authorities to seize the opportunity of the upcoming five-year review of the Hong Kong's Climate Action Plan 2050 to set more ambitious carbon reduction targets.



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Field Audits: Unmasking the Wasteful Reality of Kai Tak Sports Park

While Kai Tak Sports Park (KTSP) is a world-class venue hosting international matches and concerts, its waste reduction measures have lagged far behind. During the 2025 Hong Kong Sevens, our team and volunteers conducted field audits and visual documentation, revealing that the three-day event generated over 860,000 pieces of single-use tableware. Ahead of the National Games, we challenged KTSP with three critical questions — including its refusal to support organisers of the Sevens and the Volleyball Nations League in their applications to use reusable cups, urging the venue to fulfill its promise of "Sustainable Operations".



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POWER OF PEOPLE

Driving Change through Collective Action

Supporting the Climate-Vulnerable, Honouring the Dignity in Every Life



2022-2023

To protect outdoor workers from the escalating health risks of extreme heat, Greenpeace used surveys and visual evidence to prompt the Labour Department's release of Guidance Notes on Prevention of Heat Stroke at Work. Our on-site measurements exposed critical loopholes in the current system, and we continue to urge authorities to strengthen these guidelines and enhance essential protections for frontline workers.



2024

We explored how athletes, street cleaners, and stray dogs' shelter owners navigate the climate crisis, revealing that extreme weather now shapes youth's life decisions like family planning and migration. These insights drive our advocacy for resilient, people-centric climate adaptation policies and the 2050 carbon neutrality goal.



2025-2026

Our 27-temporary heat shelters field survey prompted cooling facility upgrades for vulnerable communities, while deepening our dialogue with groups such as food delivery workers and the homeless. Furthermore, authorities added nine new monitoring stations to refine Heat Stress at Work Warning, a significant step aligning with our recommendations to safeguard frontline workers.

Weaving 200,000 Voices for the Love of Mountains and Seas

2018

Our city development project began with a mission to protect country parks from the threat of development. By blending reason with emotion through our adaptation of the Cantonese pop song "Swallowtail Butterfly (燕尾蝶)," we mobilised 53,000 signatures, successfully pushing the government to remove country parks from land supply options.



2019-2024

We stood our ground against Lantau Tomorrow Vision, the largest reclamation project in Hong Kong's history. Joining forces with 30+ organisations, we published 17 research reports and mobilised over 200,000 citizens to voice multidisciplinary concerns across environment, climate, and public finance.



2025

With the Lantau project now effectively on hold, we hosted a flag upcycling workshop led by designer Toby Crispy to transform materials into symbols of hope. This marks a transition as we prepare to tackle the emerging environmental challenges of ecotourism.



From Lo Tak Court to Kai Tak Sports Park: A Journey to Waste Reduction



2021

Shifting the focus from recycling to reuse, our Plastic-free Community "reusable utensil rental" trial at Lo Tak Court, Tsuen Wan loaned out 600 reusable items in just five hours, proving that plastic-free street food is both possible and popular.



2022-2024

Over two years, our Borrow and Return Cup Program expanded from six pilot cafes to a city-wide 50-shop network, successfully saving 10,000+ single-use cups. We further scaled this impact by providing reusable solutions at major events like Rethink HK and Vegetarian Food Asia.



2025

We drafted a "Proposal for the Reusable Cup System at Kai Tak Sports Park and its Environmental Impact" with the goal of eliminating 6 million disposable cups in three years. This vision debuted at the National Games golf events, where providing 3,000 reusable cups daily proved that event security and sustainability can thrive in parallel.

Guided by Science, Connected with the World

If human connection is the starting point for protecting our city, **#ScientificEvidence** is our compass across East Asia—helping us to unravel the complexities of environmental crises and ensure the truth is grounded in facts. This spirit of seeking the truth is transformed into **#GlobalAction**, enabling the power of protection to cross borders and outline a lush, green future for the next generation.



POWER OF SCIENCE

Connecting East Asia, driving change with data

© Hayley Baillet / Greenpeace



Beijing Office: Defining Sustainable Future for AI Industry

As AI technology explodes, we published the world's first analysis of electricity use and emissions from AI chipmaking, warning that energy demand will skyrocket 170-fold by 2030 compared to 2023. Our investigative film, "The Dark Side of AI", reached over 1.6 million viewers, accurately defining carbon footprint risks at the industry's dawn. By holding tech giants accountable for their supply chains, we are ensuring new power demands are met by renewables — preventing AI from becoming a carbon emission "black hole".



Tokyo Office: Setting Benchmark for School Climate Adaption Policies

In response to Japan's extreme heatwaves, Greenpeace conducted on-the-ground temperature monitoring across all 47 prefectures, providing scientific evidence that air conditioning alone cannot compensate for building defects during extreme weather. This initiative successfully prompted Yokohama City to commit to insulation renovations for all 480 elementary and junior high schools, establishing a policy model where "air conditioning and insulation go hand in hand". This victory has inspired local governments across Japan to follow suit, setting a concrete benchmark for urban climate adaptation.

Taipei Office: Science Reveals Coral Decline

The Greenpeace team conducted on-site surveys in Liuqiu (Pingtung), the South Penghu Islands, and Sanxiantai (Taitung), utilising a cross-analysis of underwater imagery and AIS (Automatic Identification System) big data. This research proved a negative correlation between fishing vessel activity and coral reef health for the first time, exposing the failure of enforcement in current Marine Protected Areas (MPAs). Armed with this scientific evidence, we successfully prompted the Ocean Conservation Administration to commit to evaluating Sanxiantai (Taitung) for designation as a "Marine Sanctuary" — a zone for no-take or restricted development — under the Marine Conservation Act, safeguarding local marine ecosystems and fishers' livelihoods.



Seoul Office: Shifting to Resilient Forest Restoration via Big Data

Partnering with academic researchers, our big data analysis warned that if global warming reaches 1.5°C, Korean wildfire risk period will significantly increase by up to 96 days compared to pre-industrial times, shifting media discourse toward a climate-centric perspective. Through wildfire simulation research, we proved that mixed forests (comprising two or more tree species) are relatively more fire-resilient, pushing the government to pivot its restoration policies away from artificial afforestation toward "natural succession" and "mixed forest" models, enhancing forest resilience against extreme weather from the ground up.

POWER OF ACTION



© Paul Hilton / Greenpeace



© Nilmar Lage / Greenpeace

Looking beyond borders, navigating the frontlines

Science in Action: Safeguarding Pacific Deep-Sea Ecosystems

The **Rainbow Warrior** joined forces with our scientists to conduct deep-sea scans along the Aotearoa, New Zealand's Chatham Rise, collecting critical biodiversity data from threatened seamounts. This research provided the scientific foundation needed to establish 41 Marine Protected Areas (MPAs) where bottom trawling is now prohibited. During the expedition, our crew members also manually removed over 20 kilometers of illegal fishing gear, providing immediate relief to endangered marine species and taking direct action to protect deep-sea biodiversity.

Cross-disciplinary Witness: Science and Art in European Waters

The **Arctic Sunrise** embarked on a mission across Europe, conducting on-site monitoring at the "Nord Stream" pipeline area to expose the impacts of fossil fuels on marine ecosystems. In a cross-disciplinary collaboration with artist Anish Kapoor, we installed the massive artwork BUTCHERED on a North Sea gas platform, transforming abstract ecological trauma into a powerful visual language that resonated globally. By bearing witness through both science and art, we successfully elevated public awareness of the energy transition, fortifying the collective consciousness needed for a low-carbon future.



© Andrew McConnell / Greenpeace

Protecting the Amazon: From Allies to Witnesses

In the late 1990s, Greenpeace ventured deep into the Juruá River to expose illegal logging and assist Indigenous communities in demarcating and reclaiming their ancestral lands. Marking the 25th anniversary of this mission and coinciding with the COP30 in Belém, and the **Rainbow Warrior** returned to visit these "old friends" and found that this land has become a stronghold of biodiversity. This synergy of sustainable ecological management and local wisdom has become the region's strongest shield against climate change.

Independent Monitoring: Standing with Marshall Islanders for a Nuclear-Free Pacific

Marking the 40th anniversary of the **Rainbow Warrior** assisting islanders in evacuating nuclear contamination, Greenpeace scientists returned to the Marshall Islands for a six-week independent radiation monitoring mission and interviewed local survivors to ensure the historical truth is preserved. Facing the dual risks of rising sea levels and potential leakage from nuclear waste structures, we filled critical data gaps with transparent monitoring results. This evidence serves as a scientific tool to support islanders in defending their right to remain on their land and live with dignity, ensuring nuclear legacies are not forgotten amidst the escalating climate crisis.



© Bianca Vitale / Greenpeace

Diverse Engagement, Community Participation

Protecting the environment through action takes many forms. Greenpeace develops a wide range of activities to engage diverse audiences, blending education with creativity to make community participation accessible to all. By mobilising more people, we continue to strengthen a growing movement for environmental change.



We produced the "Coo Coo Coo Tour Group" (《咕咕固旅行團》) animation, following a spotted dove's journey through real-life countryside scenes. Featuring an original soundtrack by CMgroovy, an award-winning music producer of "Another World" (《世外》), and collaborations with musicians like Subyub Lee, the video reached over **106,000** views — amplifying the message to protect our place.



Thanks to the generous support of our members through a book sponsoring program, our original picture book the *Hidden Secrets of the Animal Kingdom* has been distributed to over **500 primary schools and kindergartens** across Hong Kong and Macau. By sharing fascinating wildlife trivia with approximately **230,000 students**, we are planting the seeds of conservation awareness from a young age.



Long before "ecotourism" sparked heated discussion, we partnered with the School of Hotel and Tourism Management and the Department of Anthropology at The Chinese University of Hong Kong to host the first ecotourism civic forum. Together with **13 experts and scholars** and over **330 participants**, we opened a critical dialogue to discuss a sustainable future for ecotourism in Hong Kong.



In the 2025/26 academic year, we launched an environmental education program in partnership with our collaborators. This four-hour course integrates outdoor exploration with campus learning, featuring diverse activities to nurture young environmental leaders. Remarkably, **100%** of students who completed the post-course survey expressed satisfaction with the curriculum and activities!



We completed the scene development of the Extreme Weather VR project and brought it to schools, public spaces, and major exhibitions. Through immersive experiences such as "Escape from Flooded Hong Kong Streets" and "Wildfire! Save the Koalas", we engaged over **1,000** participants and inspired greater public action on climate change.



We organised the Greenpeace Ocean Film Festival, where eight screenings — featuring our original documentary "SEAGNAL" — attracted **811** film enthusiasts. Youjung, a Jeju Island Haenyeo and one of the protagonists of the documentary, joined us in Hong Kong for a post-screening talk to share the distress signals she has heard from the ocean firsthand.



Our environmental education and fundraising teams maintained a vibrant presence across the streets, shopping malls, and exhibitions of Hong Kong, engaging **20,000** citizens with creative insights into environmental crises and solutions. Our sloth mascot, Turbo (拖拖), became a favorite among both children and adults while spreading the message of global forest protection.



On the eve of Super Typhoon "Ragasa" striking Hong Kong, we hosted the "Extreme Weather Hacks: Tips from the Pros" webinar. Three experts provided insights into the science that links global climate change to extreme weather events, drawing over **430 enrollments**.



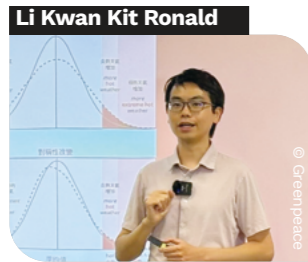
In collaboration with the Hong Kong Asian Film Festival, we presented the "Voice of the Forest" film selection. Moving beyond the cinema, we hosted sketching workshops and walking tours led by nature writer and illustrator Human Ip and Sampson Wong, author of "Urban Strollology", leading **30** participants to explore natural footprints hidden within the concrete jungle.



Our social media team leveraged a cross-platform base of over **264,000 followers** in Hong Kong, staying ahead of trending topics to deliver environmental information. We published **40 videos**, including educational short videos where our campaigners provided one-minute explainers into the latest climate news and the rainforest crisis.

Your Aspirations, Our Mission

Everyone dreams of a beautiful environment. Greenpeace unites these shared aspirations with the collective power of 3 million supporters worldwide, turning hope into impactful action. Thank you for standing with us!



Li Kwan Kit Ronald
"There is a saying 'Every Degree Matters.' In extreme conditions, even a 0.1°C difference in temperature rise can lead to a multi-fold increase in the likelihood of extreme heat events. As the link between climate change and human impact is not yet fully recognised, we are committed to driving public collaboration and mainstreaming climate education."

(Assistant Lecturer, Department of Earth and Environmental Sciences, CUHK / Speaker at Extreme Weather Webinar)



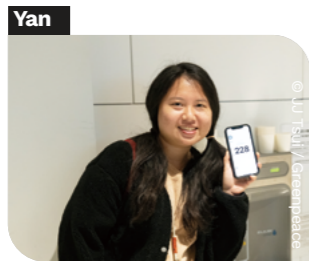
Sunny
"Due to global warming, every summer feels hotter than the last. Working under the blazing sun, I get splitting headaches and have to rely on painkillers... Delivery riders are not modern-day slaves. We are human beings, and we deserve protection."

(Food delivery rider for over 6 years / Amplified voices for people-centric climate measures)



Joe
"From the news, I saw many visitors coming to the countryside without following the rules, leaving behind large amounts of rubbish. It made me feel very sad. As a student studying in Hong Kong, I am part of this city and have a responsibility to protect its environment."

(Greenpeace Volunteer / Joined the Sharp Island beach clean-up, removing nearly 30 bags of waste)



Yan
"The numbers recorded were quite high, as each person typically had one to two drinks, and most single-use containers were not recycled. I hope more venues will provide reusable cups. I still remember Greenpeace's Borrow and Return Cup Program, and I hope that kind of lending network can continue to expand."

(Greenpeace volunteer data recorder / participated in on-site single-use tableware audit at the Rugby Sevens)



Wing Fai
"I believe that rather than simply telling friends to 'bring your own bottle', it is more effective to invite them to join a beach clean-up or outdoor activity. When they see firsthand how waste ends up in the ocean and the countryside, or when they pick up marine litter themselves, they may think differently the next time they buy a drink: The bottle I'm using today could end up on a beach tomorrow."

(Member of Greenpeace / Participant of beach clean-up and waste audit event)



Kitty
"Whether or not one feels connected to nature, the pollution and environmental damage caused by humans will eventually return to us through natural cycles. This is something that concerns everyone. I support Greenpeace because of its transparency, which gives me confidence in the organisation, and because the issues it addresses are closely relevant to me."

(Member of Greenpeace / Participant of beach clean-up and waste audit event)



Miss Chuk
"The Earth is unwell but who is responsible? As we all live in the same global community, none of us can remain unaffected. As Greenpeace guided by 'Our Land, Our Stand', small, seemingly insignificant environmental actions may not immediately make the world better, but at least can prevent further harm to the environment if everyone is willing to do a little more."

(Member of Greenpeace / Green Guardian)



Chun Ho and his Family
"I previously took the Wow Wild Creatures online course, and this time I learned that ecological photography doesn't necessarily require a camera — technique matters. I'll definitely keep photographing in the future!"

"We really appreciate how dedicated your team is, from advocacy to education, and how you regularly share updates that help us understand which environmental issues need more attention and protection. Chun Ho has developed a strong interest in nature. If environmental awareness is nurtured from a young age, he will grow up to care even more for the place we live."

(Members of Greenpeace / Participants of Wow Wild Creatures: Biodiversity Exploration and Photography Masterclass)

Defending Our Land: Actions and Commitments for the Next Three Years

As we stand at a new starting point in 2026, Greenpeace has mapped out a three-year roadmap to protect our shared home. Grounded in expertise and driven by your support, this is more than just a strategy — it is a shared pact to deliver tangible change together.

Champion a Reuse Model



OUR THEORY OF CHANGE

Grounded in scientific evidence and powered by compelling storytelling, we inspire citizens to act — transforming shared values into social impact.

STRATEGIC GOALS



Working with communities, businesses, and stakeholders, we promote the Producer Responsibility Scheme and reuse systems to reduce waste at the source and move toward a plastic-free city.

From East Asia to the world, we bring positive change through action for our planet Earth.

Be part of the CHANGE

By combining Greenpeace's global scientific resources with our local investigative expertise, we demonstrate the courage to remain independent and continue to speak for the environment in any climate.



Through key projects that safeguard Hong Kong's natural ecology, we aim to reconnect people with the land we call home, strengthen public environmental consciousness, and contribute to policy through professional research.



We prioritise the most pressing environmental challenges and deliver tangible outcomes that rebuild public confidence in environmental progress.

Leveraging our strength as an international organisation, we bring global environmental issues into local focus while sharing Hong Kong's conservation successes to shape global policy — creating impacts beyond borders.

Let Your Love for the World Live On

"From past to present, there have always been passionate people striving to tackle our world's challenges. I believe that leaving a legacy gift to organisations focused on these causes will ensure their continued operation and sustain a greener and brighter future for our next generations." Elaine, Green Guardian legacy pledger



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Establishing the "Three Instruments of Peace" (Will, Enduring Power of Attorney, Advance Medical Directive) is more than just legal tools for planning one's wishes and caring for loved ones; it is a way to leave behind a lasting contribution to future generations.

Over 200 supporters attended the "Green Guardian: Legacy for the Future — Planning the Three Instruments of Peace x Environmental Workshops", co-organised by Greenpeace and ForeverGift. During the event, Ryanne Lai, lawyer and founder of ForeverGift, shared legal insights on the "Three Instruments of Peace", helping participants understand how to make a legally binding will and protect their loved ones, while also introducing the concept of legacy giving — you can donate a portion of estate to Greenpeace, transforming it into a powerful goodwill to protect the environment and nature for the next generation.

Furthermore, Greenpeace has officially partnered with the Life Underwriters Association Foundation's "LifeCare Movement" campaign, becoming a supporting organisation for policy donation. We invite you to join our Green Guardian family by designating a portion of your life insurance policy to Greenpeace.

To date, more than 20 supporters have chosen to name Greenpeace as a beneficiary of their wills

or insurance policies. Behind each decision is a deep love for nature and a commitment to protecting the environment for future generations. We are deeply grateful to every Green Guardian supporter for entrusting us with their vision for the future. Greenpeace will continue to dedicate our professional expertise to working alongside our supporters, ensuring that every legacy gift is transformed into a lasting force for protecting our world.

Words from a Green Guardian Legacy Pledger

您希望透過這份遺產捐贈，延續甚麼價值或理念？
是否有甚麼個人經歷，影響您這個決定？

本人30+, 可能是全場最年輕的最年輕的人之一。但人生中, 總有意料之外的事發生, 抱位明天便不在的心態來到, 就能感到立平安紙的重要性。死後不麻煩別人, 而遺留的物品也能妥善處理, 讓生人按照自己的意願去處理身後事, 是對自己的一個尊重。

您希望將以上心意分享給哪間慈善機構？

綠色和平

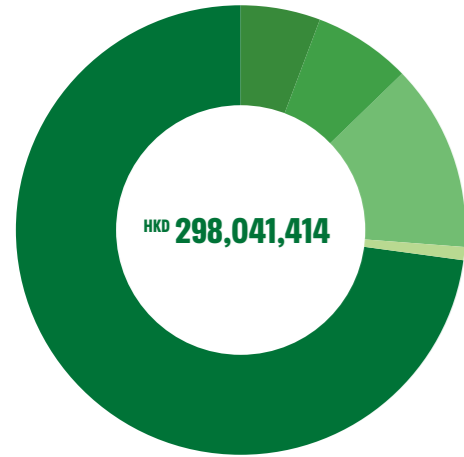


Download the Green Guardian brochure to learn more about legacy and policy donations.



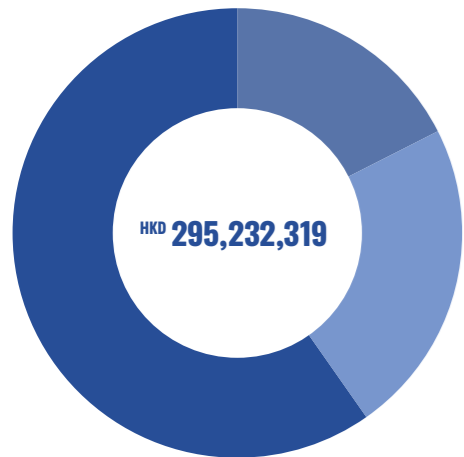
Contact us to schedule a consultation or to reserve your spot at our next legal seminar.

Greenpeace East Asia Financial Report



Total Income in 2025

Existing Donor Contributions 73.3% HKD 218,375,674	Grant from Greenpeace International 13.5% HKD 40,355,277
New Donor Contributions 5.6% HKD 16,749,523	Interest & Others 0.9% HKD 2,691,974
Foundations & Trusts, Major Gifts 6.7% HKD 19,868,966	



Total Expenditures in 2025

Environmental Projects & Campaign Support 60% Climate and Energy HKD 54,598,372 (18.5%) Oceans HKD 8,966,702 (3%) Forests HKD 13,124,106 (4.4%) Good Life HKD 1,860,191 (0.6%) Cross-campaign Issues HKD 7,546,257 (2.6%) Media and Program Communications HKD 25,728,711 (8.7%) Public Information & Outreach HKD 2,333,518 (0.8%) Marine Operations and Action Support HKD 5,115,261 (1.7%)	Government Relations, Science and Business HKD 14,186,313 (4.8%) Integrated Engagement Campaigns HKD 22,967,244 (7.8%) Campaign Coordination & Operations HKD 20,942,036 (7.1%) Organisation Support & Governance 17.5% Senior Management & Governance HKD 4,783,174 (1.6%) Legal Advisory HKD 2,644,000 (0.9%) Human Resources HKD 16,294,992 (5.5%) Administration HKD 9,308,582 (3.2%) Financial Control HKD 12,240,327 (4.1%)	IT Support HKD 6,107,252 (2.1%) Fundraising & Donor Engagement 22.5% Supporter Information & Mobilisation HKD 13,233,223 (4.5%) Supporter Care & Development HKD 8,653,869 (2.9%) Supporter Database, Licenses & Management HKD 7,681,561 (2.6%) New Supporter Outreach HKD 29,301,513 (9.9%) Fundraising Staff & Coordination HKD 7,615,114 (2.6%)
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In 2025

This is how we divided up every **HK\$ 300** on our environmental projects & campaign supporting works

Saving our climate \$92
Addressing the climate emergency and helping relieve extreme weather events.

Protecting our oceans \$15
Oceans are not only important carbon sinks but sanctuaries for life.

Protecting our forests \$22
Safeguarding forests is also safeguarding biodiversity and the climate.

Promoting a good life \$3
Reducing plastic pollution and maintaining food safety for a sustainable future.

Driving impactful environmental solutions \$13
Mobilising expertise and resources to address multi-dimensional environmental and urban risks.

Environmental campaign message promotion and mobilisation \$48
Raising awareness and making our voices loud and clear for action.

Empowering communities to act \$48
Engaging volunteer and the public to create collective impact or act together.

Investigation, exposure, and coordination \$59
Exposing environmental harm and coordinating operational solutions.



On the left, you will find the financial status of Greenpeace East Asia, extracted from the 2025 financial report audited by certified public accountants Grant Thornton Hong Kong Limited. To comply with Greenpeace's international global reporting requirements, the audited financial report is in euros. For readers' convenience, amounts are converted to Hong Kong dollars using the average exchange rate for the entirety of 2025. Percentages may not sum to 100 due to rounding.



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Share Your Thoughts for a Greener Future!

We would like to say a big thank you to all our members who have given us feedback over the past year. Your input has helped us change how we do our work. This includes launching environmental projects and public activities such as conducting field investigation on overtourism, hosting an ocean film festival, and organising a wildlife photography field session.

We would love to hear from you—all 30,000 of you—on how we can work together to protect our environment. So please, take a few minutes to send your thoughts to us by scanning the QR code below. We can't wait to hear from you!

- What environmental issues do you think Greenpeace should focus on?
- What do you value the most about Greenpeace?
- What member activities would you like Greenpeace to organise?

Everyone who has completed our short survey has a chance to receive a special gift!

It will only take a few minutes. Share with us!



**Our Land, Our Stand :
Uncovering the truth
and shaping the future
of our planet**

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