

## LOBBYING OF

# GREENPEACE

*Presented by: Valentina Cortés-Anita Muñoz*





# ABOUT GREENPEACE

- “Greenpeace is an independent, nonprofit, global campaigning organization that uses non-violent, creative confrontation to expose global environmental problems and their causes.”
- Greenpeace was founded in 1971 by Irving Stowe and Dorothy Stowe, Canadian and US ex-pat environmental activists.

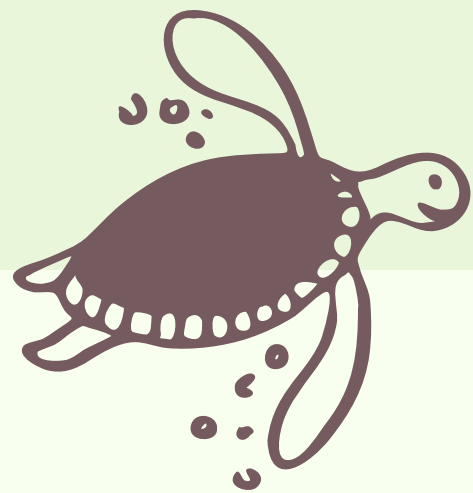
# VALUES OF GREENPEACE

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- **Positive action:** Non-violent confrontations.
- **Independence:** Financial independence from political or commercial interests.
- **Greenpeace has no permanent friends or foes.**
- **Promote solutions:** develop, research and promote concrete steps towards a green and peaceful future for all.



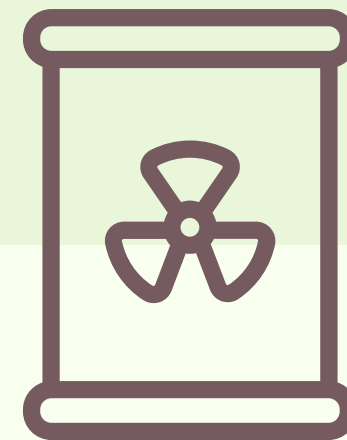
# GOALS OF GREENPEACE EU



Protect  
biodiversity in all  
its forms



Prevent pollution  
and abuse of the  
earth's ocean,  
land, air and fresh  
water



End all nuclear  
threats



Promote peace,  
global  
disarmament  
and non-  
violence



**Greenpeace is comprised of 27 independent national/regional organisations in over 55 countries across Europe, the Americas, Africa, Asia and the Pacific, as well as a co-ordinating body, Greenpeace International. We work directly with communities on the frontlines as they protect the environments they call home.**



# FUNDING

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Greenpeace receives its funding from **individual supporters and foundations**. Greenpeace screens all major donations in order to ensure it does not receive unwanted donations. The organization **does not accept** money from governments, intergovernmental organizations, political parties or corporations in order to avoid their influence. However, Greenpeace does receive money from the **National Postcode Lottery**, the biggest government-sponsored lottery in the Netherlands



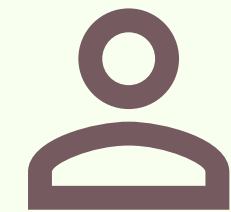
# FUNDING

TOTAL INCOME LESS FUNDRAISING EXPENDITURE (2018): 230,680,000 €



## DETAILS OF GRANTS AND DONATIONS

95,3% Came from  
Individual Donations in 2017



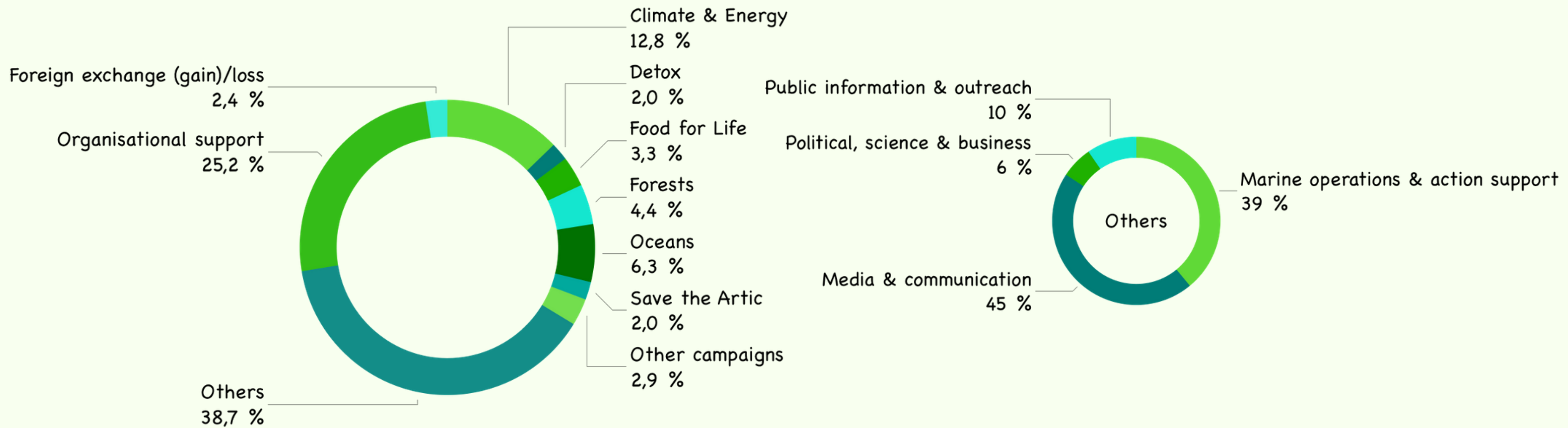
3,3% Came from  
Independent foundations in  
2017.



1,4% Came from  
Lottery funding in 2017.



# Where the money goes





# LOBBYING IN AMERICA AND THE WORLD

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In 2018 the world budget for politics was approximately 5 million, this considers the hiring of experts in different subjects and lobbying around the world

In 2015, the lobbying in US was of \$24,764, but the organization itself did not donate, rather the money came from the organization's individual members or employees or owners, and those individuals' immediate family members.

Organizations themselves cannot contribute to candidates and party committees. Totals include subsidiaries and affiliates.



# LOBBYING OBJECTIVES

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## Main objective



"The Greenpeace European Unit monitors and analyses the work of the EU institutions, exposes deficient EU policies and laws, and challenges EU decision-makers to implement progressive solutions."



# LOBBYING OBJECTIVES

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## Issues defended



- **Climate and energy:** "The European Union must accelerate the phase out of fossil fuels and nuclear energy, and stimulate the transition to an energy system powered by renewables."
- **Pollution:** "It's time for the European Union to drive a switch to genuine alternatives (not bioplastic) and to compel plastic producers to take responsibility for pollution."
- **Nature and food:** "It's time to shift to a sustainable farming system that works with nature, not against it."
- **Democracy and europe:** "From community energy projects to organic farming cooperatives."



# LOBBYING IN-HOUSE

## GREENPEACE EUROPEAN UNIT

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Identification number in the register

9832909575-41

Lobbyists declared

8 fte

Lobbyists with EP accreditation

12 Lobbyists

Countries represented

24 countries of EU

Complementary colors

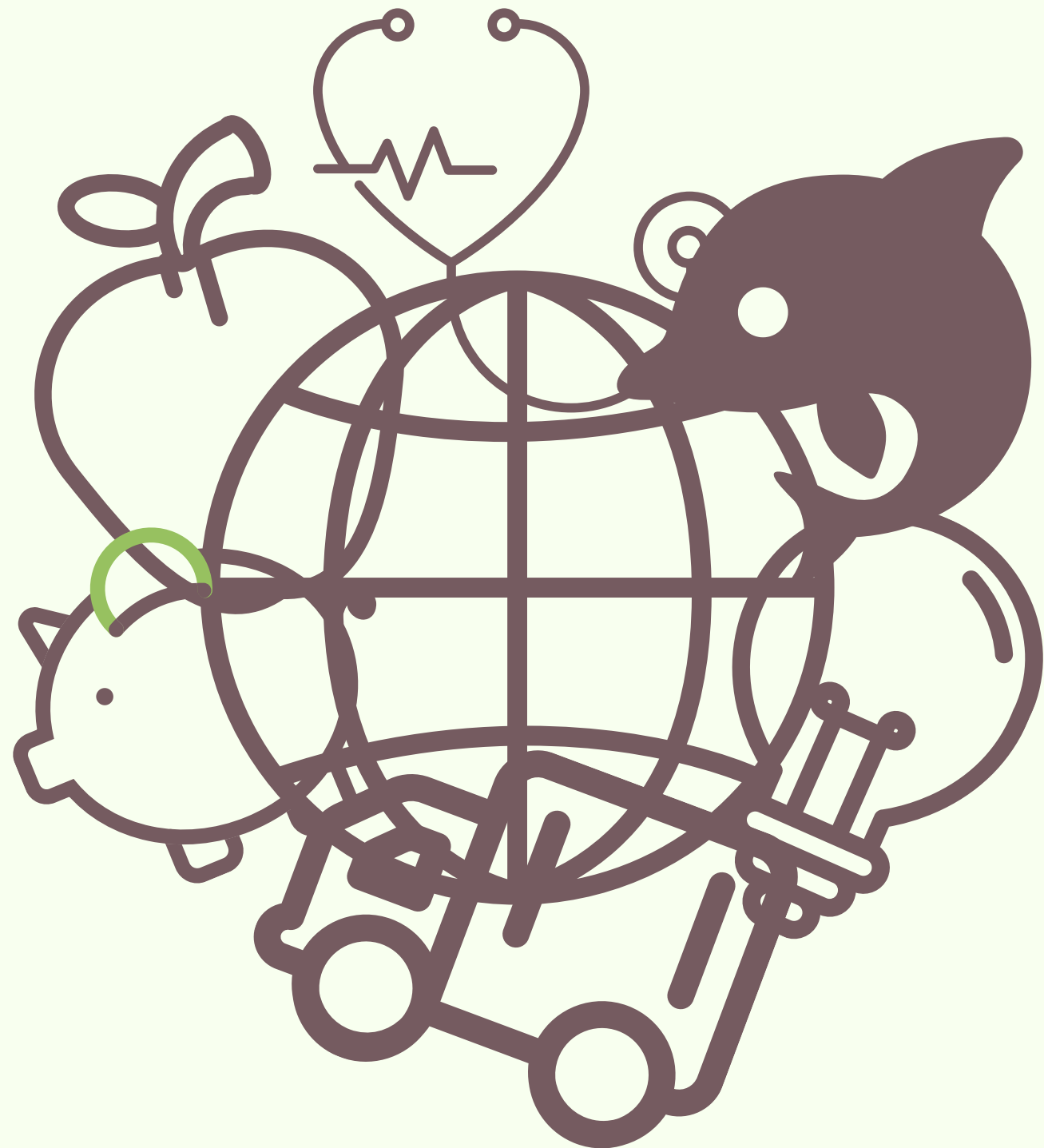
618,172€ No funding received from the EU

institutions during the last closed financial year.

Total budget

1,897,339 €

# FIELD OF INTEREST



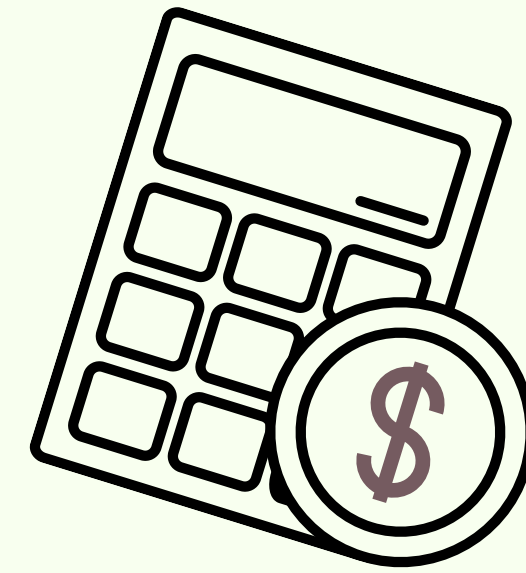
- Agriculture and Rural Development
- Budget
- Business and Industry
- Climate Action
- Competition
- Economy, finance and the euro
- Energy
- Environment
- Food Safety
- Maritime affairs and fisheries
- Public Health
- Research and innovation
- Trade
- Transport



# EXPENSES

## LOBBYING COSTS OF THE LAST 10 YEARS

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### Lobbying cost

The cost of the lobby for the last four years has been reduced by 50% of the initial cost



# LOBBYING VIA ASSOCIATION

GREEN 10

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**Green 10**

## About Green 10

The Green 10 is a coalition of ten of the largest environmental organisations and networks active on the European level. We work to ensure that the European Union protects the climate, the local environment, biodiversity and human health within and beyond its borders.

## What they do?

They push the institutions of the European Union – the European Commission, the European Parliament and the Council of Ministers – to put environmental protection at the heart of EU policy. They work with our member groups all over Europe, and make sure their voices are heard in Brussels. Combined, their European networks have over 20 million supporters.

# LOBBYING VIA ASSOCIATION

GREEN 10

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**Green 10**

Identification number in the register

70309834043-10

Members

Birdlife International(400)

HEAL(70)

Greenpeace(0)

T&E(50)

CAN Europe(142)

EEB(145),NFI(24)

WWF(17),FoE Europe(30)

CEE Bankwatch(12)

Total budget

42,525 € No funding received from the EU institutions during the last closed financial year.

# LOBBYING VIA ASSOCIATION

## OTHER ASSOCIATIONS

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### Climate Action Network Europe

Recognised as Europe's leading network working on climate and energy issues. With over 150 member organisations active in more than 35 European countries, representing over 1700 NGOs and more than 47 million citizens, CAN Europe unites to work to prevent dangerous climate change and promote sustainable energy and environment policy in Europe.

### Identification number in the register

55888811123-49

### Total budget

2,271,174 € with 359,615 € of public financing and 300,728 € Grants from EU

# LOBBYING VIA ASSOCIATION

## OTHER ASSOCIATIONS

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### Stichting De Noordzee

The North Sea Foundation is working towards a clean and healthy North Sea.

#### Total budget

2,106,907 € with 98,558 € of public financing.

#### Identification number in the register

555100636093-65

### ÖKOBÜRO - Allianz der Umweltbewegung

ÖKOBÜRO is the alliance of the environmental movement. These include 17 Austrian environmental, nature and animal protection organizations such as GLOBAL 2000, Greenpeace, Naturschutzbund, VCÖ - Mobility with a Future, VIER PFOTEN or the WWF. ÖKOBÜRO works on a political and legal level for the interests of the environmental movement.

#### Identification number in the register

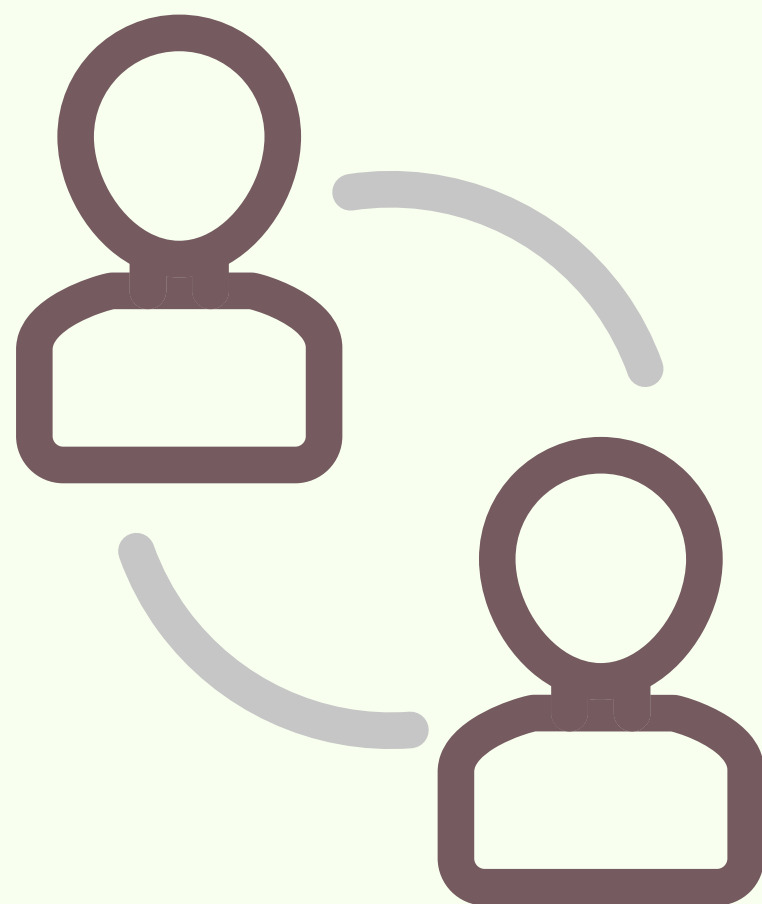
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#### Total budget

50,000 € with 100% of public financing.



# MEETINGS WITH THE EUROPEAN COMMISSION



## 99 meetings since 2014

- 2014- 7 meetings
- 2015- 35 meeting
- 2016- 29 meetings
- 2017- 12 meetings
- 2018- 9 meetings
- 2019- 4 meetings
- 2020- 7 meetings

## Last meetings

- On 06 Mar 2020 - Jorge Pinto Antunes - Biodiversity and Farm to Fork Strategies (DG Agriculture)
- On 04 Mar 2020 - Jorge Pinto Antunes - Transition Towards Sustainable Food Systems and European Green Deal (DG Agriculture)

# SUCCESS

## AND DOES LOBBYING WORK? SOME SUCCESSES!

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**1**

2018 the government backed the creation of an Antarctic ocean sanctuary, thanks in part to the work of the volunteer networks

**2**

Members of the Network have also encouraged more than 100 MPs to sign a pledge on reducing the production of single-use plastic.

**3**

The government recently ran a public consultation on the introduction of a deposit return scheme for plastic bottles, and lobbying was instrumental in making this happen.

# CONCLUSION

Obviously Greenpeace does not have the economic power of a large company, but even so it has a great influence on the European Union, especially since it can have in-house representation. Which demonstrates the worldwide power of an NGO

It is very valuable to have an NGO with this level of influence, since it allows greater variability of information when it comes to creating laws in the European Union, and that the excess information created by the lobbying of larger companies can be seen from in a different way.







Thank you!



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