

Greenpeace

Founding year:

1971

Number of members in Germany:

About 630.000 federation members

Number of members worldwide:

There are more than three million supporters worldwide.

([Greenpeace. About Greenpeace](#); [Greenpeace. Greenpeace stellt sich vor](#)).

Funding:

Greenpeace does not accept sponsorship from business, government, or political groups. The main source of income are smaller donations ([Greenpeace. About Greenpeace](#); [Schäfer 2014](#)).

Organization:

The organization is hierarchical. There are national governing bodies that dictate the campaign themes. These in turn consult with an international office based in Amsterdam. The supporting members of the association are formal donors. They therefore have no say in the content ([Schäfer 2014](#)).

Actions and strategies:

Greenpeace researches various environmental issues and does public relations work. The organization relies on spectacular actions to promote public environmental awareness. In addition to non-violent protest actions, Greenpeace tries to achieve its goals through lobbying. The association also tries to influence people's consumer behavior in order to put pressure on the economy if necessary ([Greenpeace. About Greenpeace](#); [Schäfer 2014](#)).

Task:

Develop a profile of the organization Greenpeace. To do this, fill out this outline. Try to take notes in German and in English.

You can find necessary materials here:



[About Greenpeace \(Greenpeace\)](#)



[Greenpeace stellt sich vor \(Greenpeace\)](#)



[Schäfer 2014](#)

Known positions and demands:

The association campaigns worldwide for environmental protection. Greenpeace activists have, for example, successfully protested against the export of toxic waste to developing countries and against the use of toxic ship paints. Greenpeace also points out alternatives and solutions where appropriate. In 1993, for example, the organization developed a climate-friendly refrigerator that could be manufactured without CFCs or HFCs. ([Greenpeace. Greenpeace stellt sich vor](#)).



Greenpeace. *About Greenpeace*.

<https://www.greenpeace.org.uk/about-greenpeace/> (04.10.2021).

Greenpeace e.V. *Greenpeace stellt sich vor*. <https://www.greenpeace.de/ueber-uns/greenpeace-stellt-sich-vor> (04.10.2021).

Schäfer, T. (2014). Was Greenpeace und WWF unterscheidet. In: *Grüner Journalismus*. <https://gruener-journalismus.de/greenpeace-und-wwf-unterscheidet/> (04.10.2021).

