

# DOING A WORLD OF GOOD

IF GREENPEACE'S CAMPAIGNS ARE SUCCESSFUL,  
THIS IS THE FUTURE WE CAN ALL LOOK FORWARD TO

**W**hen you think about the future, what do you see? Imagine, for a moment, a world designed for future generations - where endangered species are no longer at risk, the air we breathe is no longer polluted, and people feel secure in the knowledge that their grandchildren have a future to look forward to. It may sound like a far-fetched ideal, but it doesn't have to be: Greenpeace is already setting down the foundations, and has clear targets for making the vision a reality. Here's how things could look if some of its key campaigns came to fruition:

## FORESTS

Global deforestation is halted by 2020, degradation of forest landscape is massively reduced, and 500m hectares of native forests are restored by 2030. Biodiversity and carbon stocks benefit as a result, and the rights of indigenous and local forest communities are honoured.

Greenpeace has already made some important progress here by targeting the main drivers of deforestation: cattle, soy and palm oil. Recently, 85% of one of the world's largest temperate forests - Canada's Great Bear rainforest,

home to the white spirit bear - was made permanently off-limits to industrial logging, following a campaign spanning 20 years.

Another win comes with a permanent moratorium on the destruction of the Amazon rainforest in Brazil at the hands of the soy industry. The Brazilian government has also halted the planned construction of a dam that would have displaced the indigenous Mundurucu people in the Tapajos valley, living in the heart of the Amazon.

Many brands have stopped sourcing products from the rainforest, and Greenpeace is now focusing on players further along the supply chain.

## THE ARCTIC

A protected sanctuary exists in international waters around the north pole, supported by a network of national marine reserves in the waters of the Arctic states. Destructive industrial fishing - such as bottom trawling that destroys the seabed - has ended across the Arctic.

Greenpeace is looking to replicate the success it had in the 1990s in Antarctica, when it secured a 50-year ban on mineral exploitation to preserve one of the Earth's last near-pristine wildernesses.

In May, a Greenpeace campaign led to a commitment being made by some of the world's largest companies in the food industry, such as McDonalds and Birds Eye, not to expand their search for cod into a large, previously ice-covered section of the north Barents Sea - an area twice the size of France.

## OCEANS

Thoughtless plundering of the world's oceans - and the destruction of marine habitats - becomes unacceptable within global culture. Equitable and sustainable fishing operates in 60% of the world's oceans, with the remaining 40% made up of a network of sanctuaries, untouched and unspoiled.

To bring these aims into focus, current campaign priorities for Greenpeace include ending unsustainable fishing practices and stopping plastic entering our oceans. Following significant pressure from Greenpeace, action is being taken by supermarket chains on unsustainable fishing, with Tesco saying it will remove the tuna brand John West from its shelves unless it cleans up its act, and Waitrose giving the brand until 2017 to reform.

Meanwhile, the UK government has announced that it plans to

ban plastic microbeads in certain products, a very real threat to the ocean's ecosystems. This year, to help reduce ocean plastics worldwide, Greenpeace has begun ambitious international research on all aspects of plastic production and plastic use.

## CLIMATE CHANGE

Governments stick to their commitments made in the Paris climate agreement, keeping global temperature change well below 2C. We have ended our reliance on fossil fuels, with a transition towards clean, green technologies and renewable energy.

Climate change underpins every aspect of Greenpeace's work, with a focus on bringing the "oil age" to a close. It's a big change to make, but attitudes are shifting. Last year, campaigning pressure forced Shell to abandon plans to drill in the Arctic waters off Alaska, and public support for fracking fell to an all-time low in May, following a Greenpeace occupation of a fracking site involving actors Sophie and Emma Thompson.

After eight years of campaigning, the UK also became the first G20 nation to put an expiry date on using coal - phasing it out of our energy mix by 2025.



## LEAVE A LEGACY

There are many challenges to a greener future, including powerful corporate interests and heavy reliance on fossil fuels, but, with the right mix of determination and support, Greenpeace can continue to overcome barriers to change. If you'd like to help, one option is to leave a gift in your will. Donations like these ensure that Greenpeace can keep working to make the world a more sustainable, equitable and beautiful place. Find out more about leaving a gift in your will at [greenpeace.org.uk/polarbears](https://greenpeace.org.uk/polarbears).

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