



Welcome Day 2023

GREENPEACE



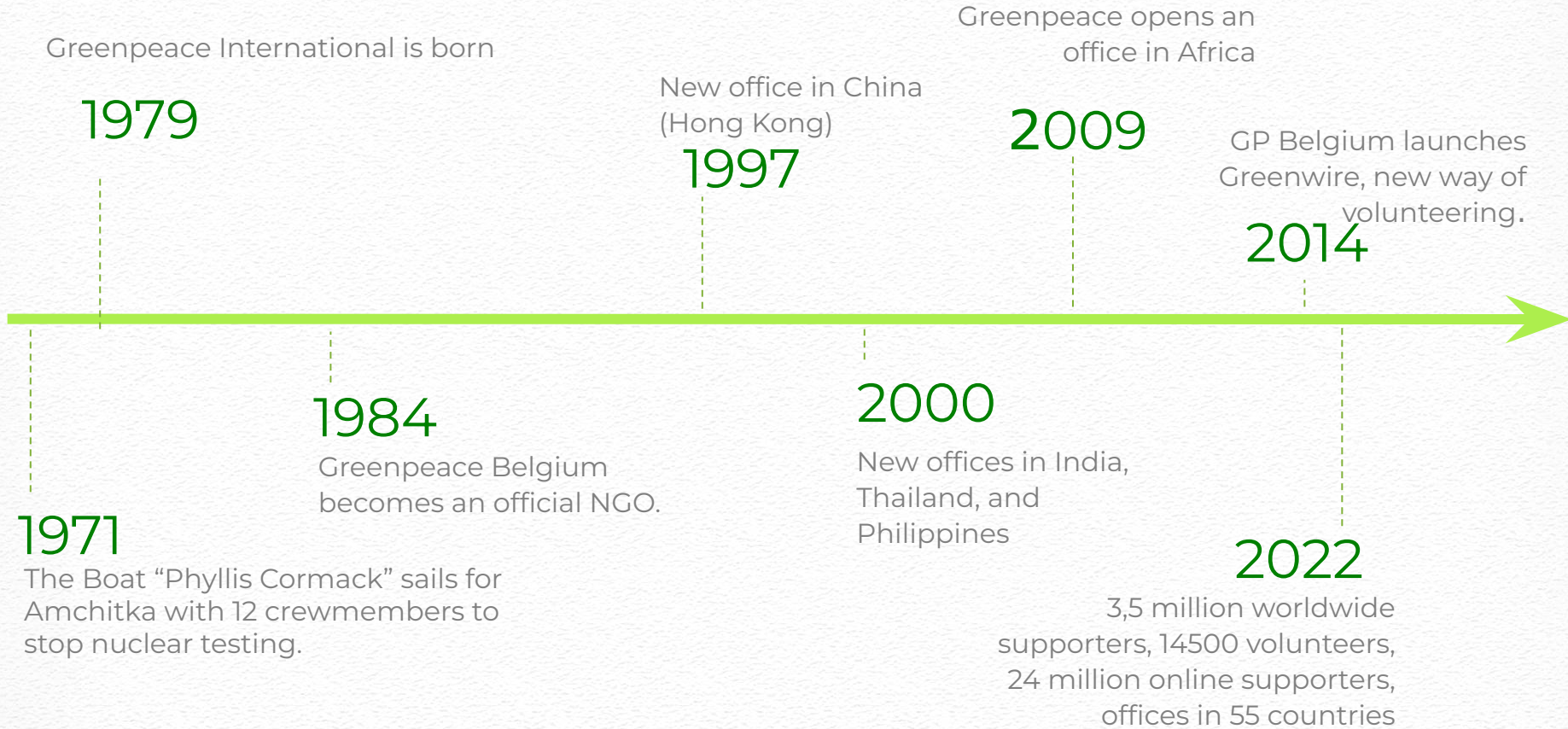
AGENDA

- History
- Values
- Greenpeace Campaigns
- Greenpeace tactics



HISTORY







- 50th years of Greenpeace
- Keep fighting: Greenpeace 50 years of hope in action FR / NL



VALUES

NL- Greenpeace is een **internationale en onafhankelijke** organisatie die schendingen van het leefmilieu aanklaagt en **duurzame oplossingen aanreikt voor een groene en vredevolle toekomst.**

FR- Greenpeace est une **organisation internationale et indépendante** qui dénonce des atteintes à l'environnement et promeut des **solutions durables pour un monde vert et pacifique.**

VALUES

- Non-Violence

We exclude violence (even when our acts may be seen as provocative)

- Confrontation

We believe in creative confrontation

- Independence

Financial, political etc

- No permanent friends or opponents

Words don't matter, actions do

- Promoting Solutions

More than just confronting the problems

- Legitimacy versus Legality

We apply "higher values"

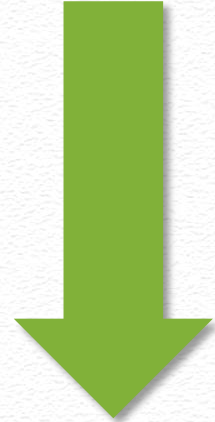
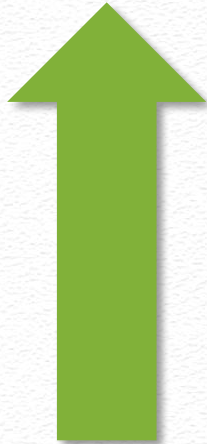
A person wearing a red jacket and a red helmet is climbing a structure made of bamboo poles. A purple flag is attached to the top of the structure. The person is positioned in front of a building with a sign that reads "TotalEnergies". The image is split horizontally by a white, torn-paper-like border.

GREENPEACE CAMPAIGNS

Greenpeace Campaigns: different levels

Greenpeace
International

- Coherent messaging
- International support
- Fleet management
- International presence



National and
regional offices

- Financial support
- Exchange of resources
- Cluster Campaigns
- National Campaigns

Greenpeace Campaigns: different levels



Bruxelles – Leuven –
Namur – Gent – Liège –
Antwerpen - L'eau D'heure
– Limburg - Ostbelgien -
Greenpeace Youth

Act local think global



Direct actions

Events

Mobilisations
Trainings

Discover our campaigns

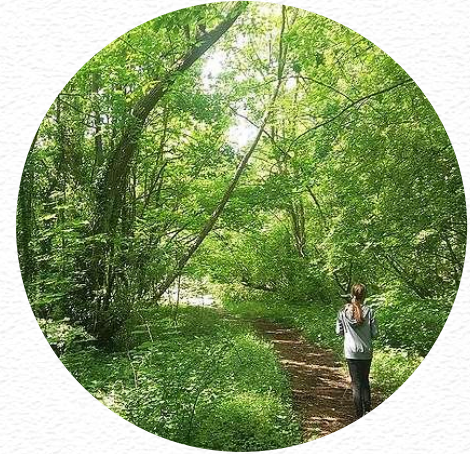
+ Energy, Social Justice, Climate.



**Fossil Free
Revolution**



Food is Power



**People Are
Nature**



Fossil Fuel Revolution

Video: [Code rouge](#)

Food is Power

Video:

[Agriculteurs et Sécheresse : le nouveau combat](#) // [Boeren en Droogte: het nieuwe gevecht](#)





People are Nature

Video:

[Pas une minute à perdre pour protéger
les forêts !](#)

// [Geen minuut te verliezen om de
bossen te beschermen!](#)

Climate

Video:

[Alors on marche!](#)





Social Justice

Energy



Greenpeace Campaigns : local & international

Open
campaigning

Divestment

Plastic

Detox

Oceans

GREENPEACE TACTICS



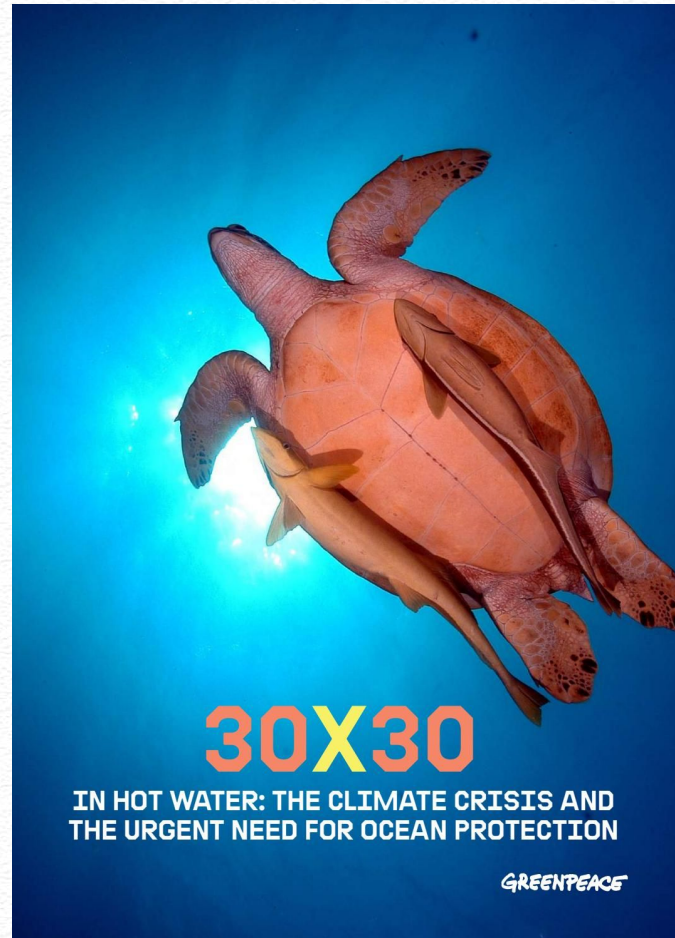
Investigations



[TTIP Leak](#)

Expertise and reports

[List of Greenpeace Belgium reports](#)



Lobby and negotiations



Brand attack and videos

Lego

Barbie Matel



NVDA's (2 types)

NVDA Action

Mass NVDA (eg: Code Rouge)



NVDA's



LOKALE GROEPEN GROUPES LOCAUX

GREENPEACE
BRUSSELS

GREENPEACE
LEUVEN

GREENPEACE
MECHELEN

GREENPEACE
LIÈGE

GREENPEACE
L'eau D'heure

GREENPEACE
ANTWERPEN

GREENPEACE
LIMBURG

GREENPEACE
GENT

GREENPEACE
NAMUR

GREENPEACE
LOUVAIN- LA NEUVE

TRAINING

GREENPEACE
TRAININGS
CAMPAIGN STRATEGY

GREENPEACE
TRAININGS
LEGAL TRAINING

GREENPEACE
TRAININGS
DIRECT ACTION

GREENPEACE
TRAININGS
PRESS COMMUNICATION

GREENPEACE
TRAININGS
GROUP DYNAMICS

GREENPEACE
TRAININGS
SOCIAL MEDIA TRAINING

Welcome Day

Pour les nouveaux volontaires - Voor nieuwe vrijwilligers

KLIMAAT MOBILISATIE MOBILISATION CLIMAT

KOM AAN BOORD! MONTEZ A BORD! GREENWIRE.BE

ACTIVISME

- D1: INTRO
- D2: SYSTEM CHANGE
- D3: CAMPAIGN STRATEGY
- D4: PRESS & COMMUNICATION
- D5: NVDA (ACTIVISM)
- D6: ACTIVITY

SUMMER CAMP

All video's and more

[Affaire du Rainbow Warrior](#) (3:37)

[Artic 30 et Actions en mer](#) (4:06)

[Gazprom shoot at Greenpeace](#) (2:37)

[Le soleil de Paris](#) (1:58)

[Total](#) (1:19)

[45 years of people power](#) (1:57)

[Victory against Shell](#) (2:53)

[Kitt Kat](#) (1:00)

[Barbie Matel](#) (1:39)

[Zara Detox](#) (1:26)

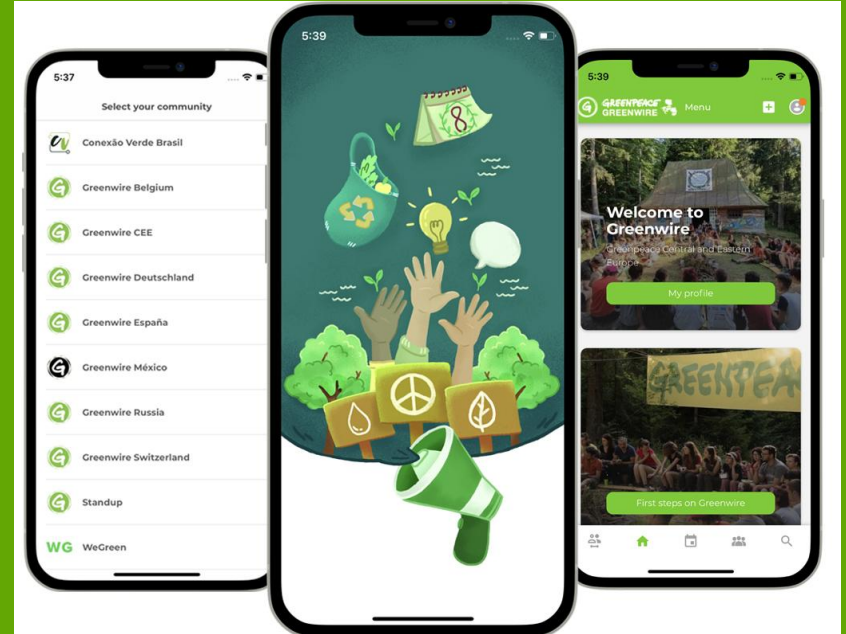
[We are Greenpeace](#) (5)

[Clean air now](#) (13)

[Alors on marche](#) (14)

Greenwire

- Greenwire
 - Newsletter
 - Database
- A Greenpeace social network
- App: GreenAct (pilot internationally)
- Volunteers, local groups



Contact

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Don't hesitate to contact us if you have any questions!



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WWW.GREENPEACE.ORG