Quadrant II - Notes

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GREENPEACE

The Greenpeace headquarters (Greenpeace international) is located in **The Netherlands, Amsterdam.**

Greenpeace, originally known as the Greenpeace Foundation, was founded in Vancouver, British Columbia, in 1971

ROLE

Greenpeace stands for positive change through action.

It defends the natural world and promotes peace.

It investigates, expose and confronts environmental abuse by governments and corporations around the world.

It champions environmentally responsible and socially just solutions, including scientific and technical innovation.

Its goal is to ensure the ability of the earth to nurture life in all its diversity.

PURPOSE

The purpose of Greenpeace is to point out problems facing the environment and provide solutions to the problems that secure a green and peaceful future for the world.

The means to accomplish this purpose is through creative communication and peaceful protests. Greenpeace is the largest independent organization that is dedicated to protecting the environment.

Greenpeace is an independent organization that was founded in 1971 by a group of concerned citizens. These citizens set sail from Vancouver to the coast of Alaska to protest nuclear testing that was being conducted by the United States. Although the group was unsuccessful and was intercepted by the U.S. Coast Guard, this protest was the beginning of the organization.

Greenpeace operates without funding from governmental organizations or corporations. It also does not support any particular political affiliation.

Greenpeace is dedicated to stopping global warming, defending the world's oceans, protecting forests, saving the Arctic, stopping the creation of nuclear weapons, keeping citizens safe from toxic chemicals and promoting sustainable agriculture.

Greenpeace operates three ocean vessels that help document environmental issues and support its mission of nonviolent protest.

Greenpeace Objectives

Greenpeace began in 1971 with the uncomplicated goal of preventing a United States nuclear test on Amchitka Island off the coast of Alaska.

Greenpeace initially focused on similar ecological peace protests, like entering the forbidden zones of nuclear test sites to attract the public's attention. Over the decades, Greenpeace has expanded its agenda and now defines its purpose through six primary objectives.

1) Halt climate change

Greenpeace, like most environmental organizations, places fighting global warming at the top of its list. Greenpeace takes a fairly hard line on alternative energy -- it deems nuclear power and clean coal technology, often popular alternatives to traditional fossil fuels, unnecessary or dangerous. Instead, it champions wind power, solar power and biofuels. Greenpeace also suggests governments reduce emissions through carbon trading and carbon taxes.

2) Protect oceans

Greenpeace is perhaps best known for its campaigns to protect whales and other large aquatic animals from hunters and trappers. Greenpeace programs target multiple areas of ocean defense, centering primarily on pollution and unfair or abusive fishing practices.

3) Save ancient forests

Logging and clear-cutting of ancient forests drive species of plants and animals toward extinction and threaten the lives of people whose survival depends on the forest's resources.

Greenpeace protects forests by educating the public about the origin of tropical woods, holding governments accountable for clear-cutting and even by camping in trees to stave off loggers.

4) Achieve disarmament and peace.

The world maintains an armory of 30,000 nuclear weapons, and several countries actively pursue the technology to develop even more. Green peace's first mission protested nuclear testing, and the organization continues its advocacy of peace and disarmament today. Public opinion polls conducted by Greenpeace show a hearty disapproval of nuclear weapons in armed and unarmed nations, and the organization leverages these statistics to gain way in the disarmament battle.

5) Reduce toxic materials in products

Many electronics and other products contain toxic chemicals and heavy metals that are difficult to dispose of and impossible to recycle. Greenpeace studies the effects of these chemicals on water, air and the human body and advocates substituting safer alternatives for dangerous materials.

6) Encourage sustainable agriculture

Greenpeace believes genetically modified crops decrease biodiversity and pose a threat to the food supply. The organization suggests labeling all genetically engineered (GE) ingredients and segregating GE crops to avoid unplanned hybrids.

Conclusion

Thus we can conclude that Greenpeace is an independent campaigning organization, which uses non-violent, creative confrontation to expose global environmental problems, and develop solutions for a green and peaceful future.

Its goal is to ensure the ability of the earth to nurture life in all its diversity. Stop the planet from warming and prevent the most catastrophic impacts of the climate breakdown. Protect biodiversity in all its forms. Slow the volume of hyper-consumption and learn to live within our means. Promote renewable energy and Nurture peace, global disarmament and non-violence.