



GREENPEACE

PROTECT THE OCEANS



SECURING GLOBAL OCEAN PROTECTION IN 2021



Our oceans support all life on Earth and they need you. With your support, we will be able to take this once-in-a-generation opportunity to protect our oceans so they can continue to protect us.

EXECUTIVE SUMMARY

To support people, fight climate breakdown and save wildlife, we need to protect the oceans. For the past 18 months Greenpeace has been campaigning around the world to persuade the United Nations to agree a strong Global Ocean Treaty – a historic opportunity that will pave the way to create oceans sanctuaries, areas safe from human exploitation, across at least 30% of our oceans by 2030 (30x30). It's a unique opportunity to protect our oceans and the life they support – and it's one we can't afford to miss.

After the April 2020 UN negotiations were delayed due to the global pandemic, the latest intel leads us to expect the next round of negotiations in spring 2021 and it's highly likely that another round would be needed to conclude the Treaty later that year. With this uncertainty and high stakes in mind, it is more important than ever that we keep ocean protection in the spotlight throughout 2021.

There is growing momentum behind our 30x30 vision and demands around the Treaty. With your support we will continue to use Greenpeace's unique set of tools and tactics to keep supportive countries honest and turn their high level political support into a robust position within the Treaty negotiations. There are also more vocal voices calling out in opposition, most notably calls to exclude fisheries from the Treaty. We will undermine and isolate these voices to make sure that the final Treaty agreed is as strong as possible.

To do this we must maintain and build on the progress we've made: we know our strategy is working. Our plan for 2021 is to continue to build on that success by:

- ▶ Doubling down our efforts to strengthen the movement we have already built.
- ▶ Holding politicians to their promises and lobby them to go further.
- ▶ Exposing and highlighting the increasingly critical need for ocean sanctuaries by documenting the state of our oceans.

A key tactic to bring this strategy to life is a new scientific ship expedition. In early 2021, we are sailing to the heart of the Indian Ocean to show what is at stake. This crucial battleground in the

fight against destructive fishing is also home to the unique Saya de Malha Bank - the largest seagrass meadow in the world and the biggest carbon sink in the high seas. Our mission is to study this important and little-known ecosystem which could be one of the first ocean sanctuaries created following a Global Ocean Treaty.

With your vital support we will use our ship expedition to:

- ▶ Undertake research and investigations in high seas fisheries to expose the indiscriminate killing of iconic whale and dolphin species and potential human rights abuses at sea.
- ▶ Conduct world class scientific research on wildlife and ecosystems to make the case for why these international waters should be put off-limits to human exploitation.
- ▶ Work together with coastal communities to showcase their success in taking ocean protection into their own hands and offer our ship as a platform to local scientists and environmental campaigners.
- ▶ Confront the fishing industry: we'll take direct action to stop the plundering of the ocean and the killing of wildlife.

This is a voyage to the frontline of ocean protection. We'll be showing governments what proper protection looks like and the urgent need to come together to protect the oceans. Later in 2021, we will head out on our ships once again, to the Pacific Ocean for more investigations, science, actions and political work in this key region. More on this to come.

Our oceans support all life on Earth and they need you. With your support, we will be able to take this once-in-a-generation opportunity to protect our oceans so they can continue to protect us. For Greenpeace to continue to deliver this ambitious campaign over the next 12 months, we need to raise a total of £4,713,903. Will you be part of the solution? Thank you so much for your consideration.

OUR STRATEGY

We have been making good progress over the last 18 months: we know our strategy is working. So our plan for 2021 is to continue to build on that success by doubling down our efforts to strengthen the movement we have already built, hold politicians to their promises and lobby them to go further, and expose and highlight the increasingly critical need for ocean sanctuaries by documenting the state of our oceans through a new scientific expedition - this time to the Indian ocean.

SCIENCE

Build a robust and compelling evidence base of groundbreaking scientific research and impactful investigations to document the need for action.



ACTION

Expose and raise global awareness of the problem, through directly bearing witness, confronting environmental abuses and inspiring a critical mass of people to take action and join us in demanding change from those who have the power to effect it.



POLITICAL ADVOCACY

Lobby and persuade decision-makers at the highest levels of our national and international institutions to do the right thing by our planet.



Although the Covid-19 pandemic caused a year long delay in the final round of UN negotiations, we have continued to have impact and influence. Now we're in the final stretch. The next steps for what we need to do before the UN Global Ocean Treaty negotiations this coming spring is outlined below. **We're confident in our ambitious plan - and we need your help to do it.**

1. MORE RESEARCH AND INVESTIGATIONS

Working with world leading climate scientists and marine biologists on Greenpeace ships, our research and investigations have resulted in eight in-depth reports about the state of our oceans and have grabbed headlines in Tier 1 media around the world from Reuters to Al Jazeera. We've exposed the villains exploiting the oceans and used science to gather robust evidence to support the case for a Global Ocean Treaty and ocean sanctuaries.

We need your support to continue hard-hitting research at sea to leave destructive industries nowhere to hide and equip decision-makers with the evidence they need to protect our oceans. This includes, but is not limited to:

Investigations in the northern Indian Ocean

In January, as the ship transits through the northern Indian Ocean, an investigative team will be on board to research and document the large tuna gillnet fishery in that area. This is a seriously underreported fishery, and yet it is catching significant amounts of the tuna. The regional fisheries management organisation has no effective method for documenting the bycatch: estimates are that these vessels are catching up to 100,000 whales and dolphins as bycatch every single year. This work will be used to prove, yet again, the failure of the current governance system to properly manage ecosystems and why we need a Global Ocean Treaty.

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Cutting edge science on the world's largest seagrass meadow

Greenpeace's science unit will identify and work with local partners to conduct new research on the Saya de Malha Bank - a region of the Indian Ocean that is a leading candidate to be one of the first high seas ocean sanctuaries to be established under the Global Ocean Treaty. This unique place is the largest seagrass meadow in the world, a hugely important carbon sink and one of the largest shallow tropical marine ecosystems on Earth. Currently unprotected, it is also a scene of destructive fishing practices.

With a range of non-invasive techniques, including environmental DNA sampling and acoustic monitoring, we will collect data in this unique ecosystem. Our work here would contribute to better understanding of the wildlife and diversity of the region, further highlighting its value for protection. A better understanding of the region's role as a carbon store will strengthen the links between oceans and climate to build urgency and political engagement with the Treaty.

Scientific discoveries made in Saya de Malha bank, combined with exposing destructive fishing practices, would clearly demonstrate to policymakers the need to fix the global governance of oceans through a strong Global Ocean Treaty, ahead of the fourth round of UN negotiations.

2. CONTINUE TO BUILD A GLOBAL MOVEMENT

Globally, we've built a movement of over three million people calling for a Global Ocean Treaty, we've landed front pages and prominent Tier 1 media coverage worldwide, collaborated with organisations aligned to our 30x30 vision and worked with influential Ambassadors such as Hollywood actors, artists and scientists to reach new audiences.

Now, collaborating with people and communities working to protect the oceans in the western Indian Ocean region, we will broaden and amplify the coalition of voices calling for a strong Global Ocean Treaty, especially youth, fishing communities and local scientists. The more people who take action globally, the more governments will see that this is an issue that people care about, and to take action to create the strong Global Ocean Treaty. We have multiple plans to continue to grow the power of our movement, including:

Telling stories of hope

We want to share inspiring stories from around the globe where ocean sanctuaries are working. As part of the Indian Ocean expedition, we will visit communities in the north of Madagascar who have taken ocean protection into their own hands with amazing results for their local economy, food security and resilience to climate change. We will work with Blue Ventures and their local partners to amplify stories from the region, pointing to the fact that ocean sanctuaries and fishing communities can live side by side and are not mutually exclusive. We are exploring opportunities to offer time on our ship, equipment and supplies to local scientists and communities to amplify their incredible campaign.

Mobilising the millions

Over three million people have voiced their support for ocean protection by signing our petition. Now we must harness their power into impactful actions that will influence policy and change the course of history for our oceans. So, over the next six months we'll be deploying the full strength of our movement using every tactic and tool we have at our disposal – from equipping our supporters to

effectively build relationships and lobby their politicians, to creative actions in capital cities visible to politicians from across the world. We'll continue to use powerful online tactics, such as Twitter storms, to persuade ministers to attend the negotiations. As always, tactics will look different country by country, but backed by our millions of supporters we'll be doing everything we can to ensure decision makers go to the UN negotiations with a clear mandate: nothing less than a strong Global Ocean Treaty in 2021.



3. RAMP UP POLITICAL ADVOCACY

Ultimately, a Global Ocean Treaty will be agreed at the UN. However, the strength of that Treaty properly to protect our oceans is all down to the will and negotiating power of the politicians in the room. After a disappointing show at the third round of negotiations and a postponed fourth round we have used the extra time to do a deeper analysis of where we need to focus our political lobby efforts in the run up to the negotiations in spring 2021. We've identified the key champions we need to continue to strengthen and blockers that we need to bring on side or neutralise in the negotiations. This work will include:

Dedicated work in key countries

Regional groups such as the European Union and the African Group have taken positive initiative in the negotiations, and we will secure their public mandate for maintaining further strengthening their positions. We can ensure that the voices of fishing communities that stand against overfishing and for ocean protection are heard by decision-makers. We could facilitate fishers from countries such as Senegal, or from the Indian Ocean, to speak directly with UN delegates. With our ship expedition, we will amplify positive stories of fishing communities, such as in Madagascar, who favour ocean protection that helps protect their livelihoods against industrial fishing fleets.

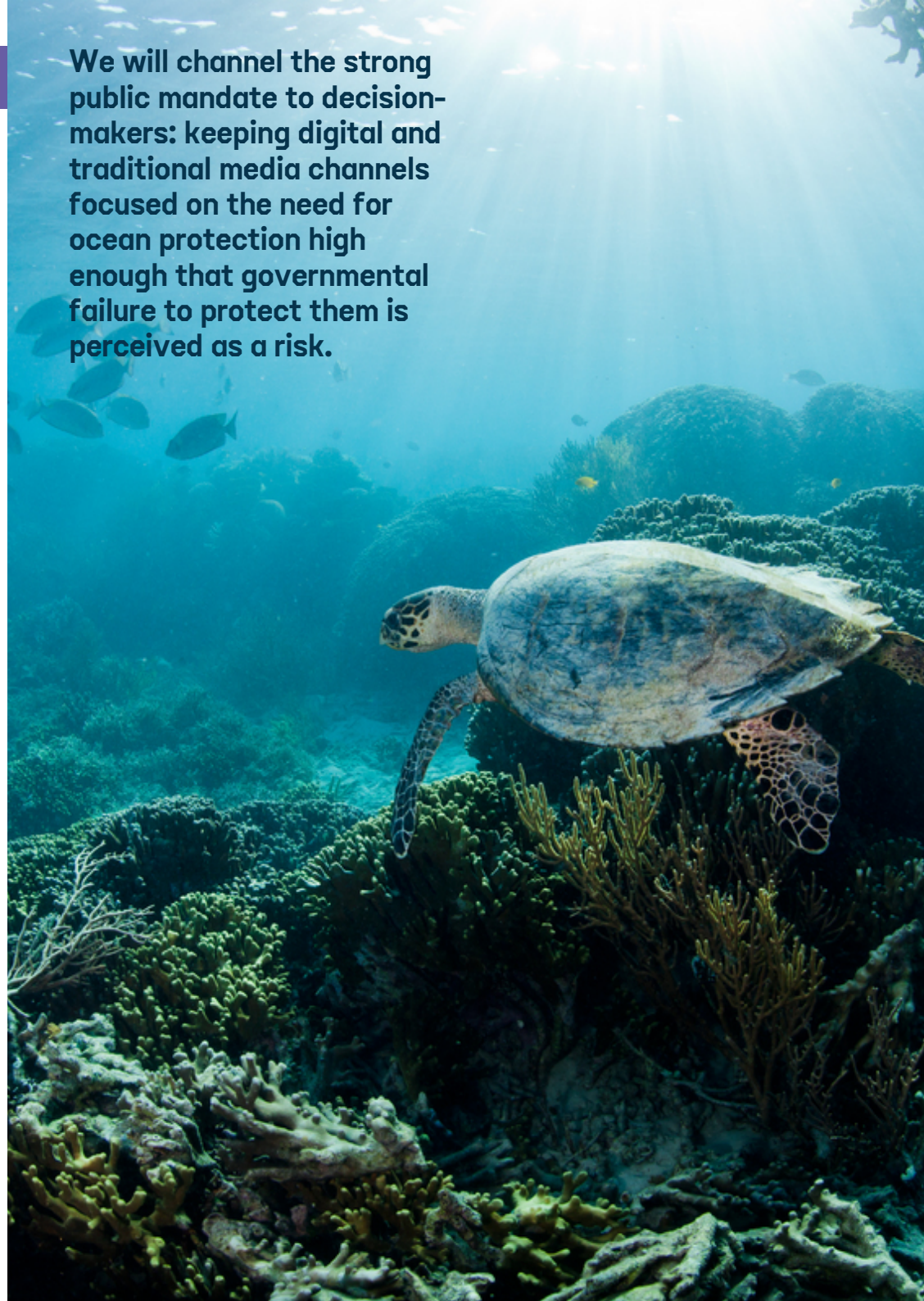
We will look for opportunities where national campaigns in domestic waters with our ships could trigger high global ambition. For example, the UK presents itself as an 'ocean leader' on the world stage but continues to fail at protecting UK waters, with a network of 'paper parks' with no real protection or management in place. We can't allow this to set a precedent for the global negotiations, so changing this government's position on protection of UK sanctuaries would have knock-on effects and pressure other governments hoping to be seen as ocean champions.

Leveraging the Global Ocean Alliance and Blue Leaders

Since the UK launched Global Ocean Alliance (a coalition of governments supporting the 30x30 vision), 30 countries have joined the Alliance as a direct result of our campaign work. Another such coalition is Blue Leaders, a group of Heads of States, ministers, scientists and activists led by Belgium.

To win a strong Global Ocean Treaty we need to mobilise and equip the high level political leadership among the frontrunners, particularly the governments who are part of these coalitions, to leverage their international political capital to bring others on board for a strong Global Ocean Treaty. We therefore need to put pressure on both champions and opponents to show the political and economic risks in a weak treaty - in particular to make sure it will promote the creation of ocean sanctuaries off limits to all industrial activities, including fisheries. We will do this by channeling the strong public mandate to decision-makers: keeping digital and traditional media channels focused on the need for ocean protection high enough that governmental failure to protect them is perceived as a risk. And by undermining arguments put forward by vested interests and making sure decision makers are exposed as choosing industry over protection when those arguments are put forward.

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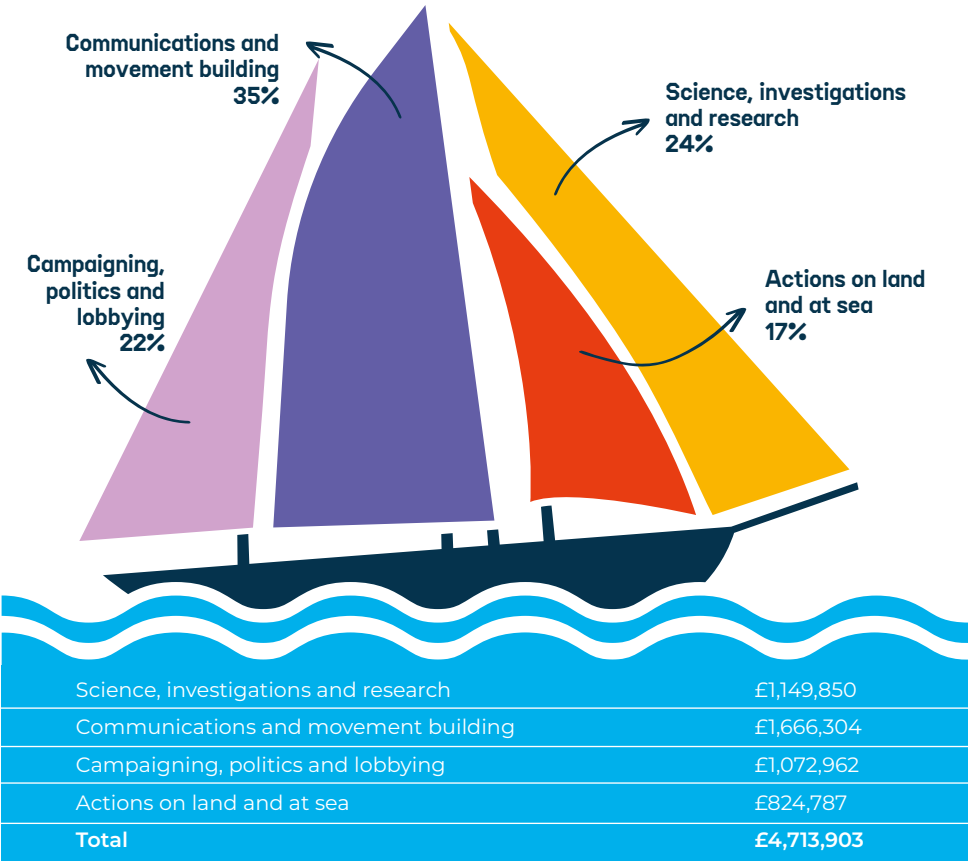


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CAMPAIGN COSTS

The budget below shows the anticipated costs associated with delivering our campaign over 12 months, including two ship expeditions, to achieve change for our oceans in 2021.

Greenpeace is funded entirely by the generosity of individuals and charitable trusts, ensuring its independence from governments, political parties and commercial organisations. Despite our big name, we are a lean organisation and do everything we can to ensure that our work is cost-effective yet still achieves maximum impact.



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