

Greenpeace Speakers

2020 IMPACT REPORT



How players of
People's Postcode Lottery
have inspired the next
generation of planet
protectors — even during a
pandemic



Supported by players of



Awarded funds from



GREENPEACE

Greenpeace Speakers create action

Greenpeace Speakers are trained volunteers who deliver inspiring talks about how to protect our planet. Every talk causes a powerful ripple effect, motivating people to engage in new issues, share their knowledge and push proactively for change.

In 2019, scientists announced that we have just one decade to protect our planet. After that, we were inundated with requests for Greenpeace Speakers. Schools, community groups and workplaces up and down the country wanted to understand both the threats our planet is facing and find out ways to help.

Indeed, we were struggling to keep up with the demand. That is until 2020, when support from People's Postcode Lottery meant that we could reach and inspire more people than ever before. With this extra funding:

1. We recruited more speakers, including young speakers and people of colour.
2. We created new resources, invested in new technology and improved our speaker training – all of which inspired powerful action in spite of the pandemic.



Over 75% of requests for our speakers came from groups of under-21s



Who are Greenpeace Speakers?

Students, health workers, lawyers and teachers, Greenpeace Speakers are passionate volunteers all united by their drive to create a safer, greener future.

About Greenpeace

Greenpeace defends the natural world by investigating, documenting and exposing environmental destruction. We also support members of the public to build consumer pressure and demand solutions, while lobbying politicians and corporations to ensure change happens. Our vision is a green and peaceful planet that can sustain life for generations to come.



WHAT WE DID

We doubled the number of Greenpeace Speakers and recruited 25 new Youth Speakers. They...

Helped shift our speaker programme online, reaching 1,000s more people - even when the country was in lockdown. And...

We created inspiring new resources and enhanced our speaker training, ensuring our talks keep turning into lasting progress. Which...

Led to hundreds, and in the future thousands, of people taking personal action to protect our planet.



MEET THE TEAM!

Gemma Hoskins, Head of Outreach

Gemma led the Greenpeace Speaker strategy and direction, supporting each member of the team to deliver their packages, and managed internal processes.

Tim Owen, Project Manager

Tim was responsible for the management of the project; monitoring, planning and developing relationships with organisations to access new audiences, particularly youth-led organisations.

Rose Bray, Community Outreach Campaigner

Rose managed the Greenpeace Speakers, their recruitment, retention, training and overall coordination of the network's campaign output.

Georgia Prasad, Environmental Education Officer

Georgia led the development of our educational approach and devised a range of educational resources for teachers, parents and youth leaders to inspire young people to take action to protect our natural world.

More speakers...



At the beginning of 2020 we had 50 Greenpeace Speakers. By the end of the year, that number had grown to 112, including 25 newly recruited Youth Speakers, aged 18-25.

Another priority for us was to ensure that our Speakers represent the diversity of Greenpeace, so we are thrilled that 23% of Greenpeace Speakers are now people of colour.

To make sure everyone was ready to deliver maximum inspiration, we updated our training materials for speakers.

And the new speakers gave us plenty of motivation too, using everything from podcasts to Zoom conferences to keep reaching more people when face-to-face presentations weren't possible.

START OF 2020

50

END OF 2020

NUMBER OF SPEAKERS
112

25 new Youth Speakers aged 18-25!



... and more powerful resources

Thanks to support from players of People's Postcode Lottery, we created a wide range of downloadable education resources about the biggest issues facing our planet. They are all based on our new four-step approach to inspiring action:

- ▶ Help young people **engage** with an issue
- ▶ Give them the facts to **explore** it
- ▶ **Empower** them to know their voice counts
- ▶ **Encourage** them to act

The resources are aimed at different age groups, from 7-11 year olds, 11-14 year olds and 14-18 year olds. We also produced a range of lesson plans for teachers and a fully-illustrated wellbeing guide on how children can manage eco anxiety.



Our new climate emergency resources for 7-11 and 11-14 year olds explain why our addiction to fossil fuels has to end.

Our new oceans resources reveal how issues from plastic pollution to oil spills are putting marine wildlife and the health of our seas in serious danger.

Our new forests materials, inspired by our animation 'Monster', show how huge areas of fragile rainforest are being cut down for industrial meat.

These resources will inspire thousands of young people for years to come. Most importantly, they all make one vital point clear: it's not too late for young people to transform the future of our planet.

The impact



“I WILL ALWAYS REMEMBER WHAT YOU SAID TODAY AND I WILL TRY MY BEST TO SHARE THIS INFORMATION WITH OTHERS. I KNOW THAT I AM NOT THE ONLY PERSON WHO WANTS TO TAKE ACTION AND THAT IS BECAUSE OF YOU AND GREENPEACE.”
- YEAR 6 PUPIL

85%
felt inspired to
take action

62,215
people watched
a Greenpeace
speaker in 2020

3x
more than in
2019!

Action in communities

After hearing from a Greenpeace Speaker last year, 85% of groups we surveyed felt inspired to take action.

One primary school in Stirling, Scotland launched a new tree planting project that was guided by our resources. A secondary school in Cornwall launched a Green Zine magazine following the advice in our climate emergency materials. Pupils at King's Head School in London wrote to their head teacher, asking for more meat-free school meals after following our forest lessons. And junior school students in Essex recorded speeches to lobby their MPs to put the natural world first.

Actions like these happened across the UK – right through the pandemic.

Thanks to players of People's Postcode Lottery, thousands of people of all ages are fired up to protect our planet – now and into the future.



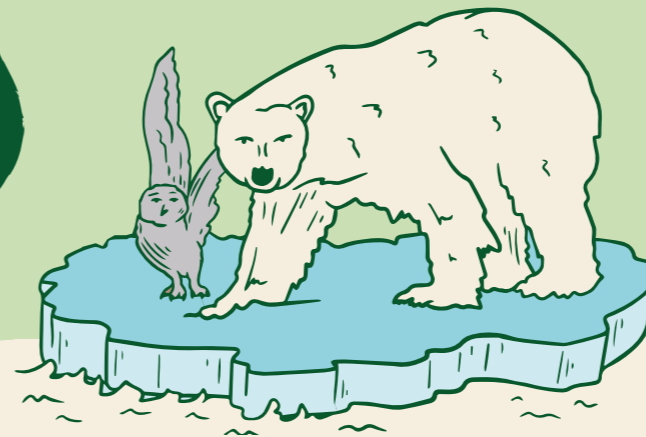
A platform for growth

Your investment means the Greenpeace Speaker programme is now ready for the future.

We've built a range of new partnerships that will help us reach thousands more people every year.

Our partnership with Global Action Plan alone helped us reach 10,000+ people at the 2020 online Youth Climate Summit. We've also invested in video conferencing and video-making technology that means we're ready to reach people in new ways, wherever they are and however the pandemic pans out.

And our new resources and upgraded training means speakers are empowered and ready to drive positive action across Great Britain.



A new level of engagement

Over three times more people watched a Greenpeace Speaker in 2020 thanks to the support of People's Postcode Lottery. In the first quarter of the year we reached 25,000 people – already more than in the whole of 2019 – as we recruited more volunteers and created the first of our new resources. By the end of the year, as we rapidly switched to online speaker sessions, this number had risen to 62,215.

Our new partners



Our partnership with Global Action Plan alone helped us reach 10,000+ young people at the 2020 online Youth Climate Summit

“MY SECOND-EVER GREENPEACE SPEAKER EVENT WAS HOSTING A WEBINAR ON ZOOM. ABOUT 1,800 PEOPLE SIGNED UP AND WE REACHED THE LIMIT OF PEOPLE WHO COULD JOIN LIVE - 500 - IN LESS THAN A MINUTE! WE RECORDED IT SO EVERYONE WHO HAD SIGNED UP COULD WATCH LATER ON.”

- LUCIE, A NEW YOUTH SPEAKER

Direct impact

Increased capacity

- ▶ We recruited 62 new volunteer Greenpeace Speakers, taking the total from 50 to 112.
- ▶ Over 23% of speakers are now people of colour.
- ▶ We recruited 24 new Youth Speakers, aged 18-25.
- ▶ We updated our training programme, making the courses available online, adding new materials and launching a tailored training course for Youth Speakers.

New capabilities

- ▶ We moved our speaker programme online: running virtual sessions, creating downloadable videos and recording podcasts.
- ▶ We supported our speakers to use new digital platforms.
- ▶ We created a follow-up survey to collect and implement feedback after every session.
- ▶ We began using social media to capture the impact of talks, with groups encouraged to share materials they were inspired to create.

Extra leverage

- ▶ We evaluated the speaker programme and identified it as a priority area for Greenpeace as we seek to drive even more action – now and into the future.
- ▶ We reached new audiences with our key campaign messages and inspired people to push for change, increasing pressure on decision makers to end business as usual and prioritise our planet.

New collaborations

- ▶ We built a huge range of new partnerships with organisations that can help us reach and inspire new audiences for years to come.
- ▶ We worked more closely with our campaign teams, identifying the most powerful actions for speakers to promote to diverse audiences around Great Britain.

Enabled impact



62,215
people of all ages heard how they could take action to protect our planet for future generations. That's well over three times more than in 2019.

13,774
The number of times our education resources were downloaded.

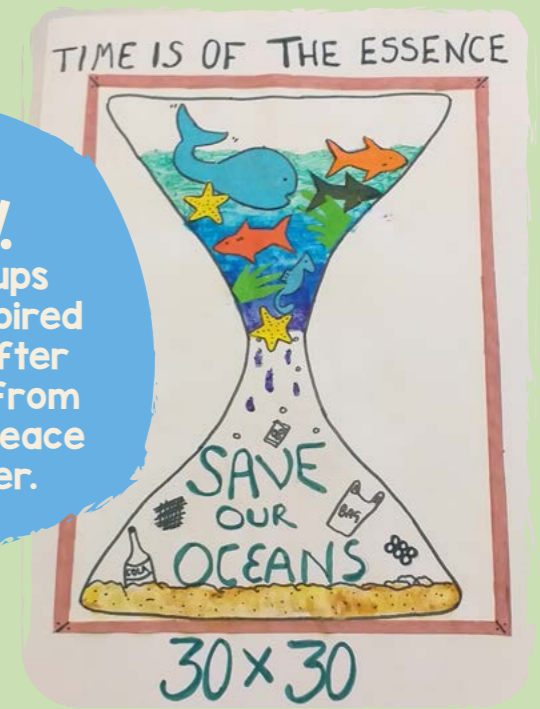


We contacted 140,000 education professionals about our 'Monster' forests resource pack and shared our pre-recorded talks with 120,000 teachers.

10,000+
young people logged on to our Youth Climate Summit sessions.



85%
of groups were inspired to act after hearing from a Greenpeace Speaker.



253
individuals, schools, colleges and youth groups took action after our talks.



Moving our speaker programme online

Our investment in Zoom, YouTube, Instagram and more will massively expand our reach, during the pandemic and beyond.

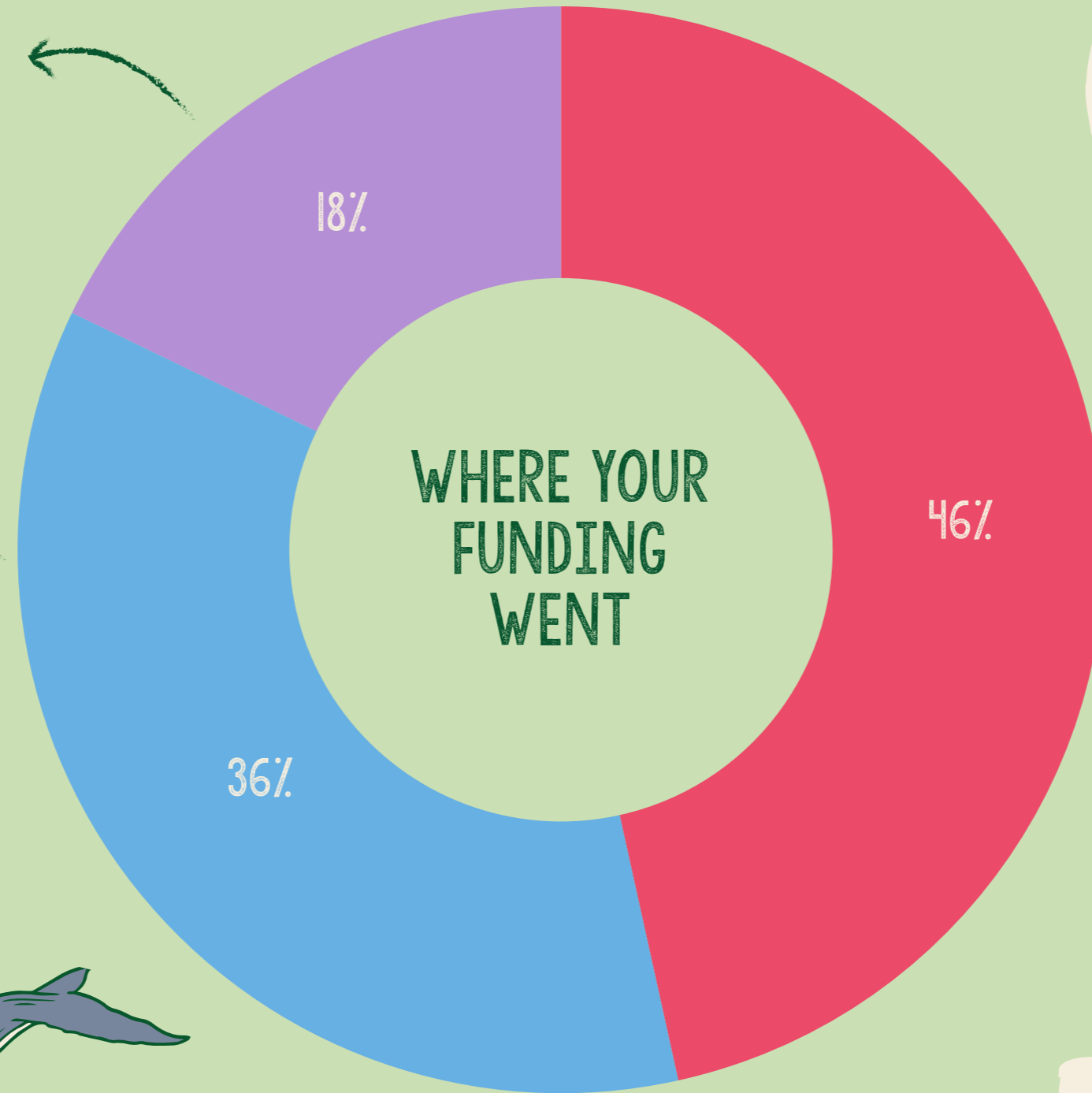
Creating new resources

Our curriculum-based school materials and speaker presentations are now inspiring action to protect forests, oceans and our climate.

Recruiting and training volunteers

We gained 62 new volunteers who are ready to galvanise audiences thanks to our expanded and more relevant training.

WHERE YOUR FUNDING WENT



Thank you!

Honestly, we'd like to give every single player of People's Postcode Lottery a hug. But seeing as that's not possible, we'll simply send a huge thank you (and a socially distanced hug) your way.

Every time a Greenpeace Speaker inspires someone to take action to protect our planet, your support means you're right there with them. We really can't thank you enough.

