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|  | external image greenpeace_logo500px.gif |
| **Date of formation, country of origin, headquarters and members** | Greenpeace was founded in 1971 in Vancouver, Canada. It now has offices in other 40 countries worldwide, but its coordinating body is in Amsterdam. Greenpeace now has nearly 3 million active members worldwide |
| **Mission statement** | Greenpeace started as an anti-nuclear and anti-war movement. Greenpeace now states that its goal is to 'ensure the ability of the earth to nurture life in all its diversity'. Its main focuses now are:* Climate change
* Forests
* Oceans
* Agriculture
* Toxic pollution
* Nuclear disarmament and peace
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| **Fundraising Campaigns** | To remain independent (NGO), Greenpeace do not except contributions off governments or corporations, but instead rely on donations from individuals. In 2008 Greenpeace raised close to 200 million euros from its supporters.Greenpeace's first campaign was sailing a small boat into a remote part of Alaska where the US government was testing nuclear weapons. Since this first campaign the use of ships by Greenpeace has been very important in observing, recording and reporting environmental incidents. Greenpeace currently has three large ships and many more inflatables. Greenpeace's most famous ship was the Rainbow Warrior which was actually sunk in Auckland harbor by French special forces who were unhappy about it recording its nuclear testing in the Southern Pacific Ocean.. |
| **Awareness and Publicity** | Greenpeace like most current organisations use a growing variety of techniques to contact, inform, educate and communicate with people around the world. Techniques include:* Website
* Twitter
* Youtube
* Leaflets
* Student resources
* Blogs
* Facebook
* News releases
* Posters and billboards
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| **Examples of charitable work** | Greenpeace believes in non-violent protest and has tried numerous techniques to stop environmental damage including:Petitions to governments to protect species like tunaBoycotts of oil companies causing damageSit in protests against the building of environmentally damaging structures e.g. third runway at HeathrowPetition the Brazilian government over its new forest code |
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