

**Global Conversation
Greenpeace
May 2, 2017**

Act to inspire

At Global Governance we have had the pleasure to host activists from Greenpeace, sharing their understanding of the meaning of collectively taking non violent actions and their meaningful and positive social impact.

Greenpeace is an independent global campaigning organisation that acts to change attitudes and behaviour, to protect and conserve the environment and to promote peace

Inspired by global leaders such as Gandhi and M.L. King and their behaviors, Greenpeace activists carry out they socio-environmental battles through the powerful tool of NVDA. Non-violent direct action is about acting with your body in an immediate and creative way, with a high sense of responsibility and safety.



Although non-violence is a herald of activists' action, it does not necessarily mean that they do not run risks. Risk is about the acceptance of legal consequences of your action, since sometimes you have to break the law and accept it peacefully. Indeed, the action itself is a violation of the law or custom you want to

change. Hadn't Rosa Park violated the law on segregation in 1956, the world would not have seen the beginning of the struggle to achieve civil rights. NVDA means more, it's a strategy, a "stand up for something". That discipline, today widely represented by Greenpeace, entails several principles to be respected. Firstly, actions of protest are to be taken by legal means and have to be proportionally weighted. There must always be complete transparency behind actions, and they always have to be addressed to the public interests. Greenpeace is independent, so expect it to serve the interest of none but the global community.

Changing the culture of passivity

NVDA training is what volunteers receive as they arrive at Greenpeace. Active groups of minimum six people are trained with the objective to volunteer for changing the culture around them through activism. The aim of the training is to give activists the mission of changing the vision that people have about the world, to boost civic participation to social and environmental issues and fight apathy. Direct action makes activists' messages effective, impressive, straight to the point in creative ways, and have a huge visibility.



Greenpeace speaks for 2.8 million supporters worldwide, and encourages many millions more than that to take action every day



Recently, they have taken action against the G7 Energy Summit by placing a giant thermometer on the street. The clear goal was to isolate the perspective of the American President Trump and his administration on the issue of climate change. In this case, Greenpeace has previously taken several little actions, like sending warnings, reports and so on before taking the NVDA, without any response. They also prepared the ground by spreading information. First thing first, they talked to the former Italian minister of energy, Carlo Calenda, then they sent a letter to G7 ministers, especially the Italian ones who fortunately are more sensitive on climate change issues. The result was a real success. US commission was isolated on that particular debate. Such a non-violent action was targeting also the people, to make them realize how real and dangerous global warming is.

“Acting to inspire is what we do. That's what Greenpeace deals with. We are doing exemplary actions and pushing others to act. We commit ourselves to a fare, to succeed in things we do and to achieve results. We communicate creatively and we are ready to give a thumbprint”

*Matthew Sherrington, Fundraising Director,
Greenpeace USA*

Greenpeace is present in more than 55 countries across Europe, the Americas, Asia, Africa and the Pacific. They exist to expose environmental criminals, and to challenge government and corporations when they fail to live up to their mandate to safeguard our environment and our future.

Find out more at:

<http://www.greenpeace.org/international/en/>

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