

### Diversity Analysis: Greenpeace

While Greenpeace is an environmental nonprofit, its diversity, equity and inclusion initiatives are a core part of its messaging and campaigns. Greenpeace states, “We welcome, value, and rely on a diversity of people, cultural experiences and perspectives. We learn from one another. Through our campaigning, we create solutions that promote environmental sustainability rooted in social justice,” (Greenpeace p.1). Beginning in the 2000s, Greenpeace expanded its activities to focus on a broad range of environmental issues. Moreover, Greenpeace expanded its campaign to focus on environmental justice by challenging systems of power and privilege that destroy the environment and disproportionately burden marginalized communities.

Greenpeace has a wide variety of DEI initiatives, internally and externally. Externally, Greenpeace includes environmental justice in its campaigns as it strives to integrate racial and socioeconomic justice into its fight to protect our planet, as well as to center the voices of those who are most impacted by environmental harm in efforts to protect our planet. For example, Greenpeace stands in solidarity with its allies in the Black Lives Matter Movement in demand of policy reforms that empower and liberate Black people. Furthermore, Greenpeace recognizes the connections between environmental and racial justice and it encourages its supporters to take on the systems of power that both seek to destroy the environment and strip Black people of their humanity. In addition, Greenpeace USA has adopted an Indigenous Peoples Policy, which highlights both its respect for Indigenous communities and its commitment to improving the way it works with them. More specifically, Greenpeace USA stands in solidarity with Indigenous Peoples to support its efforts for autonomy and self-determination. Greenpeace recognizes the Indigenous Nations' customary legal systems and traditions, including its authority to make decisions. Greenpeace USA pledges to conduct its campaigns in a manner that respects and reinforces Indigenous Nations' authority and autonomy.

Internally, Greenpeace has multiple DEI initiatives within its workplace culture that foster a welcoming and inclusive environment. For example, Greenpeace offices agreed to a common Integrity Package in June 2017, which included a Code of Conduct and a procedure for handling various kinds of complaints. Greenpeace has a Zero Tolerance Policy to ensure that no sexual harassment, verbal or physical abuse, bullying or any other type of discrimination will be tolerated, regardless of gender, race, sexual orientation, gender identity, disability, faith or another aspect of our being. Every accusation of harassment, bullying or discrimination will be immediately and thoroughly investigated and appropriate action will be taken (Greenpeace p.1). This could include a written warning, training, probation, or termination. Additionally, Greenpeace has a goal of 50% women in the senior leadership team of every office. Also, in each office, Greenpeace has a diversity and inclusion committee which is comprised of a range of staff members. The committee looks at issues related to diversity and inclusion, such as race, class, neurodiversity, disability and LGBTQ+ rights.

Overall, Greenpeace's broad DEI initiatives are necessary, as not only is it important to the nonprofit's core values and goals, but they are useful in connecting to its target audience. Issues like the Black Lives Matter movement and protecting Indigenous people's sovereignty are hotly debated today and supporting these movements is integral to connecting to Greenpeace's activism-driven audience. Moreover, support for these issues is common among liberal viewpoints and by incorporating these causes into its campaigns, Greenpeace can further connect

to its left-leaning target audience. Moreover, these campaigns are important to its young target audience as “60% of Gen Zers and Millennials believe it’s important for companies to take a stand on issues such as human rights, race relations or LGBTQ equality” (Fink, 2018). Greenpeace does a great job of incorporating these initiatives in its campaigns as it connects to its core values and messaging of promoting a safer, greener planet for all. One way Greenpeace can improve is by increasing LGBTQ initiatives, as that area of DEI is lacking in its campaigns and programs. I suggest that Greenpeace can address this by featuring climate activists who are LGBTQ on its social channels and having them talk about the intersectionality of LGBTQ issues and environmental justice.

### Works Cited

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