

Claremont Mckenna College

Greenpeace in Germany and the U.S.: A Case Study in Non-Profit Web Design.

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Abstract: This thesis draws on Geert Hofstede's cultural dimensions model, connects it to basic principles of web design, and applies it to a website analysis of the global non-profit organization Greenpeace. This case study of cultural dimensions in web design utilizes Hofstede's framework from 1974 throughout all its chapters and focuses on the cultural differences between Germany and the U.S. My hypothesis that successful marketing materials such as websites must communicate differently with their U.S.-American and German audiences is partially borne out. But it is important to note that Hofstede's cultural dimensions model cannot fully account for certain intercultural dimensions of the internet and certainly not for the significant design changes over time that my inquiry takes into consideration.

Keywords: cultural dimensions, web design, Hofstede, international marketing, Germany, U.S.

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Introduction

When I moved to San Francisco from Hamburg in 2017 not only did my everyday language change from German to English but I quickly noticed that peers communicate differently from what I was used to in Germany. My first-hand understanding of values, norms, and culture deepened. The academic field of cultural studies “*traces the relationships among aesthetic, anthropological, and political economic aspects of cultural production and reproduction.*”¹ My interests in design, marketing, and communication inspired me to connect cultural dimensions theory to web design. My passion for the environment and professional interest in global nonprofit marketing were reasons for me to study this nexus further. This senior thesis therefore trains its lens on the environmental organization Greenpeace in order to analyze its intercultural dimension in depth.

Scholars in the international business/marketing field study how advertising materials effectively interact with a target group that is oftentimes defined by a national culture and caters to its specific features. In the following I first describe cultural differences between Germany and the U.S. using Geert Hofstede’s cultural dimensions model. Simultaneously, I connect cultural studies to web design and evaluate whether Hofstede’s pre-internet-developed model of cultures can still be applied in 2022. A finding that I find particularly striking is how often the Greenpeace U.S. “About Us” page uses group-oriented language such as ‘we,’ or ‘our’ compared to the German Greenpeace site – a whopping total of 29 times against Greenpeace Germany’s self-representation that uses ‘wir’ or ‘uns’ only a total of 6 times in their official text. The self-understanding of Greenpeace in the U.S. and Germany appear to differ. The German “About Us” text is more goal-, task-, and issues-oriented compared to a community-focused and inclusivity-oriented U.S. site. My research thus makes a meaningful contribution to the existing literature of cultural studies between Germany and the U.S. with a focus on website design for international non-profit organizations.

¹ <https://www.uwb.edu/cultural-studies/why/what>

Chapter 1: Cultural Differences and Web Design

Cultural dimensions theory was coined by Geert Hofstede, who developed his original model to evaluate the results of a worldwide survey of employee values conducted at IBM between 1967 and 1973. IBM tasked Hofstede to assess and quantify cultural differences and similarities for the global technology organization. Because of concerns in credibility and representation of IBM employees, Hofstede's dimensions model has been refined since, but critics still point out inconsistencies and shortcomings at a theoretical and methodological level. Nonetheless Hofstede's six-dimension model is generally accepted as the most comprehensive framework for studying national culture organization values. His theory has been widely used in various fields of research as a paradigm, particularly in cross-cultural organizations, international management, business, and communications. Nonetheless, Hofstede's dimensions should be considered as guidelines, not rules. Hofstede defines 'culture' in his landmark book [Culture and Organizations: Software of the Mind](#) as "*the collective programming of the mind that distinguishes the members of one group or category of people from others.*"² Pattern of beliefs and expectations shared by members of an organization result in norms that are particularly powerful in shaping group behavior in the organization. Individuals gain their values from various domains which include knowledge, faith, art, morality, laws, customs, cultural abilities, and habits. The following graphic represents Hofstede's analysis of culture and its [Three Levels of Uniqueness in Mental Programming](#).³

² <https://hi.hofstede-insights.com/models>

³ https://www.researchgate.net/figure/Three-levels-of-uniqueness-in-human-mental-programming-Hof01_fig1_271135142

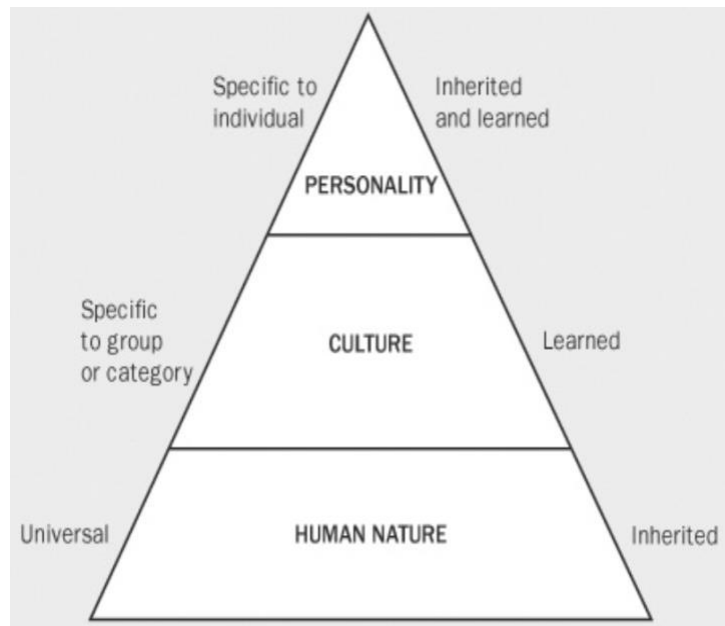


Figure 1 Hofstede's Three Levels of Uniqueness in Mental Programming adapted from *Cultures and Organizations: Software of the Mind*.

Hofstede distinguishes three different levels: personality, culture, and human nature. Human nature is universal and inherited whereas culture is learned and sets a group or category apart from others. The top level, personality is specific to every individual and is partially inherited and learned. The core of culture is learned through symbols, heroes, rituals, and values. Values lie on a deep level of each person and are strongly correlated with their national values, which are difficult to change over time and practically stay the same over decades. To demonstrate cultural identifications, Hofstede developed a model of the six most essential dimensions of national cultures which he categorized as the following:

- **Power distance index (PDI)**
- **Individualism vs. collectivism (IDV)**
- **Uncertainty avoidance (UAI)**
- **Masculinity vs. femininity (MAS)**
- **Long-term orientation vs. short-term orientation (LTO)**
- **Indulgence vs. restraint (IND)**

For his project, Hofstede collected data from more than 70 countries and applied statistical methods to give each country a score for its cultural characteristic on an index out of 100. The following figure demonstrates the scores of Germany and the USA, as extracted from Hofstede

studies. In the following I describe Hofstede's six cultural dimensions in-depth and create connections to modern web design with a focus on Germany and the U.S.

Germany and the U.S. analyzed through Hofstede's six dimensions

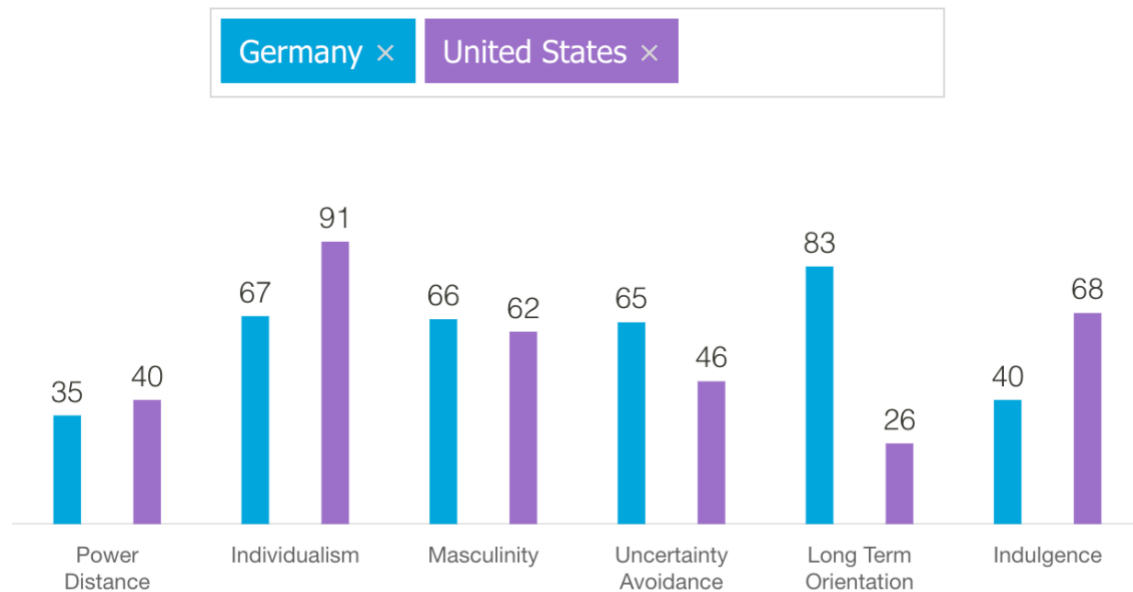


Figure 2 Hofstede's cultural dimension scores for Germany and the USA

Power distance:

The power distance index is defined as *"the extent to which the less powerful members of organizations and institutions accept and expect that power is distributed unequally."*⁴ This dimension deals with the fact that individuals in societies are not equal – it expresses the attitude of the culture towards, for example, income inequalities, power dynamics, or hierarchy. This index is important for understanding decision-making processes and communication structures. In cultures with high power distances, structures run from top to bottom and power inequality is accepted by people in lower positions. In cultures with low power distances, the structures are participative. Scandinavian countries, Germany and Anglophone countries all have lower power distance indexes. Germany and the U.S. have similar power distance scores with 35 and 40, respectively and I expect to not notice major differences on their websites. I anticipate that countries with a low power distance index have participative and engaging call-to-actions and a

⁴ Quote from https://www.tlu.ee/~sirvir/IKM/Leadership%20Dimensions/page_22.html

more open and direct communication compared to hierarchical websites designed for nations with a high power distance index.

Individualism vs. collectivism:

This index explores "the *degree to which people in a society are integrated into groups.*"⁵ Individualistic societies have loose ties that often only relate an individual to his/her immediate family. They emphasize the 'I' versus the 'we.' Its counterpart, collectivism, describes a society in which tightly integrated relationships bring extended families and others into groups. By being part of an 'in-group,' the individual expects loyalty and support from the collective.

Individualism scores high in the US (91), Australia (90), and Great Britain (89). In contrast, Hong Kong and Serbia (25), Malaysia (26), and Portugal (27) are collectivist.

German society is individualistic (score 67) but considerably less so than U.S.-American participants, who score the highest of all countries on the individualism vs collectivism score. In American organizations, "*hierarchy is established for convenience, superiors are accessible, and managers rely on individual employees and teams for their expertise.*"⁶ Managers and employees expect to be consulted and informed frequently. Communication is more informal, direct, and to a certain degree participatory. "*The society is loosely knit in which the expectation is that people look after themselves and their immediate families only and should not rely (too much) on authorities for support.*"⁷ German organizations favor structure, rules, and directions. The individualism vs collectivism score plays a massive role in the structure of NPOs and expectations of members: Germany has strong governmental initiatives and institutions, which regulate social, environmental, and cultural actions, on which citizens rely, making it hard for members of society to engage and shape initiatives and projects. U.S.-Americans represent a highly individualistic culture, and traditionally value personal freedom highly. Federal institutions are not expected to constrain this freedom unless necessary. This leads to more local initiatives in social, environmental, or other spheres of society, which are not regulated by the state or federal government. The way people engage with each other to pursue goals is more direct, spontaneous,

⁵ <https://www.hofstede-insights.com/country-comparison/germany,the-usa/>

⁶ <https://simplifiedtradesolutions.com/cultural-differences-and-international-trade/>

⁷ <https://www.hofstede-insights.com/country/the-usa/>

and informal. People in the U.S. are more willing to donate and participate in local group activities compared to Germans.⁸

Uncertainty avoidance:

The uncertainty avoidance index is defined as a society's tolerance for ambiguity, in which people embrace or avert the occurrence of something unexpected, unknown, or away from the status quo. Societies that score high on this index opt for stiff codes of behavior, guidelines, and laws. Those cultures generally rely on an absolute truth that is oftentimes instated by a government. A lower degree in this index indicates a higher acceptance of differing thoughts or ideas within a society. There is no single truth and individuals are encouraged to share their own viewpoints and opinions. Such a society tends to impose fewer regulations, acceptance of ambiguity is more prevalent, and communication is freer flowing. The U.S. scores 46 on the uncertainty avoidance dimension. Thus, U.S.-Americans share a fair degree of acceptance for new ideas, innovative products, and a willingness to try something new or different, whether it pertains to technology, business practices, music, or food. Americans tend to be more tolerant of ideas or opinions from others and allow broad freedom of expression. At the same time, *“Americans do not require a lot of rules and are less emotionally expressive than higher-scoring cultures.”*⁹ U.S.-Americans appreciate personal freedom and diverging reactions to situations. Germany (65) scores higher than the USA (46) on the uncertainty avoidance index. High scoring countries on this index, such as Germany, favor structure and clear sets of values to achieve a societal norm. Hofstede finds that:

“Most Germans, for example, favored structured learning situations with precise objectives, detailed assignments, and strict timetables. They liked situations in which there was one correct answer that they could find. They expected to be rewarded for accuracy.” (Hofstede 463)

The uncertainty avoidance score indicates a strong preference for deductive rather than inductive approaches. For Germans, details are equally important to macro-level initiatives to create trust that a topic or project is well-thought-out. In combination with a low power distance, Germans prefer to compensate for their uncertainty by strongly relying on experts. *“The ideal principle of control in organizations is a system of formal rules on which everybody can rely”*

⁸ <https://www.german-way.com/how-generous-are-the-germans/>

⁹ <https://www.hofstede-insights.com/country/the-usa/>

(Hofstede 686). Based on those findings, Germans have a strong need to determine their future and tend to avoid risk. U.S.-Americans are generally more willing to accept risks because they have greater confidence in their individual ability to succeed. Hence, Germans are less comfortable with uncertainty and more reluctant to take risks. In terms of discussion organization, Germans tend to carefully analyze problems and critically evaluate possible alternatives, whereas U.S.-Americans may spend less time analyzing problems and therefore may produce solutions more quickly. Relating to websites, I expect to find more details, information, and specifications on the German website compared to the U.S. site. I expect the U.S. Greenpeace site to feature more and easier-to-access buttons for volunteers to get involved and become members. The German website on the other hand I expect to be more analytical, structured, with easy-to-access guides, articles, rules, and content for users.

Masculinity versus femininity:

This index explains societies that are male-centric as performance-oriented, heroic, assertive, and providing material rewards for success. By contrast, societies with a female orientation are more likely to prefer cooperation, modesty, caring for the weak, and quality of life. Masculinity is extremely low in Nordic countries: Norway scores 8 and Sweden only 5. In contrast, masculinity is very high in Japan (95). Masculinity in Germany (66) and the U.S. (62) does not differ very much. “*Germans and U.S.-Americans draw a lot of self-esteem from their tasks, a high degree of assertiveness and determination is expected from managers.*” (Link 2019)¹⁰ I expect to not see differences in communication on websites targeting German or U.S. audiences due to the masculinity versus femininity index.

Long-term orientation vs. short-term orientation:

This dimension connects the past with current and future actions/challenges. A lower degree of this index (short-term) indicates that traditions are honored and kept. Societies with a high degree in this index (long-term) view adaptation and circumstantial, pragmatic problem-solving as a necessity. A poor country that is short-term oriented usually has little to no economic development, while long-term oriented countries continue to develop to a level of prosperity.

¹⁰ <https://www.amazon.com/Cultural-differences-between-Germany-Work-Life/dp/3668984735>

High long-term orientation scores are typically found in East Asia, with South Korea having the highest possible score of 100, Taiwan 93, and Japan 88. They are moderate in Eastern and Western Europe. The United States scores a low score of 26 on this dimension. This is reflected by the inclination to check new information frequently and to stay very practical with a short-term “can-do” planning approach. U.S.-American culture oftentimes encourages a “fake it till you make it” mentality and values rapid prototyping with a short-term focus. “*American businesses measure their performance on a short-term basis, with profit and loss statements being issued on a quarterly basis.*”¹¹ These drive individuals to strive for quick results in their work. This category shows the biggest difference between the United States (26) and Germany (83). Germans are long-term oriented and tend to execute plans that have been developed by experts over an extended period.

I expect that these findings have an influence on marketing strategy. Presumably, German participants of Greenpeace will value good planning and deliberate organization, whereas Americans are more likely to focus on “let's do it” “and “let's try it out” approaches. Therefore, marketing communication is likely to apply different messaging, images, and content to meet the cultural expectations of Greenpeace members in those countries. I expect the Greenpeace U.S. site to make bold short-term oriented statements compared to a more factual and long-term-oriented language used by the German site. Especially with regards to environmental organizations, such as Greenpeace, I expect to observe differences in timeframes of anticipated goals and projects: in Germany, more long-term oriented initiatives compared to a focus on short-term goals for U.S.-Americans.

Indulgence vs. restraint:

This dimension refers to the degree of freedom that societal norms give to citizens in fulfilling their human desires. Indulgence is defined as “*a society that allows relatively free gratification of basic and natural human desires related to enjoying life and having fun.*” (Hofstede, 1199) Its counterpart, restraint, is defined as “*a society that controls gratification of needs and regulates it by means of strict social norms*” (Hofstede, 1205). Individuals in high score indulgence cultures pursue their desires and impulses. Similarly, in a society that strives for indulgence, the basic and natural needs become most important and associated with the joy of life

¹¹ <https://www.hofstede-insights.com/country/the-usa/>

and fun. In contrast to this, “*restraint stands for a society that suppresses the satisfaction of needs and only does so by means of regularization through social norms*” (Link, 2019). On this sixth dimension, the United States (68) scores as an indulgent society. This is reflected by the following contradictory slogan about attitudes behaviors: *work hard and play hard*. The low score of 40 on this dimension for Germany indicates that German culture is restrained. Societies with a low score in this dimension tend toward cynicism and pessimism. Also, in contrast to indulgent societies, restrained societies do not put much emphasis on leisure time and control the gratification of desires. People with this orientation have the perception that their actions are restrained by social norms and feel that indulging themselves is somewhat wrong. The article [Cultural differences – indulgence versus restraint](#)¹² summarizes indulgence vs restraint as follows: “*how freely can people satisfy their basic needs and desires, how strict social norms are followed and gratification suppressed and regulated.*”¹³ Germans feel more comfortable with long-term responsibility, deliberate resources planning, and informative communication to prepare actions and projects. Americans prefer to follow their everyday desires and ideas. I expect the German website to give the user agency through a website build-up that is complicated to navigate compared to a casual, intuitive, simple-to-use, and straightforward designed website for the U.S. audience. I expect to navigate the U.S. site freely and playful compared to a restrained German site.

Limitations of Hofstede’s cultural dimension model

Although Hofstede’s model is popular amongst researchers and gives valuable insight into the dynamics of cross-cultural relationships, it has been challenged and criticized on a methodological and executive level. Some researchers claim that the study is too old to be of any modern value, particularly regarding the rapidly changing global environments and technological development. Hofstede’s model does not consider the rise of interest in diversity, migration, and women empowerment. There have been dramatic changes in national cultures since Hofstede’s original research in 1970 and its surveyed IBM employees. The questionnaire was developed to measure satisfaction of IBM employees and at first did not attempt to explore cultural values. It can be seen as a stretch to transpose workplace attitudes (at IBM) to the general context of culture of countries. Furthermore, although 117,000 questionnaires were administered, only the results

¹² <http://www.binschedler.com/2012/02/indulgence-restraint/>

¹³ <http://www.binschedler.com/2012/02/indulgence-restraint/>

from 40 countries were used and only 6 countries had more than 1,000 respondents. In 15 countries, there were fewer than 200 respondents. [Orr & Hauser \(2008\)](#)¹⁴ criticize that Hofstede's research is mostly based on men because of IBM's lack of female employees at the time.

Another point of critique is that the definition of culture itself is open to interpretation. There are more than 160 definitions for 'culture' and Hofstede uses the definition "*The collective programming of the mind that distinguishes the members of one group or category of people from others.*"¹⁵ Hofstede's assessment of culture is considered as too static as he argues that cultures are heterogeneous within nations. This implies that citizens of a country do not have subcultures. It is generally assumed that all individuals in a nation share the same culture. In essence, Hofstede's theory is challenged for its relevance because of its methodological shortcomings and disregard of globalization, internal cultural diversity, and technology trends. Yet, Hofstede's framework is popular amongst researchers in cross-cultural studies to explain different interpretations of the same action in different countries.

¹⁴ <https://www.scribd.com/document/48602075/CritiqueHofstede-Orr-Hauser-2008>

¹⁵ <https://hi.hofstede-insights.com/models>

Chapter 2: International Marketing, NPOs, Web Design

Hofstede's six-dimension cultural model can be applied to international marketing. Marieke de Mooij studied the application of Hofstede's findings in the field of global branding, advertising, strategy, and consumer behavior and focuses on how companies can adapt their products and services to local habits and cultural preferences. De Mooij holds a Doctorate in Communications, is a retired professor of international advertising at the University of Navarre (Spain), a consultant in cross-cultural communications, and author of various books including [*Global Marketing and Advertising, Understanding Cultural Paradoxes*](#),¹⁶ and [*Consumer Behavior and Culture*](#).¹⁷ She emphasizes that marketing materials vary from country to country because of linguistic and cultural differences. For example, de Mooij finds that to market cars in a country where uncertainty avoidance is high, a company is more likely to emphasize the cars' safety, whereas in countries with lower uncertainty avoidance indexes, advertisements focus more on product features and accessories. Marketing is the action of promoting and selling products or services, including market research and advertising.¹⁸ A large portion of marketing is to inform the right audience with an appropriate tone/language, design, picture, and the overall experience of a consumer good. Comparative research conducted by de Mooij demonstrates that culture plays a decisive role in the world of marketing, advertising, and consumer behavior. Hence, successful marketing materials need to utilize the strengths of local culture. As the U.S. and Germany have differences, according to Hofstede and others, I expect to observe differences in websites designed for the U.S. or German market. Based on Hofstede's cultural dimensions model the main differences are in *individualism, uncertainty avoidance, long-term orientation, and indulgence*. Cultural differences should be considered and respected in creating culturally sensitive marketing materials, including websites. Dianne Cyr, who is a professor of Management Information Systems at the Beedie School of Business, points out in her paper "[Localization of Web Design: An Empirical Comparison of German, Japanese, and U.S. Website Characteristics](#),"¹⁹ that a well-perceived website in a country should satisfy the following three main areas: social presence, communication effectiveness, and communication interface. Localization is the process of adapting a product or service to a particular language, culture, and desired local "look-and-feel."

¹⁶ <https://us.sagepub.com/en-us/nam/global-marketing-and-advertising/book274128>

¹⁷ <https://us.sagepub.com/en-us/nam/consumer-behavior-and-culture/book258835>

¹⁸ Definition of marketing, <https://blog.hubspot.com/marketing/what-is-marketing>.

¹⁹ http://www.dianneecyr.com/docs/localization_of_webdesign.pdf

Cyr's research focuses on the design of websites and explores how design elements result in user trust, satisfaction, and loyalty. Cyr underlines that if web design is not culturally sensitive, there is the potential for exclusion of countries and populations based on accessibility to information that is not culturally adjusted. Several marketing professionals working with German and American organizations emphasize the importance of localization. For example, Florian Auckenthaler, who works with an international marketing agency, describes key differences for marketing materials designed for the German and U.S. market in his blog article [Marketing in the US vs Marketing in Germany: Key Differences You Have to Know](#).²⁰ Auckenthaler summarizes his main findings in the following table:

	<u>Germany</u>	<u>USA</u>
Marketing and Brand Message/Tone of Voice	<i>product features, neutral tone</i>	<i>product benefits, lighthearted tone</i>
Addressing the Client/Formality Level	<i>impersonal sentences, formal, aim to inform and not to start a conversation</i>	<i>company presents itself as a friendly "we," speaking directly to users, a chatty atmosphere</i>
Colors/Images/Layout	<i>crisp, clean, earnest, technology-focused message</i>	<i>more playful pastel palette, experience, the message of fun</i>

Figure 3 Marketing in the US vs Marketing in Germany: Key Differences You Have to Know summarized by Auckenthaler

In an analysis of advertising content between the U.S. and Germany, Auckenthaler finds that German advertisements are more likely to feature product attributes (for example performance, nutrition, safety, other senses than taste, price, and value) compared to American advertisements which mainly focus on a product benefit. Auckenthaler comes to this conclusion by counting cues in American and German advertisements, summarized by in the following table:

Number of Cues in American and German Advertisements

	<u>0-3 cues</u>	<u>4-6 cues</u>	<u>7+ cues</u>
	%	%	%
American adv.	32.0	39,3	28.7
German adv.	30.5	57.9	11,5

²⁰ <https://designingit.com/blog/marketing-in-the-us-vs-germany>

Visual cues are design elements on web pages, ads, and other digital marketing channels which help people to make sense of the information quickly.

The study [Culture and German Advertising](#)²¹ by Michael Hager find among other things that:

- *“German ads have greater use of information and details.*
- *From the American perspective, the German’s need for abundant information and an extreme number of details appears to be overdone;*
- *For Americans the German ad can seem cluttered.*
- *Germans would have just the opposite impression of American ads, where the perceived lack of details might seem trivial, simple-minded, or deceptively reticent.*
- *German ads are loaded with detailed information; products are described and analyzed.”*²²

Numerous other studies focus on the impact of culture on marketing materials, such as web-advertisements. While some methodologies follow a statistical approach, for example counting cues on advertisements, others focus on the language of advertisement material and user experience created. Like advertisements, website design should acknowledge and reflect cultural differences for successful communication with country-specific audiences. The digital marketing platform Hubspot broadly identifies the following elements when analyzing a website in their article [9 Guidelines & Best Practices for Exceptional Web Design and Usability](#): *simplicity, visual hierarchy, navigability, consistency, responsibility, accessibility, conventionality, credibility, and user-centricity*. This aligns with other current online materials and blog articles focusing on best practices for web design, most of which highlight the importance of *language/tone, images, white space, usability, text, links, and length*.²³ The Nielsen Norman Group, a self-proclaimed world leader in research-based user experience, suggest in their paper [How to Test Visual Design](#) that *“when evaluating fonts, colors, and other visual details, assess both aesthetic impressions and behavioral effects.”*²⁴ It is important to not only qualitatively analyze a website's color use, style of typography, or number of images used but to also assess the visual design stimulus, for example through a [5-second test](#)²⁵ aimed to capture the visitors’ ‘gut feeling.’

I will exemplify and illustrate my findings synchronically, with screenshots of Greenpeace websites taken in April 2022, as well as by looking at past published sites, accessed through

²¹ <https://docs.lib.purdue.edu/cgi/viewcontent.cgi?article=1101&context=gbl>

²² Summarized by Auckenthaler on his web article

²³ ‘Best practices in web design’ is a good search term on search engines.

²⁴ <https://www.nngroup.com/articles/testing-visual-design/>

²⁵ <https://www.nngroup.com/videos/5-second-usability-test/>

web.archive.org, to observe historical changes and differences in the Greenpeace online presence. When analyzing the Greenpeace websites, I will take traditional website measures into account as well as Nielsen Norman's guide to visual design. While analyzing websites through statistics, for example on bounce rate, traffic, conversions, average session duration, click-through rate, percent of new sessions, traffic origin, or pages/session²⁶ is helpful, for this paper, I focus on the first overall impression of the websites.

Websites need to be easy to navigate, accessible, visually pleasing and communicating in an appropriate tone and language. Cyr, de Mooij, and other industry experts and professionals emphasize the importance of a website to not only speak to a target group as individuals but also the culture of that targeted group as a whole nation. Elements, such as animations, typography, color, images, interactive elements, and similar components influence the visual experience of visitors and can differ for various nations to be effective. Types of information portrayed and access to further resources from the homepage are determining the overall user experience of a site. Auckenthaler and Cyr describe that Germans appreciate learning more in-depth information on a website compared to Americans. On websites, this can be observed by the language used, the amount of white space, and as the Nieman Group describes it, the '*general feel of the visual design*.'²⁷ Websites need to appear approachable, simple, and straightforward: The quicker a user can understand the mission, idea, and credibility of an organization (or service or product) the more likely the user is to engage with content. This table by the Nieman Group summarizes words used by research participants to describe their feelings when interacting with various websites.

²⁶ <https://www.spinutech.com/digital-marketing/analytics/analysis/7-website-analytics-that-matter-most/>

²⁷ <https://www.nngroup.com/articles/testing-visual-design/>

Positive	Neutral	Negative
Simple	Sober	Bland
Simple, Bold	Tripartite	Bland, Typical, Safe
Professional, Neat	3 parts	Too Simple
Corporate		Simple, Generic
Elegant		Plain
Human		Basic
		Dated
		Too Much Information
		Clinical

Adopted from the Nieman Research design group: <https://www.nngroup.com/articles/testing-visual-design/>

The words resulting from a positive design experience as described by the Nieman Group are remarkable: *simple, bold, professional, neat, corporate, elegant, human*.²⁸ In their study “[How long do users stay on web pages?](#)”²⁹ conducted by the Nieman Group, the bottom-line answer is:

“Not very long: Users often leave web pages in 10–20 seconds, but pages with a clear value proposition can hold people's attention for much longer. To gain several minutes of user attention, you must clearly communicate your value proposition within 10 seconds.”

The faster information can be conveyed by a website the more likely users are to explore content for several minutes.

Bullet points and questions to ask to create a successful web-presence

- What is the primary goal (of my NPO)? What are the goals of my website?
- What other marketing channels do I want to entertain (social media, email newsletters)?
- With what designs are users most likely to engage/interact/donate to my nonprofit through a website?

²⁸ footnote about ‘simple’ also being considered as a negative experience.

²⁹ <https://www.nngroup.com/articles/how-long-do-users-stay-on-web-pages/>

Consistency and appropriate color use, typography, images, storytelling, language/tone, and call-to-action buttons are crucial for a successful web presence. Up-to-date content becomes important to engage returning homepage visitors. A fast-loading, responsive, and easy-to-navigate site is a must as well.

NPOs and Greenpeace

In 2018, 36% of Germans donated a total of 3.51 billion Euros to NPOs³⁰. In the U.S., in 2021, 60% of American households participated in some sort of charitable giving, according to The Philanthropy Roundtable.³¹ Giving USA, an organization that reports on the sources and uses of charitable giving in the United States, reports that donations by individuals in the U.S. in 2018 totaled an estimated whopping \$292.09 billion.³² Giving USA provides comprehensive charitable giving data for over 40 years. This stark difference in charitable giving can be expected with consideration of Hofstede's *individualism index score* in which Germany scores 24 points less than the U.S. (67 to 91, respectively). German culture expects that the government supports an NPO and their initiatives. The [Deutscher Fundraiser Verband](#) says: *“Die Annahme, dass Nonprofit-Organisationen von Spenden leben, ist falsch. Der größte Teil der Einnahmen kommt aus wirtschaftlichem Geschäftsbetrieb und von der öffentlichen Hand.”* In his book, [Die Relevanz von Kennzahlen im Fundraising](#), Arne Heinemann emphasizes the low donation willingness of Germans: *“Im Vergleich zu anderen Ländern fällt in Deutschland besonders der geringe Anteil an Spenden auf. Eine Erklärung für die geringe Spendenfinanzierung der NPOs liegt in den hohen Zuwendungen der öffentlichen Hand.”* This aligns with Hofstede's expectation and analysis.

A nonprofit organization is mission-driven, which requires the management and board to set objectives aimed at achieving the organization's stated mission. Most, if not all, credible NPOs have online presences in which an organization communicates its mission, goals, and a way for people to engage or donate.³³ Of the 1.8 million registered nonprofit organizations in the U.S., the majority are designated as churches, schools, and foundations (40%). Whereas 15% are civil,

³⁰ <https://www.dfrv.de/fundraising-zahlen-und-fakten/>

³¹ <https://www.definefinancial.com/blog/charitable-giving-statistics/>

³² <https://givingusa.org/giving-usa-2019-americans-gave-427-71-billion-to-charity-in-2018-amid-complex-year-for-charitable-giving/>

³³ <https://yourbusiness.azcentral.com/purpose-board-directors-nonprofit-organizations-12770.html>

Norman Group. Furthermore, I will attempt to draw conclusions based on Hofstede's six cultural dimensions. I analyze sites accessed through web.archive.org that have been the official Greenpeace websites in 2004, 2010, 2016, and 2022. The current Greenpeace DE website can be accessed through <http://greenpeace.de>. Greenpeace USA can be accessed under <https://www.greenpeace.org/usa/>. I will consider the user experience and user interface when evaluating the websites. *"The user interface (UI) is the point of human-computer interaction and communication in a device. This can include display screens, keyboards, a mouse and the appearance of a desktop."*³⁸ User interface focuses on choices and actions users are given on a provided system, such as a website. User experience focuses on how users interact with materials. *"The user experience (UX or UE) is how a user interacts with and experiences a product, system or service. It includes a person's perceptions of utility, ease of use, and efficiency."*³⁹ Although I was able to find some indicators that Hofstede's findings can be transposed to Greenpeace U.S. and German website, a larger sample size is needed to derive robust conclusions.

One key takeaway I conclude is that Greenpeace Germany and U.S. website have similar themes and design elements during the same time and evolve in tandem over the years from difficult to read news-sites to branded and easy-to-navigate resource centers with tangible information on organizations impact and mission. Since 2004 landing pages got longer in scrolling with more graphics and larger text headlines as well as easier to read body paragraphs. Greenpeace DE and U.S. both re- and upcycled written content on their websites across design changes. The Greenpeace Germany site from 2004 features a gradient blue background, small typography, a news section, and then links to Greenpeace resources and initiatives, such as "Greenpeace Energy," "Greenpeace Magazine," "Greenpeace Produkte."

³⁸ <https://www.techtarget.com/searcharchitecture/definition/user-interface-UI>

³⁹ <https://quaffdigital.com/using-user-experience-to-outsell-competitors/>

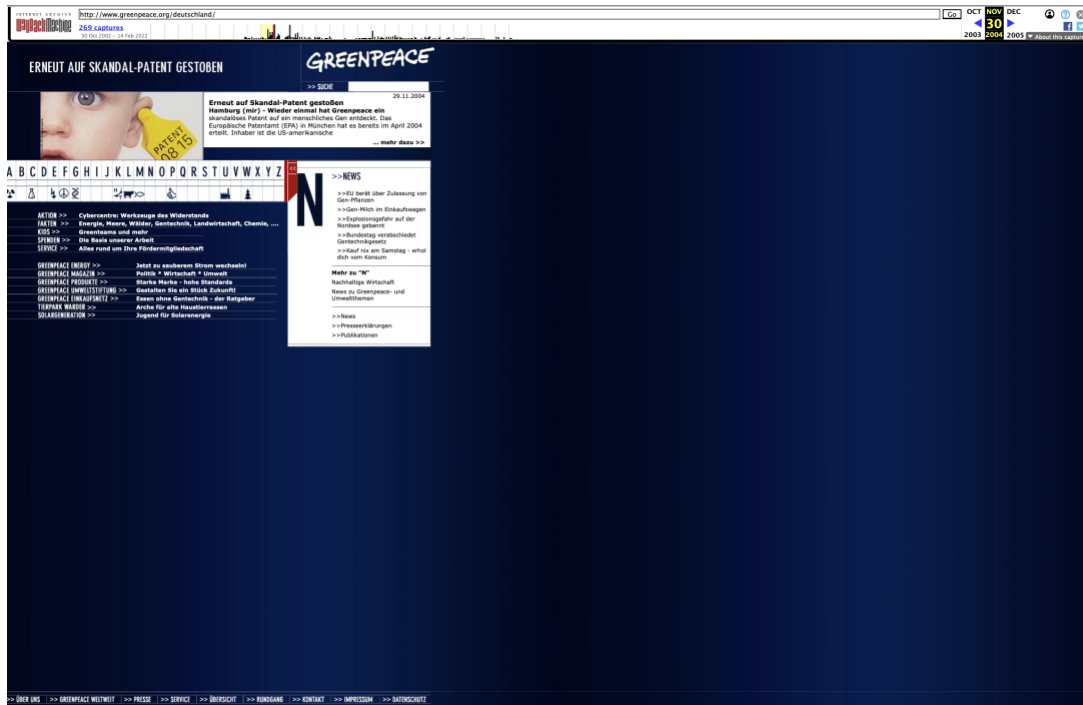


Figure 4 Greenpeace DE site from 2004 with a large feature of a blue background

The 2004 Greenpeace DE website furthermore features a cyclopedia organized by keywords. Some of the letters are supported by icons to give a clue of what the section might feature.



Figure 5 Focus on selection option given to users on the 2004 German Greenpeace site

An example of the sub-selections of the letter “G” can be seen here:



Figure 6 In-depth example of selection choices of the letter G

2022's Greenpeace U.S. website counts 11 call-to-action buttons. The German website counts 17 buttons. The German and U.S. sites from 2004 feature no buttons at all. Similarly, recent published websites in Germany and the U.S. feature more images and graphics compared to plain looking websites from 2004. Over the years and across the cultures the websites use more white space and text got easier to read by bold headlines and more graphics compared to earlier sites. The user experience on the recently published sites features more storytelling and an overall better explanation of Greenpeace as an organization through visual cues and text.

The Greenpeace About Us Germany site from 2022 has bold headlines and the header image is the iconic Greenpeace ship Arctic Sunrise. "*Greenpeace stellt sich vor — Volle Kraft voraus für die Umwelt*" reads the sub-heading of the page. The future oriented tagline aligns with Hofstede's *long-term vs. short-term orientation* index in which Germany scores 83. The Greenpeace USA About Us 2022 version uses 'we' 22 times throughout the written text. Germany

About Us 2022 text thereby has only a total of 2 ‘wir’ in the explanation text about the who Greenpeace is and what they do. The second of the two ‘wir’ on the German About Us page reads “Wir sind sehr viele Menschen aus der ganzen Welt, die im Umwelt-Schutz helfen.” A clearly defined statement compared to a more casual use of ‘we’ on the U.S. website. It appears that the English ‘we’ has a different annotation compared to ‘wir’ in the German language. ‘We’ is used more casually and generously in the U.S. compared to ‘wir’ in German. ‘Uns’ is used 6 times on the German Über Uns 2022 site. The counting of ‘uns’ on the German website includes variations, such as ‘unsere’. On the Greenpeace USA About Us page ‘our’ is used a total of 29 times. The following screenshots show the ‘our’ and ‘uns’ text look-up on the Greenpeace About Us 2022 sites in Germany and the U.S.

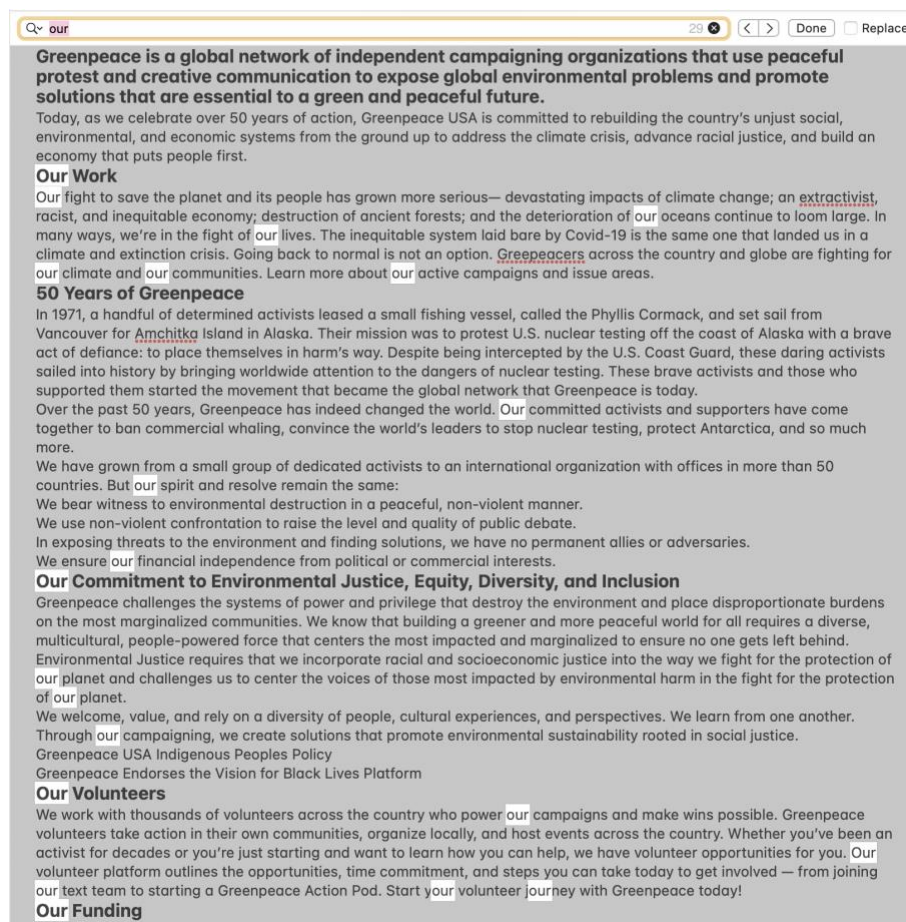


Figure 7 Greenpeace USA About Us text 2022. Focus on use of 'our' in the text

Qv uns 6 Done Replace

April 24, 2022 at 1:44 PM

Greenpeace stellt sich vor

Volle Kraft voraus für die Umwelt

Greenpeace setzt sich weltweit für den Schutz der natürlichen Lebensgrundlagen von Mensch und Natur und Gerechtigkeit für alle Lebewesen ein.

Greenpeace wurde 1971 gegründet und ist mit nationalen und regionalen Büros in über 55 Ländern vertreten. Mehr als drei Millionen Menschen unterstützen **uns** weltweit, davon mehr als 630.000 Fördermitglieder in Deutschland.

Die Greenpeace Büros setzen sich international mit direkten gewaltfreien Aktionen für den Schutz der natürlichen Lebensgrundlagen von Mensch und Natur und Gerechtigkeit für alle Lebewesen ein.

Greenpeace klärt auf, recherchiert und konfrontiert. Die Organisation vertritt dabei die Interessen der Natur und der umweltbewussten Menschen in Politik und Gesellschaft. Dabei geht sie Probleme hartnäckig an – auch gegen Widerstände und über längere Zeiträume. Greenpeace lebt das Recht auf freie Meinungsäußerung, inklusive dem Recht auf Demonstrationsfreiheit, und sucht dabei auch die **öffentliche** Auseinandersetzung mit Politiker:innen, Konzernbetreiber:innen oder Umweltzerstörer:innen. Durch das **Öffentlichmachen** der Probleme wächst der Druck auf die Verantwortlichen in Politik und Wirtschaft umzudenken und zu handeln.

Was Greenpeace einzigartig macht

Greenpeace steht für Unbestechlichkeit – weder Geld noch politischer Druck können die Organisation beeinflussen. Denn Greenpeace lässt sich nicht sponsern: Wir arbeiten unabhängig von Regierungen, Parteien und wirtschaftlichen Interessengruppen. Greenpeace lässt sich auch keine Projekte von der EU oder der UNO finanzieren. Das unterscheidet **uns** ganz wesentlich von vielen anderen, die sich für Geld von Industrie oder Politik abhängig machen. Greenpeace legt sich auch mit den größten Konzernen an – wer traut sich das heute noch?

In Zeiten zunehmender Globalisierung ist **Internationalität** unverzichtbar – und eine besondere Stärke von Greenpeace. Die Organisation ist mittlerweile in 26 Ländern vertreten und in mehr als 55 Ländern aktiv. Die dafür notwendige finanzielle Unabhängigkeit und politische Durchschlagskraft gewährleisten weltweit mehr als drei Millionen Unterstützer. Allein in Deutschland sind es heute über 630.000 Menschen, die als Fördermitglieder regelmäßig an Greenpeace spenden.

Gewaltfreie Aktionen gegen Umweltverbrechen

Um Probleme aufzuzeigen, auf Missstände aufmerksam zu machen und positive Veränderungen einzufordern und herbeizuführen ist für Greenpeace die gewaltfreie direkte Aktion neben anderen Formen der **Öffentlichkeitsarbeit** ein wichtiges Mittel. Greenpeace konfrontiert mit gewaltfreien Aktionen diejenigen, die Umweltschäden verursachen oder zu verantworten haben – wenn möglich am Ort des Umweltverbrechens. Der provozierende, kämpferische und wenn nötig **konfrontative** Charakter, das kompromisslose, mutige aber stets gewaltfreie Vorgehen unter vollem persönlichen Einsatz und Risiko ist das Ungewöhnliche an Greenpeace.

Aufdecken, Lösungen entwickeln, verändern

Greenpeace bringt nicht nur Umweltskandale ans Licht der **Öffentlichkeit**, sondern benennt Alternativen und entwickelt Lösungen. So beweist die Organisation immer wieder, dass es anders geht – oftmals sehr zum Ärger der Industrie. Zwei von vielen Beispielen:

1993 zeigt der „**Greenfreeze**“, dass sich Kühlschränke FCKW- und FKW-frei und somit ozon- und Klima schonend herstellen lassen.

1996 präsentiert Greenpeace das **Sprit-Sparauto „SmILE“**, einen umgebauten serientauglichen Renault **Twingo**, mit einem Verbrauch von unter drei Litern auf 100 Kilometer.

Greenpeace fördert die Weiterentwicklung der Gesellschaft weit über die Umweltproblematik hinaus. Die Organisation ist dabei manchmal auch frech, aber doch **ungemein nützlich**. Immer wieder gibt es dafür anerkennendes Lob von namhafter Stelle, beispielsweise der UNO, Weltbank oder Regierungen und Behörden. Und zu Recht steht Greenpeace nicht nur im Dienst der Gemeinnützigkeit, sondern bekommt diese auch von staatlicher Seite anerkannt.

Figure 8 Greenpeace DE About Us text 2022. Focus on 'Uns' which includes variations such as 'unsere'

It appears that 'our' and 'unser' are used differently in the English and German language. If 'unser' can be directly translated into 'our' from German into English and 'wir' into 'we,' then there must be cultural differences in the appropriate use of language between Germany and the U.S. Hofstede found that the U.S.-Americans emphasize the "I" over "we." There are no "I" or "ich" used portions on the about us pages of either chapter. Greenpeace USA About Us text uses 11 times more 'we' than 'wir' statements in their written text.

While some conclusions from observed differences between Greenpeace U.S. and Greenpeace Germany sites can be drawn based on Hofstede's categories, it appears that differences in websites are more time sensitive. Some differences and trends align with Hofstede's six cultural

dimensions but are also likely dependent on the web design team that designed and wrote the Greenpeace DE and USA website. Some resources can be found online that explain how Hofstede's cultural dimensions can be observed in web design. Web design and culture change at different paces over time. Web design must be analyzed in relation to other websites during the same period, similarly to culture. Attached at the bottom of this document are screenshots of Greenpeace Germany and USA website from 2004, 2010, 2017, and 2022.

There are several scholars and authors who were instrumental in transposing Hofstede's differences onto web design. In 2001 Marcus & Gould published the paper: "[Cultural dimensions and global web design: What? So what? Now what?](#)" among other things the research team finds that uncertainty avoidance may influence contrary aspects of user-interface and web design. High-UA cultures would emphasize the following, according to Marcus & Gould:

- *“Simplicity, with clear metaphors, limited choices, and restricted amounts of data*
- *Attempts to reveal or forecast the results or implications of actions before users act*
- *Navigation schemes intended to prevent users from becoming lost*
- *Mental models and help systems that focus on reducing “user errors”*
- *Redundant cues (color, typography, sound, etc.) to reduce ambiguity.”*⁴⁰

As noted above, the U.S. and Germany score significantly differently on indulgence, long-term-orientation, and the individualism index. In her article "[How to sell online to indulgent vs restrained cultures.](#)"⁴¹ Nathalie Nahai, author of "[Webs of Influences: The Psychology of Online Persuasion.](#)"⁴² observes that for indulgent cultures (like the U.S.), fun (almost playful) interactions, giveaways, use and encouragement of user-generated content, space for open discussions, and loose gender roles will help to convert “tourists” or “browsers” to “residents” and “customers.” For short-term oriented countries (like the USA) emphasis is placed on values and traditions that can be communicated through quick results. Sabrina Idler, author of "[How to Design for a cross-cultural user experience](#)"⁴³ argues that short-term-oriented countries, can grab visitors attention with something that they are already familiar with. Long-term oriented countries appreciate outlooks on the future and detailed information on advantages of a product. The paper "[Collectivist and individualist influences on website design in South Korea and the U.S.: A cross-cultural](#)

⁴⁰ Summarized by Marcus & Gould

⁴¹ <https://www.psychologytoday.com/us/blog/webs-influence/201308/how-sell-online-indulgent-vs-restrained-cultures>

⁴² <https://www.amazon.com/Webs-Influence-Psychology-Online-Persuasion/dp/0273772953>

⁴³ <https://www.getfeedback.com/resources/ux/designing-for-a-cross-cultural-user-experience-part1/>

[content analysis](#)”⁴⁴ focuses on differences observed solely based on clues that can be attributed to individual vs. collectivist countries. Members of the highly individualistic U.S. culture emphasize the ‘I’ over ‘we’, take initiatives, and are ready to make decisions. Collectivist cultures tend to act in the interest of a group, rather than their own interest. Therefore, collectivist cultures appreciate “most popular” toggles, testimonials, or social media sharing options to gather personal feedback from friends.

⁴⁴ <https://onlinelibrary.wiley.com/doi/full/10.1111/j.1083-6101.2009.01454.x>

Chapter 3: Current Trends and Conclusion

While cultures might have differing opinions about websites that are considered as “good” and “effective,” globalization and digitalization are increasingly mitigating and decreasing cultural differences by creating content accessible to international readerships. Nonprofit websites should transport values, beliefs, and symbols of their organization and use localization to adopt them to local cultures. Today, most people access large parts of their daily life from home and mainly through the internet. The impact of COVID-19 and the stay-at-home orders increases the importance of viable and effective websites. Because of the loose physical restrictions of the internet, cultural differences between countries might diminish. As Hofstede’s cultural studies model was developed before the internet, cultures at the time were more limited to their locations. Now, users can access and stream TV shows and movies from anywhere in the world setting a new pace for trends, ideals, and visions. The physical decentralization through the internet impacts culture, language, and norms and due to processes of globalization cultures unify across nations. Global companies, like Google, Meta, TikTok, and Netflix contribute to overcoming national boundaries and create new global cultural trends. Whether Facebook’s Metaverse will be the next evolution of social technology, as the company claims, remains to be seen. The fact, however, that Meta is putting all its focus on augmented reality must be critically analyzed with the effect of the future of digital spaces, in-person meetings, and the overall digital marketing field, of which Meta and its sub-companies are part. In official videos published by Meta on their YouTube channel, their digital spaces look underwhelming and oftentimes lack simplicity and pragmatics in 2022. However, with Facebook pushing hard on the topic, it will be interesting to see changes that a large player can have in the industry. We will see whether Meta’s new focus will pay off in a couple of years from today in which meetings might take place through a VR setup in an online world as realistic as our current, as Mark Zuckerberg likes to point out.

In conclusion, Hofstede’s research focuses on individual countries and was conducted before the invention of the internet. Past research has expanded Hofstede’s cultural analyses onto global marketing and with that, web design. Some differences in web design can be attributed to regional user attributions and cultural preferences measured through Hofstede’s cultural dimension model. Wherever cultural differences and boundaries are being mitigated by the abolition of time and space in the world wide web or how culturally adjusted content is appropriated in effectively communicating to a larger target audience remains open. The internet enables individuals to

quickly find sub-cultures and groups. Cross-cultural research indicates that some differences in advertisements or other marketing materials, such as websites, can partially be explained by Hofstede's cultural dimension model. Communication using images and text is different in varying cultures. The choices web developers give their users through the user interface determines the feeling and interaction that a user possibly can have with a website. Because of globalization organizations can speak to various cultures at the same time, effectively conveying a common theme to users, this connects them across regional boundaries and is oftentimes manifested in the mission and vision statements of an organization. With the internet and increase of digital connectedness, physical and country-specific boundaries might become less important in a fairly uncolonized and open access internet.

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ERNEUT AUF SKANDAL-PATENT GESTOßEN



>> SUCHE

29.11.2004

Erneut auf Skandal-Patent gestoßen
Hamburg (mir) - Wieder einmal hat Greenpeace ein skandalöses Patent auf ein menschliches Gen entdeckt. Das Europäische Patentamt (EPA) in München hat es bereits im April 2004 erteilt. Inhaber ist die US-amerikanische

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Autor/in: Greenpeace | 20.02.2004 | 296 Wörter

Gewaltfrei, unabhängig, international


Seit 1971 setzt sich Greenpeace für den Schutz der Lebensgrundlagen ein. Gewaltfreiheit ist dabei das oberste Prinzip. Die Organisation ist unabhängig von Regierungen, politischen Parteien und wirtschaftlichen Interessengruppen. Greenpeace arbeitet international, denn Naturzerstörung kennt keine Grenzen.

Umweltschutz ist kein Luxus für Zeiten wirtschaftlichen Aufschwungs, im Gegenteil: Der ökologische Umbau der Industriegesellschaft schafft neue Jobs. Greenpeace zeigt mit der Entwicklung von Alternativen, wie die Zukunft aussehen könnte. Zum Beispiel der Greenfreeze, der erste FCKW- und FKW-freie Kühlschrank der Welt, hat 1993 den deutschen Markt umgekrempelt. Im Jahre 2002 hielt er Einzug auf dem chinesischen Markt. Oder der Twingo SmILE: Damit trat Greenpeace den Beweis an, dass Serienautos mit halbiertem Benzinverbrauch realisierbar sind. Doch trotz Erfolgen bleibt viel zu tun.

Taten statt Warten

Spektakuläre Aktionen haben Greenpeace weltweit bekannt gemacht. Die direkte Konfrontation mit Umweltsündern dient dazu, auf Missstände aufmerksam zu machen. Greenpeace-Aktivisten setzen sich persönlich für ihr Anliegen ein - dadurch erzeugen sie öffentlichen Druck auf Verantwortliche in Politik und Industrie. Doch Greenpeace agiert nicht nur im Schlauchboot, auch die Lobbyarbeit trägt entscheidend zum Erfolg von Kampagnen bei. In langwierigen und zähen Verhandlungen versucht Greenpeace, die politischen Entscheidungen von Regierungen oder Kommissionen zu beeinflussen.

Greenpeace arbeitet zu den Themen Klimaveränderung, Artenvielfalt (Ökosysteme der Wälder und Meere), Atomkraft/erneuerbare Energien, Erdöl, Gentechnik, Landwirtschaft und Chemie. Eine Konzentration auf die gewählten Kampagnen ist notwendig: Nur wenn die Organisation ihre Energien bündelt, ist effektives und erfolgreiches Arbeiten möglich.

 [Greenpeace - ungemein nützlich: Erfolge für das Gemeinwohl \(PDF, 1676 kb\)](#).

Generation Grün

Real Player 56k-Modems (1,1 Mb Dateigröße)
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Windows Player 56k-Modems (1,3 Mb Dateigröße)
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	<ul style="list-style-type: none"> Adressen Greenpeace weltweit Bestellung Infomaterial Bestellung Testamentsbroschüre Bestellung Umweltstiftungsbroschüre Greenpeace Schiffe Greenpeace Statements Greenpeace Versand Greenpeace-Finanzen Greenpeace-Gruppen Greenpeace-Kooperation mit Tierpark Warder Jahresrückblick 2003 Jobs bei Greenpeace Musik goes Umweltschutz Satzung des Greenpeace e. V. Über uns >>Ältere Artikel zu "Greenpeace"

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Oil Spill Devastates Alaska...Again



Fifteen years after the *Exxon Valdez* devastated the Alaskan coast, another oil spill is making headlines. A Malaysian freighter lost power to its main engine on December 7, 2004 and ran aground on the west-side of Unalaska Island in the Aleutian Island chain. The ship was carrying 483,000 gallons of heavy bulk fuel and another 21,000 of diesel fuel. [Read More>>](#)

Polar Bears Dream of a White Christmas



Up in the far north, we're facing the prospect of an Arctic without ice. Polar bears extinct in the wild. Mass starvation of reindeer. And as a result of their snowy world melting, the possibility of a global sea-level rise of devastating proportions. It sounds like a disaster film made for Hollywood, but unless we act quickly to stop global warming, it will be front-page news. [Read More>>](#)

Dioxin: Closer Than You Think



The deadly chemical dioxin has hit the headlines with the [poisoning of Ukrainian opposition leader Viktor Yushchenko](#). What doesn't often make the news is the fact that dioxin pollution is widespread and may be lurking in your own home. Find out where. [Read More>>](#)

Five Steps to a Greener Holiday Season



The holiday season is now upon us. It's the perfect time of year to gather together with family and friends and celebrate all of the wonderful things this season has to offer. But for many Americans, this time of year has turned into a frenzy of shopping, wrapping, baking, decorating and traveling. If you think all those mad dashes to the mall takes a toll on you, just think of how these activities impact the environment. Luckily, there are ways to enjoy the holidays and still be good to the Earth. [Read More>>](#)

Cold Season Got You Down? Try Ancient Forests



If you're suffering during this year's cold season, you may be reaching for that box of tissue more often than you'd like. And if you use Kleenex brand tissue products, you're not only putting some vigorous wear and tear on your nose – chances are you're blowing away on Canada's ancient forests. [Read More>>](#)

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About Us

Greenpeace is the leading independent campaigning organization that uses non-violent direct action and creative communication to expose global environmental problems and to promote solutions that are essential to a green and peaceful future.

Our Founding

Greenpeace began in 1971, when a handful of determined activists departed for Amchitka Island, Alaska to protest U.S. nuclear weapons testing in the area. The crew of 11 men leased a fishing vessel, the *Phyllis Cormack*, and set sail from Vancouver through the cold North Pacific waters. Their goal was to "bear witness" to the devastating activity. The notion of bearing witness involves going to the scene of an objectionable activity and registering opposition to it, simply by being present there. The aging, 80-foot boat never reached the site of the test, but the activists brought worldwide attention to nuclear testing and its dangers. Shortly after the voyage, the team named themselves "Greenpeace."

Our Work

For over 30 years, Greenpeace has tackled the most critical environmental issues. While we are best known for hanging banners and chasing whalers, much of our work is done behind the scenes in areas such as research and consultation. Our expertise has earned us attendance at major international environmental policy and treaty meetings and we maintain consultative status to the United Nations. Our effective work for new laws and policies, has precluded contributions to Greenpeace from being tax-deductible.

Today our work focuses on six major efforts: saving ancient forests, stopping global warming, exposing toxic pollutants, protecting the oceans, eliminating the threat of genetic engineering, and ending the nuclear age. There are more than 40 Greenpeace offices around the world, with international coordination taking place through our headquarters in Amsterdam - making Greenpeace one of the few environmental groups that truly works globally on environmental problems.

Our Ships

Since our inception, the history and mission of Greenpeace have been encapsulated in the icon of a ship. Our fleet of ships includes the *Arctic Sunrise*, the *Esperanza* and - our most famous - the *Rainbow Warrior*.

Defending the North Sea: [View the weblog from the Esperanza.](#)

2004 Pacific Fisheries Tour: [View the weblog from the Rainbow Warrior.](#)

The original *Rainbow Warrior* was sunk in 1985, when a French Secret Service agent planted two bombs onboard. In the tragedy, we lost a dear friend and talented photographer, Fernando Pereira.

Our Funding

Greenpeace does not accept contributions from government or corporations, nor will we endorse political candidates. Our 250,000 members in the United States and 2.5 million members worldwide provide virtually all of our funding through individual contributions. Your support provides the backbone of our organization and is invaluable to our efforts. Please consider [making a donation](#) today.

Our Financials

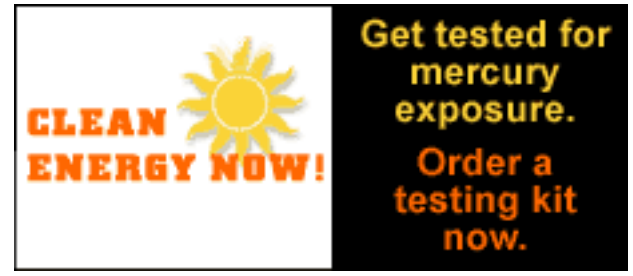
View Greenpeace's Annual Reports:

- [2003](#)
- [2002](#)

View Greenpeace Fund's [form 990](#) for the year 2003.

View Greenpeace Inc.'s [form 990](#) for the year 2003.

Stay Informed
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- Daily Grist**
- [Easter-Funny](#)
 - [The Traffic Is Murder Out There](#)
 - [You Can Fuel Some of the People Some of the Time ...](#)

Klimaschutz ins Grundgesetz!



Warum ist Klimaschutz in unserer Verfassung bisher nicht verankert? 363.867 Unterschriften hat Greenpeace dem Bundestag bereits übergeben. Online können Sie weiterhin Ihre Stimme abgeben. [Unterzeichnen Sie jetzt die ePetition Nr. 14724!](#)

Wie es geht, steht [hier!](#)

Greenpeace aktuell

- [Fischratgeber](#) [Cancún-Blog](#) [Cancún](#) [Spendensammler](#) [Greencast](#)



Greenpeace-Experte Martin Kaiser zur Weltklimakonferenz

Werden in Cancún die notwendigen Schritte für ein rechtsverbindliches Klimaschutz-Abkommen beschlossen werden? Wird es gelingen, China und andere Schwellenländer einzubinden? Martin Kaiser, Leiter Internationale Klimapolitik, ist vor Ort. Er hält Sie im Greenpeace-Blog über seine Einschätzung der Klimaverhandlungen auf dem Laufenden.

Blog am 29. November: Anzeichen für Teilnahme von Staatschefs in Cancún – Europa muss Kurs aufnehmen!

[mehr ...](#)

Letzte Nachrichten

Bundesverfassungsgericht bestätigt Gentechnikgegner

24.11.2010

[Gentechnik](#)



Niederlage für Sachsen-Anhalt. Das Bundesverfassungsgericht in Karlsruhe hat heute die Klage der Landesregierung gegen das Gentechnikgesetz abgelehnt. In seinem Urteil erinnert es an die Verantwortung der Regierungen gegenüber zukünftigen Generationen.

Was ist drin in Thunfischdosen?

23.11.2010

[Meere](#)



Ob in Öl oder im eigenen Saft - Thunfisch in Dosen ist sehr beliebt. Laut Zutatenliste enthalten die Konserven in der Regel Echten Bonito (Skipjack) aus dem Pazifik. Doch was ist wirklich drin in den Dosen? Greenpeace hat in zwölf Ländern Stichproben untersuchen lassen. Das Ergebnis ist ernüchternd.

Mexiko: Kletterer protestieren auf Ölplattform gegen Tiefseebohrungen

22.11.2010

[Öl](#)



Jetzt erst recht? Keine sieben Monate nach der Ölpest im Golf gerät die Debatte um das Risiko Tiefseebohrungen wieder ins Hintertreffen. Grund genug für vier Greenpeace-Aktivistinnen, mit einer Kletteraktion an die Gefahr zu erinnern, die die weltweite Gier nach Öl mit sich bringt: Etwa 100 Kilometer von der mexikanischen Küste entfernt haben sie die Plattform *Centenario* erklettert und ein Banner entrollt: „Stoppt Tiefseebohrungen!“.

Weitere Nachrichten

- 20.11.2010 [Die Regenbogenkrieger von Waiheke Island](#) [Über uns](#)
- 19.11.2010 [Rote Karte für die Grünen in der Gorleben-Frage](#) [Atomkraft](#)
- 19.11.2010 [Rettet den König der Meere!](#) [Meere](#)
- 18.11.2010 [Wird Deutscher Atommüll in russisches Erdreich gepumpt?](#) [Atomkraft](#)
- 18.11.2010 [Aigner boykottiert Reform von EU-Agrarsubventionen](#) [Landwirtschaft](#)

[Alle Nachrichten auf www.greenpeace.de](#)

Greenpeace auf Flickr



Greenpeace auf Youtube



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LAUFZEIT-VERLÄNGERUNG?



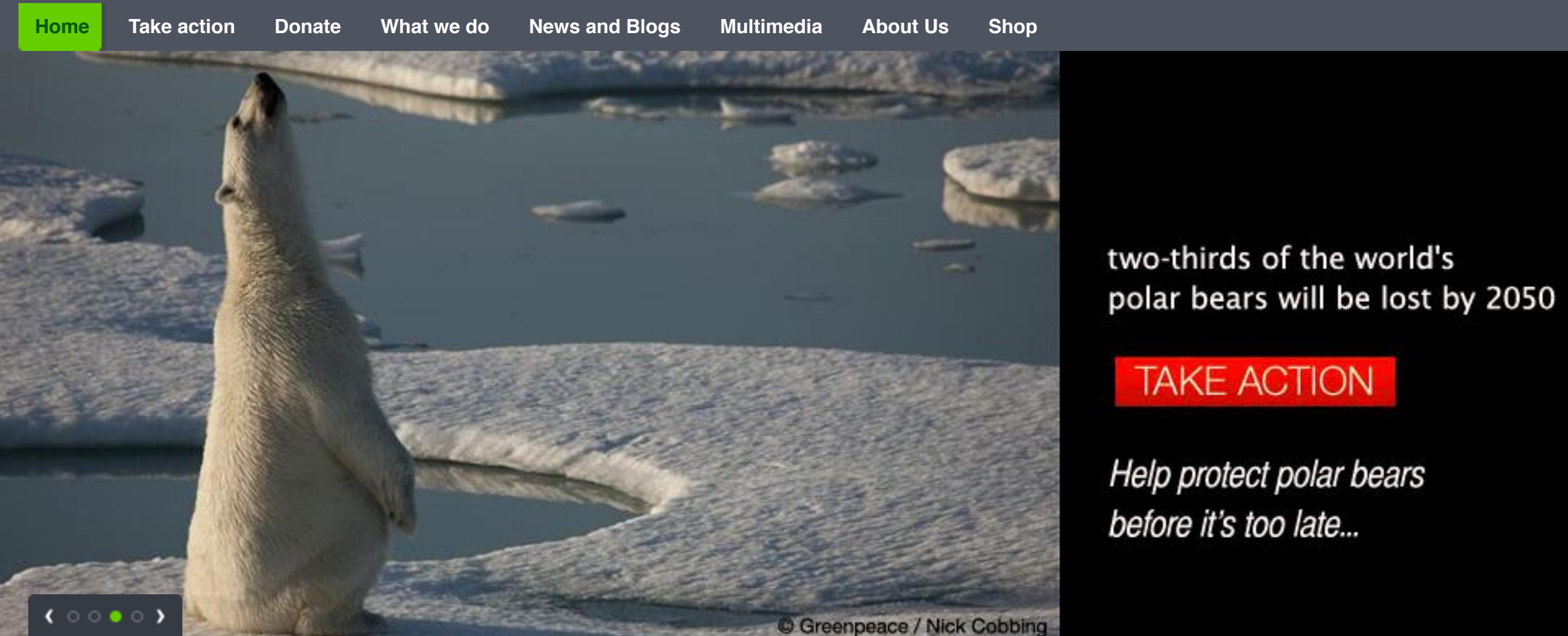
NEIN DANKE

andere Greenpeace-Websites

- [Mitmach-Community GreenAction](#)
- [Greenpeace Magazin/Shop](#)
- [Greenpeace Energy](#)
- [Umweltstiftung Greenpeace](#)
- [Tierpark Arche Warder](#)
- [Greenpeace International](#)

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Broken Umbrella in Cancun
 Blog by Kyle Ash | December 1, 2010
 This blog was co-authored by Virginie Lambert-Ferry from Greenpeace Canada. In Cancun a dominant theme seems to be cautious flexibility. True, signaling flexibility shows a good faith effort toward achieving agreement. Even... [Read more >](#)

BP Delays Dangerous Liberty Project in Alaska's Arctic Ocean
 Blog by Melanie Duchin | December 1, 2010 [1 comment](#)
 On November 30, BP announced it was once again delaying drilling at its controversial "Liberty" project on Alaska's north coast. This is great news for the fragile Arctic Ocean ecosystem and the wildlife... [Read more >](#)

YOU Can Save Them Today
 Blog by Melanie Duchin | November 30, 2010 [1 comment](#)
 In September, the sea ice in the Arctic plummeted to its third lowest level in recorded history, following an alarming trend of decreasing summer sea ice caused by global warming. Polar bears can't survive without their... [Read more >](#)

Greenpeace Online Shop Opens
 Blog by Sebastian Jannelli | November 30, 2010
 Just in time for the holidays, Greenpeace is launching a new online shop through CafePress! A portion of the proceeds from your purchase of eco-friendly Greenpeace gift items will support our critical work to stop global warming,... [Read more >](#)

Spygate Media Roundup
 Blog by Michelle Frey | November 30, 2010
 Yesterday, Greenpeace filed a lawsuit against two major chemical companies, their PR firms and several individuals for activities that amount to corporate espionage. Here's a comprehensive list of the media coverage the lawsuit... [Read more >](#)

Greenpeace Sues Dow, Sasol, Dezenhall for Corporate Spying, RICO
 Blog by Phil Radford | November 29, 2010 [5 comments](#)
 Today, Greenpeace filed a lawsuit against Dow Chemical, Sasol North America (which owns CONDEA Vista), and PR firms Dezenhall Resources and Ketchum, for hiring private investigators to steal documents from Greenpeace, tap... [Read more >](#)

Almost a Home Run for the Climate
 Blog by Amy Larkin | November 29, 2010 [1 comment](#)
 Today, some of the world's biggest companies collectively made a huge commitment that could be some of the best news to come out of Cancun during the week of climate talks. The Consumer Goods Forum (CGF) -- an industry... [Read more >](#)

Historic Indonesian forest protection deal at risk from industry
 Blog by Laura K. | November 23, 2010
 Image: Will Rose / Greenpeace Norway and Indonesia are about to make history. A 1 billion USD forest protection deal between these two countries could help set Indonesia on a low-carbon development pathway and become a... [Read more >](#)

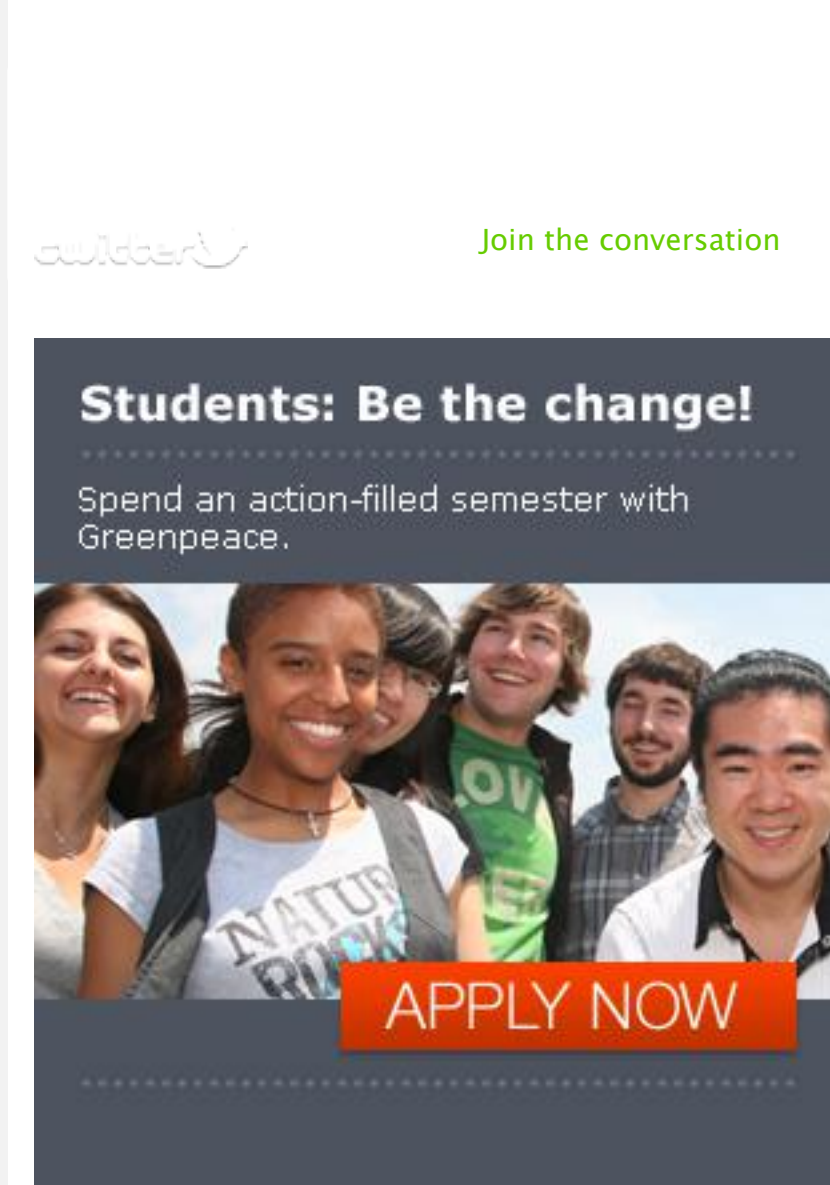
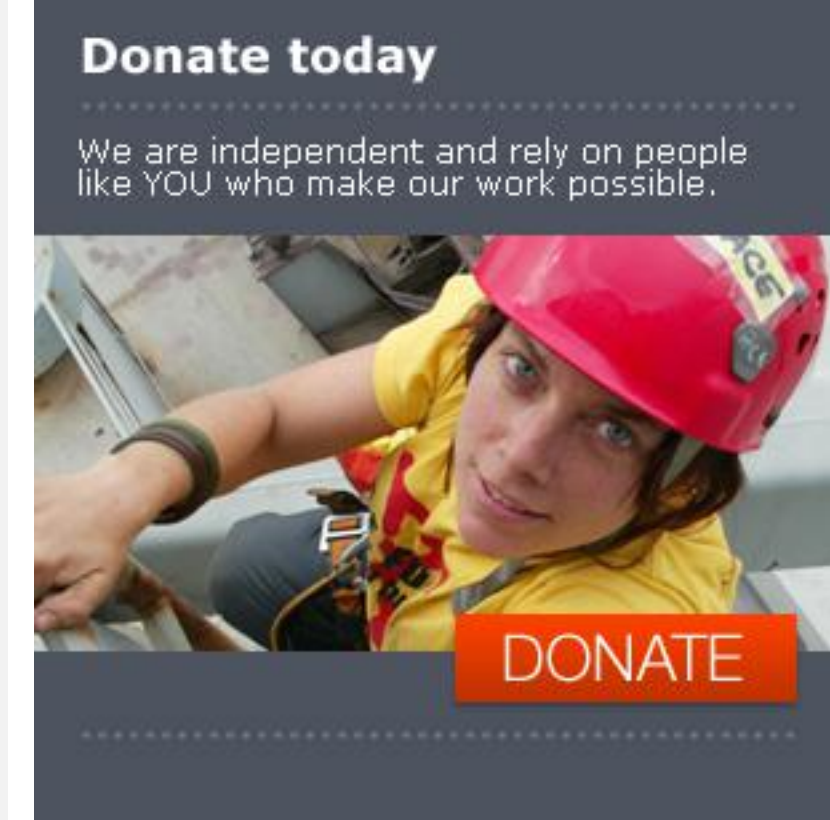
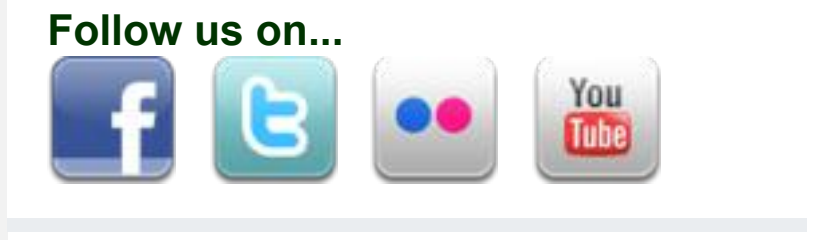
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Media / Blogger Center

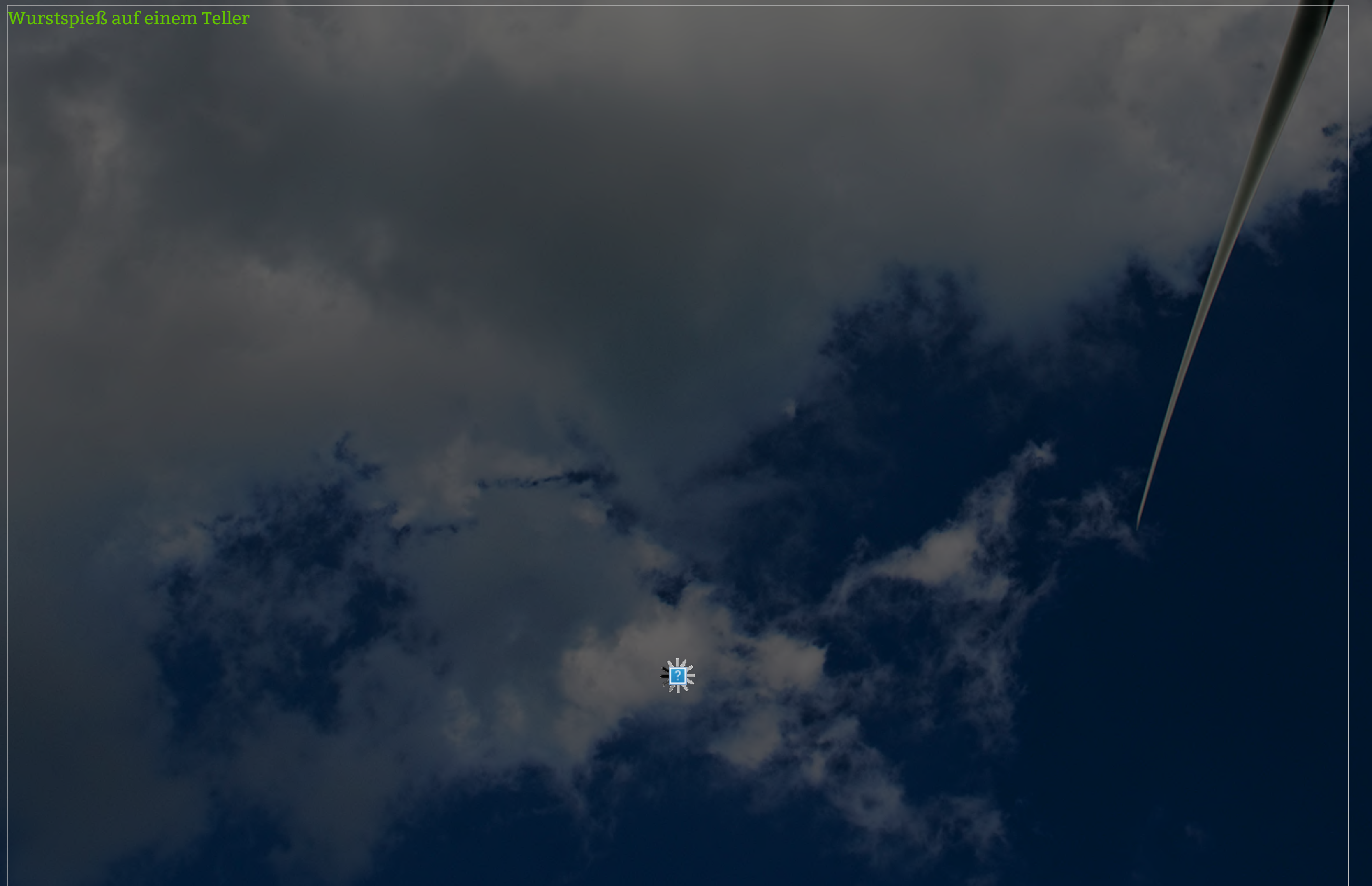
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- Experts

Dig Deeper

- Research
- Polluter Watch
- ExxonSecrets
- Whistleblower

Where are the ships?

View Larger Map



Wurstspieß auf einem Teller

FLAISCHSIEGEL – WAS BEDEUTEN SIE? FRAGEN SIE UNSEREN CHATBOT!

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KLIMA
JETZT
SCHÜTZEN!

Versenden Sie eine Protestmail

18.452 haben bereits mitgemacht.

Vorname

Nachname

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[» ALLES ZUR KAMPAGNE](#)

Der Greenpeace Newsletter

Die wichtigsten News im Abo

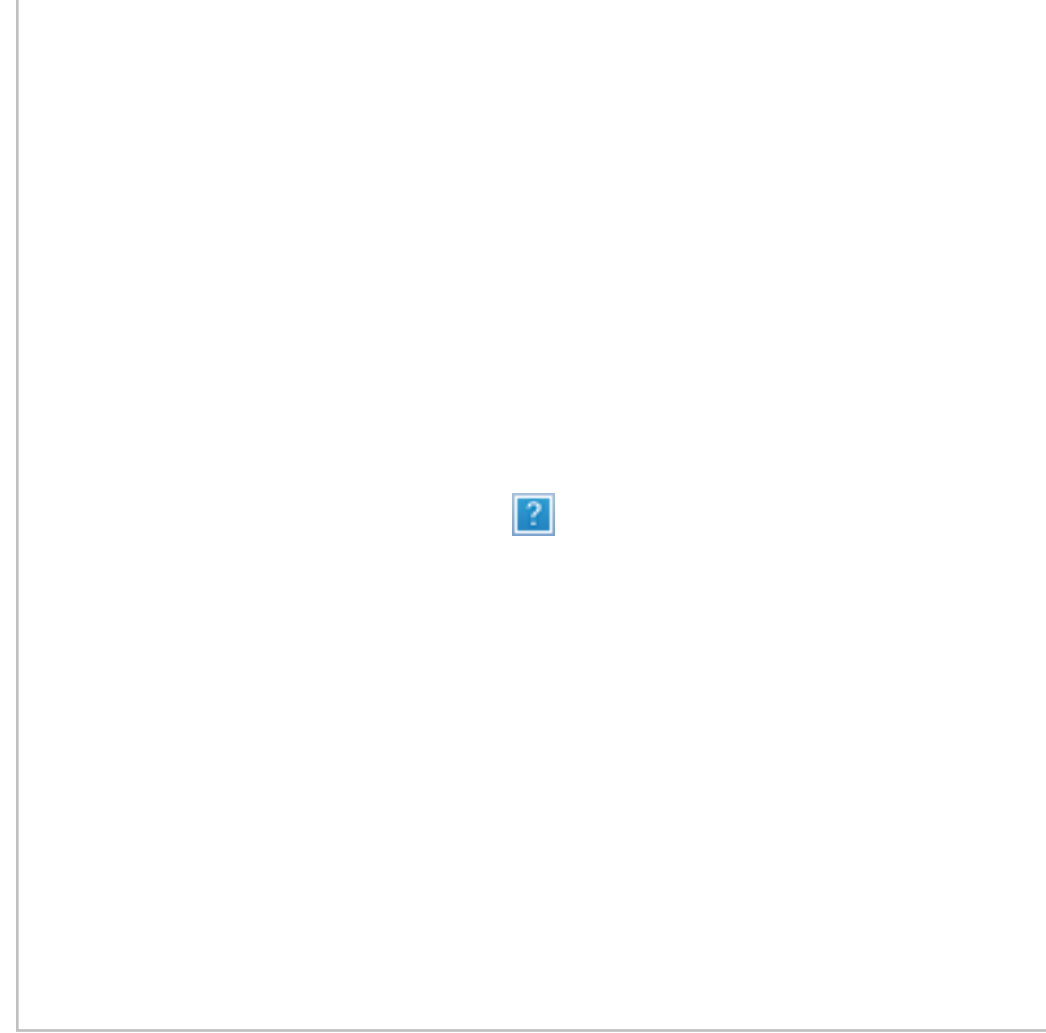
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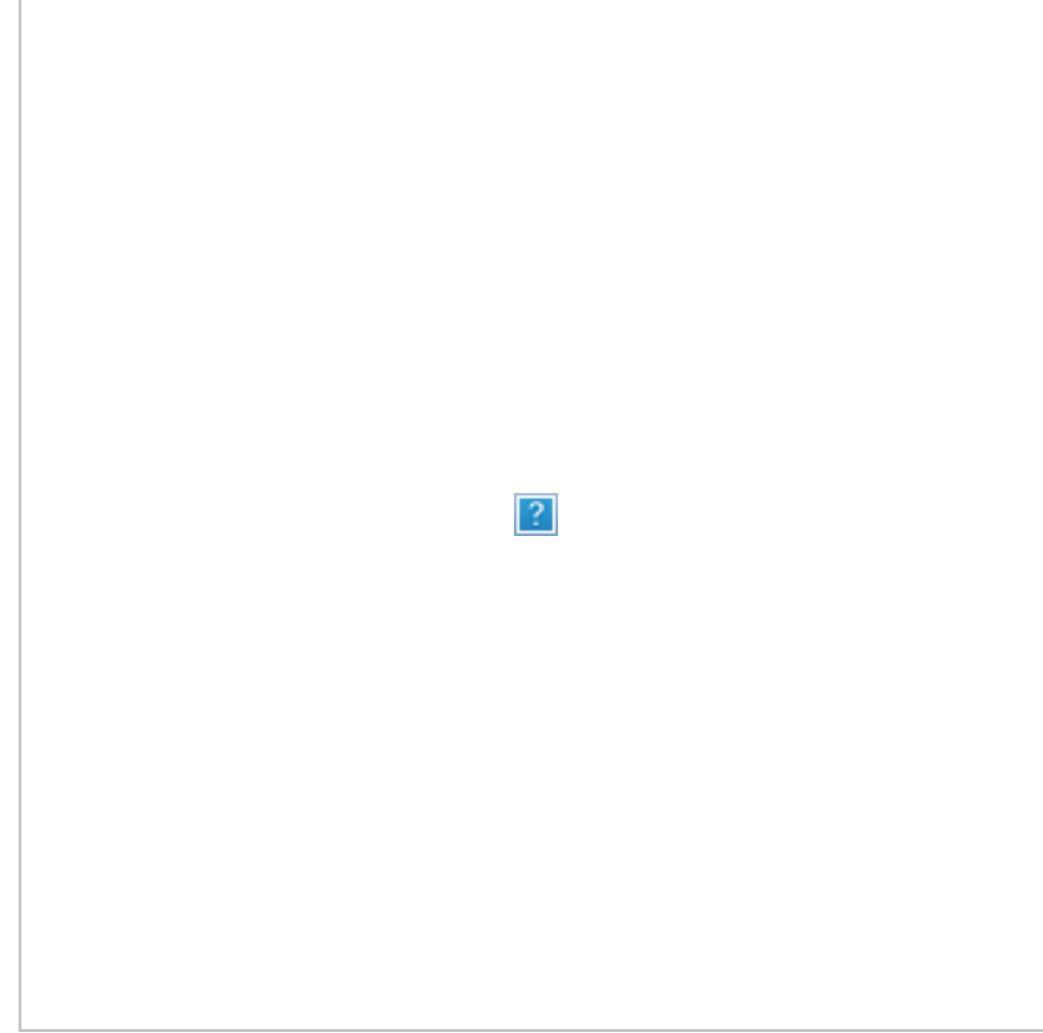
LANDWIRTSCHAFT | 01.11.2017



SAUEREI IM SCHWEINESTALL

Greenpeace-Aktivist*innen verwandelten die CDU-Zentrale zeitweilig in einen Saustall. Sie fordern: Schluss mit Massentierhaltung! Eine Umfrage belegt: Die Parteibasis unterstützt das.

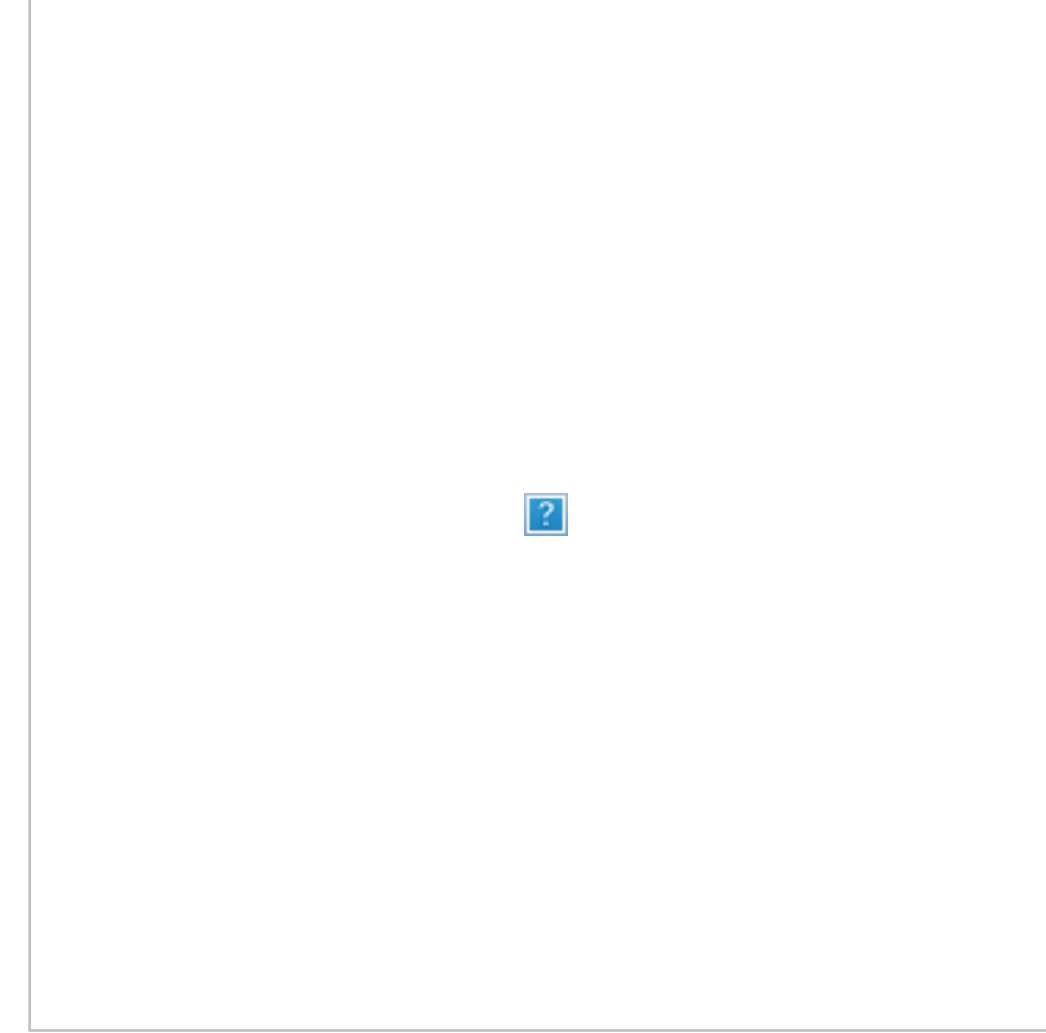
LANDWIRTSCHAFT | 28.10.2017



LIDL EINE KLEBEN!

Eine Frage der Etikette: Greenpeace-Aktivist*innen in 56 deutschen Städten kennzeichnen Billigfleisch von Lidl mit grellgelben Warnaufklebern – „Mit Tierleid“ oder „Mit Antibiotika“.

KOHLLE | 26.10.2017

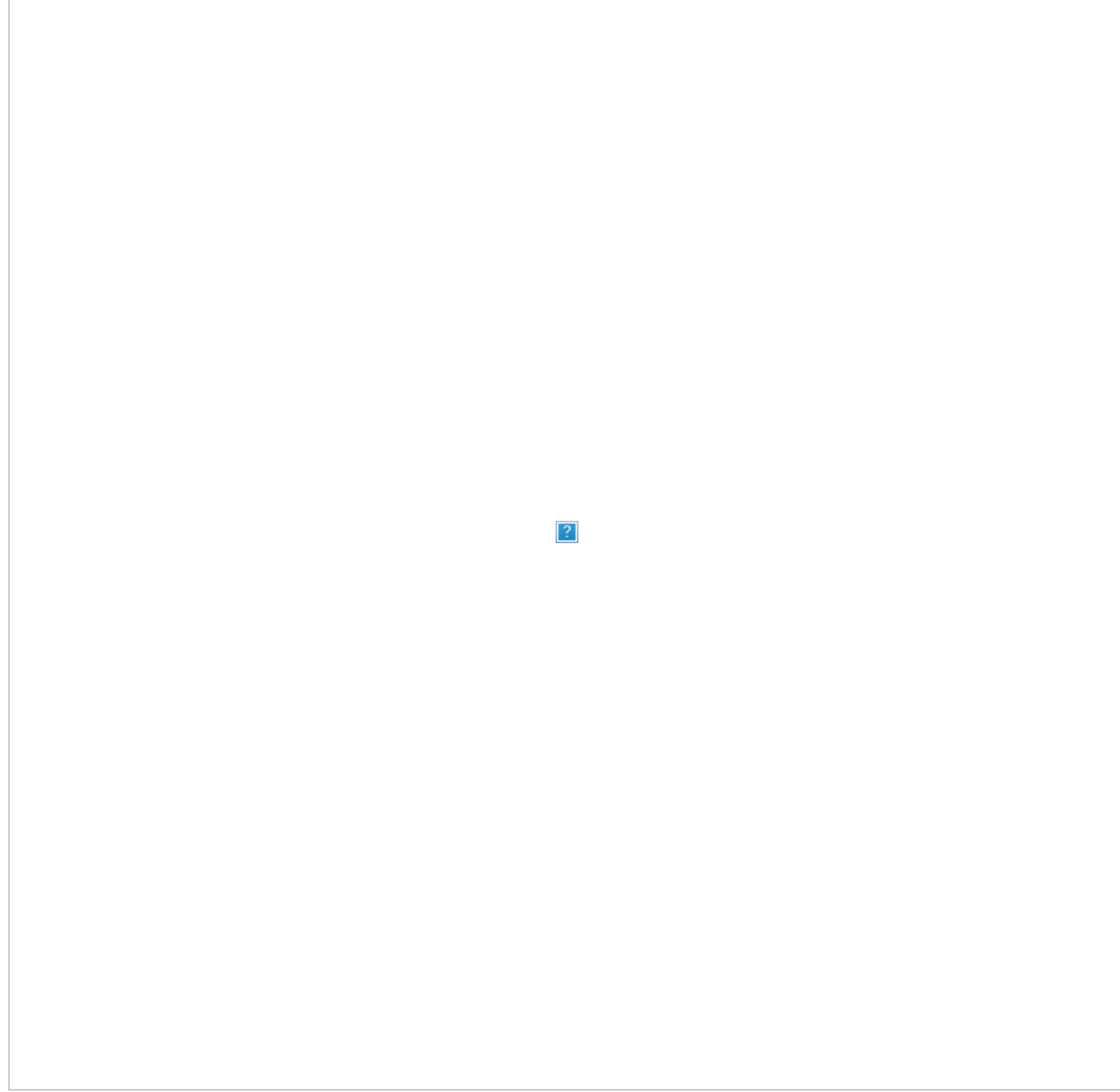


BEIM KLIMASCHUTZ VERKOHLT

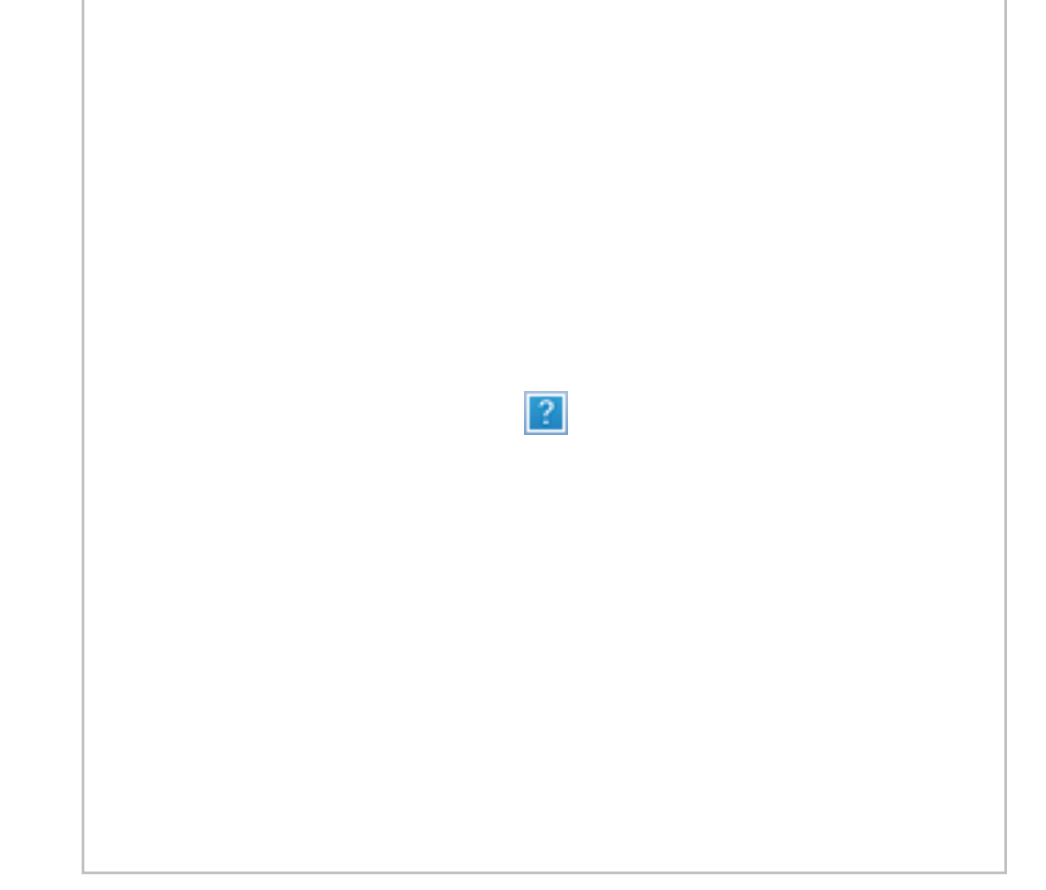
Deutschlands Treibhausgasemissionen sind so hoch wie vor acht Jahren, so eine Greenpeace-Studie. Aktivist*innen fordern darum in Berlin: raus aus der Kohle – so schnell es geht.

Herbst: Der Kellerwald ist UNESCO-Weiterbe – viele andere Wälder sind nicht geschützt

Kellerwald in Hessen: alte Buche mit buntem Herbstlaub



Wälder

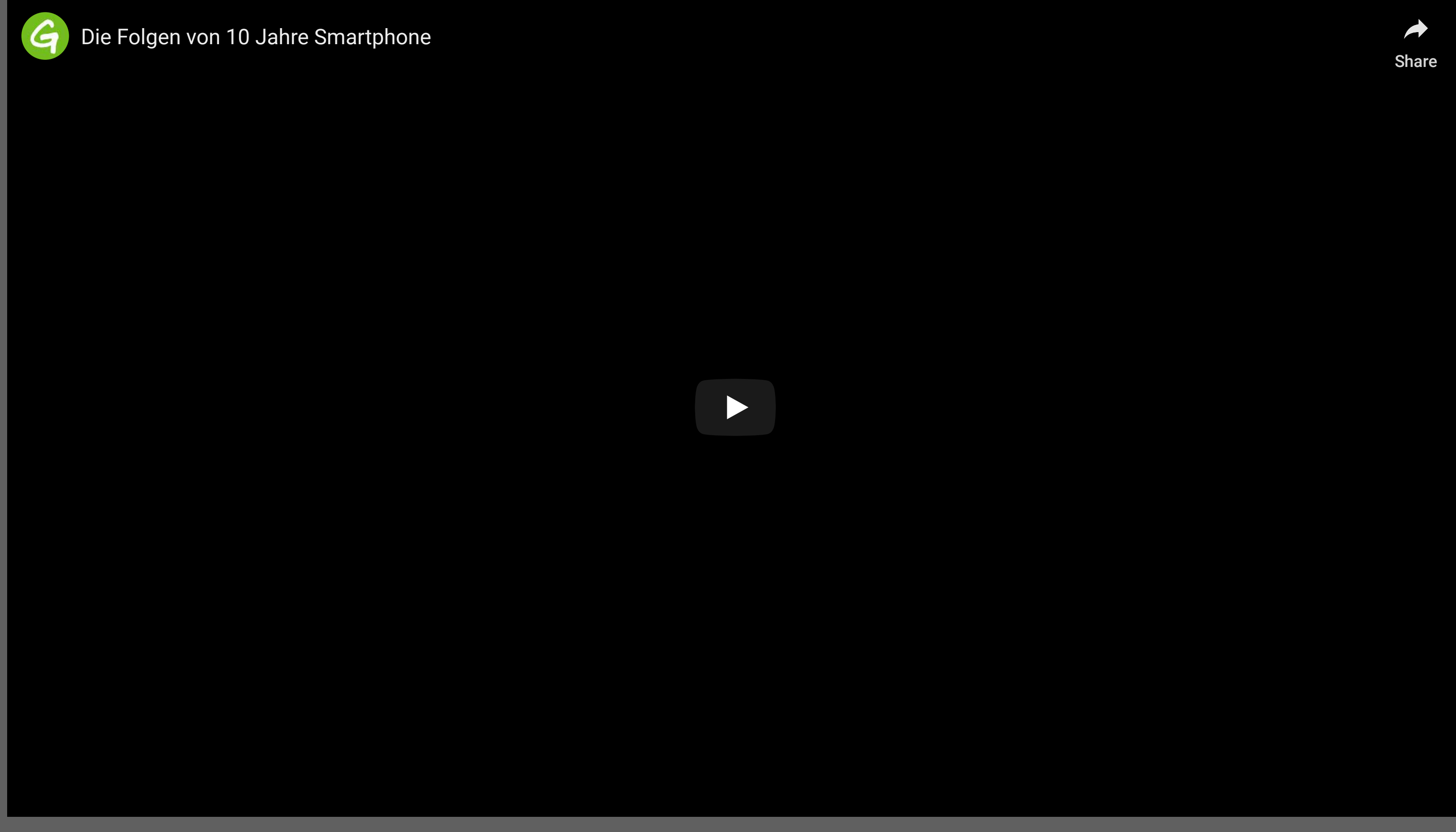


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Zwei Jahre benutzen und dann auf den Müll? Smartphones und ihre Umweltfolgen

Die Folgen von 10 Jahre Smartphone

[Share](#)



Greenpeace Social Radar

Transparent, offen und ehrlich für die Umwelt



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- How It Works
- Get Involved

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Give to Greenpeace

\$25 Monthly

Protect our communities, coasts and climate: say NO to seismic blasting!



Greenpeace will never stop fighting for a greener, healthier world for our oceans, forests, food, climate, and democracy—no matter what forces stand in our way.

30M
Number of supporters worldwide

\$0
Amount of money we've accepted from corporations

55
Number of countries in which we operate



We Need Your Voice Join Us!

First Name* Last Name*

Zip Code*

Email* Mobile Phone*

Standard text messaging rates will apply. Greenpeace USA may contact you by email or phone with campaign updates and other offers of engagement. You can unsubscribe at any time.

Want to volunteer or join a local campaign? [Visit us at Greenwire](#)

Protect our communities, coasts and climate. Say NO to seismic blasting!

Join us on the Arctic Sunrise to protect communities, coasts, and the climate!

Power the resistance with a gift to Greenpeace.

How It Works

Connect

Each one of us can make small changes in our lives, but together we can change the world. Greenpeace connects people from all over the globe. We bring together diverse perspectives, and help communities and individuals to come together.

Investigate

We believe in the public's right to know about what's happening to our planet. Our investigations expose environmental crimes and the people, companies and governments that need to be held responsible.

Act

We have the courage to take action and stand up for our beliefs. We work together to stop the destruction of the environment using peaceful direct action and creative communication. We don't just identify problems, we create solutions.

Stories & Victories

f t

“ It is a reminder to America and to the world that an unstoppable forces far beyond anything imaginable are already in motion; their impact will be less predictable and more difficult to control and recover from. And it frightens me to wonder, is there a way out of this mess? ”

Tina Solin, Greenpeace USA

Climate change and injustice made Hurricane Maria much worse. That's why we must stand with Puerto Rico for immediate and equitable relief efforts. [Read more](#)

From the Environmentalist

A place for breaking news and commentary from Greenpeace

An Inside Look at the Greenpeace Arctic Sunrise #Instameet
Maia Booker and Katie Camosy

Our Power, Our Future: Puerto Rico's Road to a #JustRecovery
Ryan Schleeter

Stop It At Its Source: How We're Going to Break Free From Single-Use Plastics
Ashley Thomas



Want to learn more about tax-deductible giving, donating stock and estate planning? [Visit Greenpeace Fund](#), a nonprofit, 501(c)(3) charitable entity created to increase public awareness and understanding of environmental issues through research, the media and educational programs.



© GP Chemnitz; Maja Braun / GP Ostfriesland; GP Weiden; GP Augsburg; GP Friedrichshafen; GP Tübingen; GP Lüneburg GP Eberswalde; Thomas Kuhn / GP SPO; GP Erlangen; GP Jena; GP Böblingen; GP Köln; Daniel Müller / Greenpeace

Am Sonntag, 6. März fanden in mehreren deutschen Städten Mahnwachen für den Frieden statt. Zusammen mit anderen setzten Greenpeace-Ehrenamtliche mit hunderten Kerzen leuchtende Zeichen gegen den völkerrechtswidrigen Krieg Russlands gegen die Ukraine.

#StopptdenKrieg-Demos in Hamburg und Berlin am 13. März



der #StopptdenKrieg-Demo in Berlin 13.03.2022



Hamburg



Hamburg

10.000 Menschen demonstrieren für Frieden in der Ukraine am Hamburger Jungfernstieg.

Bild 1 von 6 © Maria Peck / Greenpeace

Aktivist:innen von Greenpeace in Hamburg demonstrieren gegen den Krieg in der U

Bild 2 von 6 © Maria Peck / Greenpeace

Gegen russische Kohle- und Ölimporte

Der russische Präsident Wladimir Putin schockiert die Welt mit einem völkerrechtswidrigen Angriffskrieg in der Ukraine. Was dabei schwer erträglich ist: Deutschland und die EU spülen über den Kauf von Öl, Kohle und Gas aus Russland tagtäglich rund 500 Millionen Euro in Putins Kriegskasse. Solange dieser Finanzstrom nicht versiegt, zeigen Sanktionen nicht die volle Wirkung. Greenpeace fordert gemeinsam mit anderen Umweltverbänden in einem [offenen Brief](#), den Import fossiler Brennstoffe aus Russland zu stoppen.

Zugleich hat Greenpeace unter dem Titel [„Kein Öl für Krieg“](#) einen [10-Punkte-Plan veröffentlicht](#), der zeigt, dass Maßnahmen wie ein Tempolimit oder einem beschleunigten Einbau von Wärmepumpen dafür sorgen können, dass Deutschland kurzfristig weniger russisches Öl braucht. Ein Drittel der russischen Importe ließen sich sofort einsparen.

PETITION

<https://act.greenpeace.de/kein-geld-fuer-putins-krieg>

Kein Geld für Putins Krieg

Wie können wir den Menschen in der Ukraine helfen? Indem wir aufhören, Putins Krieg mit dem Import von Öl, Gas und Kohle zu finanzieren. Fordern Sie mit uns von der Bundesregierung einen Importstopp für Öl, Gas und Kohle aus Russland!

98,2%

vom Ziel erreicht

19635

haben mitgemacht

Hier unterschreiben



Kein Öl für Krieg

HINTERGRUND | 09.03.2022

EU muss Importe von Öl, Gas und Kohle aus Russland stoppen. Greenpeace-Report zeigt: Sofortmaßnahmen können deutsche Ölimporte aus Russland kurzfristig um ein Drittel senken.

[mehr erfahren](#)



Für einen Importstopp

15.03.2022

Greenpeace-Aktive demonstrieren im Hamburger und im Bremer Hafen sowie im brandenburgischen Schwedt gegen russische Öl- und Kohleimporte – für den Frieden, gegen Milliardengeschäfte mit Russland.

[mehr erfahren](#)



Ukraine-Krieg: Den Menschen helfen

ÜBERBLICK | 03.03.2022

Die Hilfsbereitschaft gegenüber geflüchteten Menschen aus der Ukraine ist groß, allerdings auch die Verunsicherung: Wie helfe ich sinnvoll? Wir haben einige Informationen zusammengetragen.

[mehr erfahren](#)

Atomkraftwerke in der Ukraine

In Tschernobyl war vorübergehend die Stromversorgung unterbrochen, das Atomkraftwerk Juschnoukainsk scheint vor der Übernahme durch die russische Armee zu stehen, und das AKW Saporischschja ist nach beängstigenden Kämpfen seit dem 4. März in der Hand der russischen Streitkräfte.

Raketeneinschläge und Atomkraftwerke – diese Kombination macht nervös, die Internationale Energieagentur IAEA ebenso wie viele Menschen auf der ganzen Welt. Inmitten des furchtbaren Angriffskrieges auf die Ukraine stellen die Atomreaktoren des Landes eine weitere massive Bedrohung für das Land selbst, aber auch für Europa dar.

Greenpeace-Experten in Deutschland und weltweit haben die Entwicklungen in Blick. Hier finden Sie schnell aktuelle Einschätzungen zu der Lage der 15 Atomreaktoren der Ukraine.



Ukraine-Krieg: bedrohliche Lage für dortige Atomkraftwerke

HINTERGRUND | 14.03.2022

Inmitten des Angriffskrieges auf die Ukraine stellen die 15 Atomreaktoren des Landes eine weitere massive Bedrohung dar, für das Land und für den Rest Europas.

[mehr erfahren](#)

Aktiv werden!



Lessons for Peace

NACHRICHT | 02.03.2022

Greenpeace und der Public Climate School bieten Live-Unterricht zu Krieg und Frieden an. Drei mal 45 Minuten können Schüler:innen mit Expert:innen über brennende Fragen zur Ukraine reden.

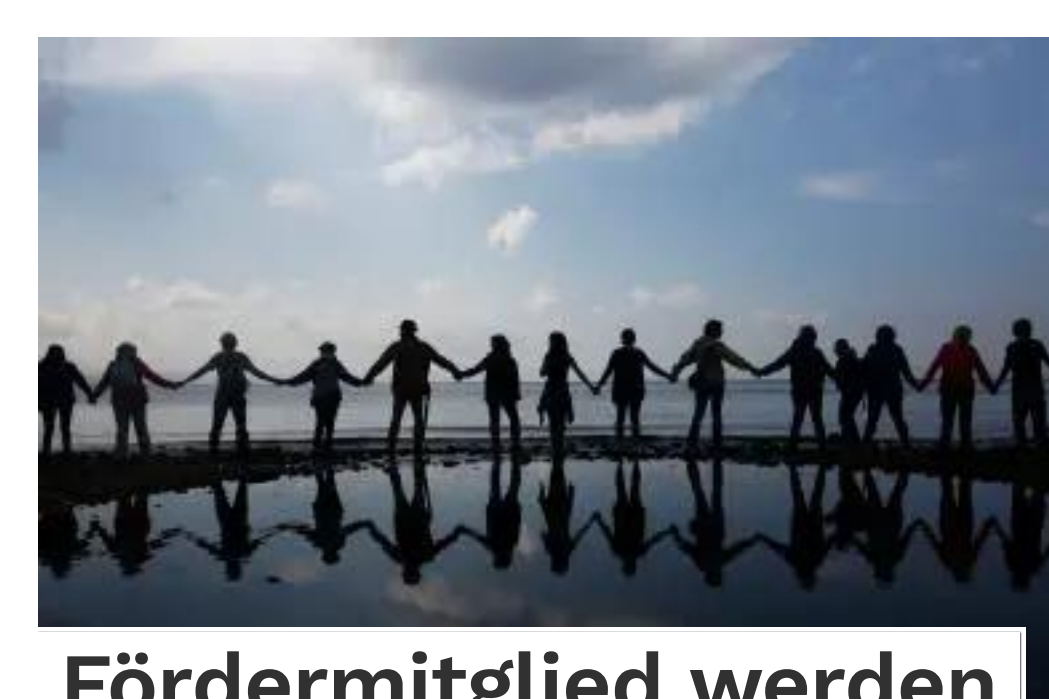
[mehr erfahren](#)



Schüler:innen für den Frieden

Greenpeace sammelt Peace-Zeichen aus Handabdrücken. Jede Schule kann mitmachen. Aus den eingeschickten Bildern wird eine große Friedentaube gebaut, die an einem Heißluftballon in den Himmel steigt.

[Infos zu "Act for Peace"](#)



Fördermitglied werden

Dank der großen Gemeinschaft von Fördermitgliedern kann sich Greenpeace langfristig und wirkungsvoll für den Umweltschutz und Frieden einsetzen.

[Jetzt Fördermitglied werden](#)

Greenpeace aktuell



Der Weg zum globalen Plastik-Vertrag

HINTERGRUND | 18.03.2022

Die Umweltversammlung der Vereinten Nationen hat offiziell den Weg für ein globales Plastikabkommen geebnet. Konsequenz umgesetzt könnte es die weltweite Plastikflut stoppen.

[mehr erfahren](#)



Ressourcensparen am Weltrecyclingtag

18.03.2022

Macht es einen Unterschied, ob ich ein Mobiltelefon ein Jahr länger nutze? Ja: Ressourcensparen schützt die Umwelt – und macht uns unabhängiger von Autokratien.

[mehr erfahren](#)



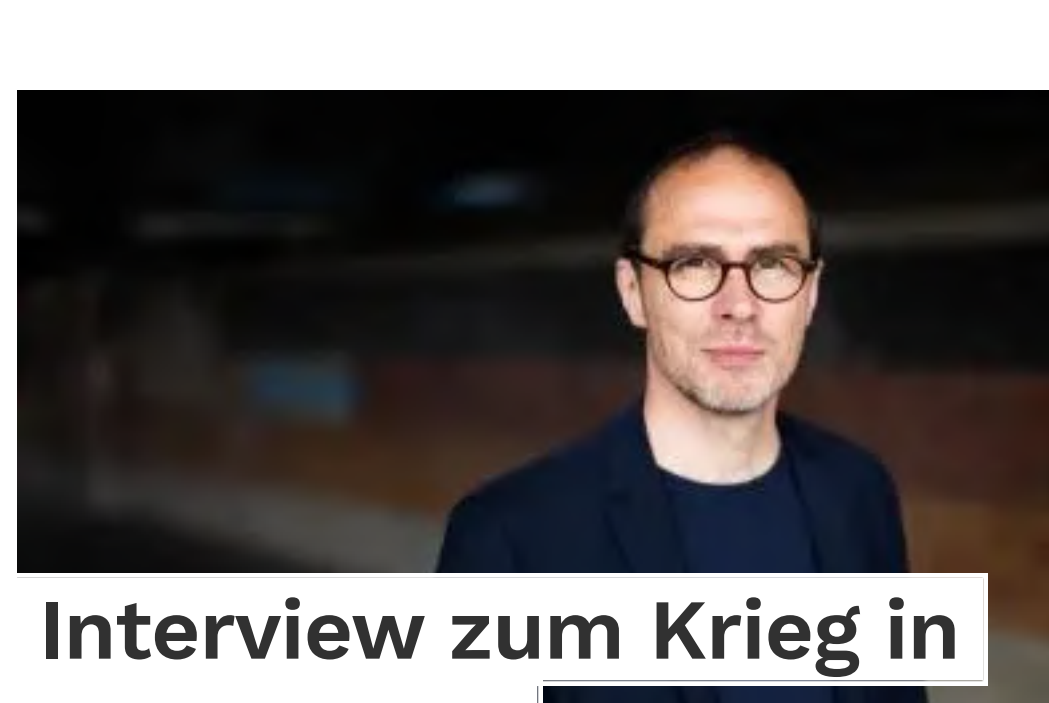
Klima und Arten brauchen ein EU-Gesetz für weltweiten Waldschutz

NACHRICHT | 17.03.2022

Ein starkes EU-Gesetz für weltweiten Waldschutz ist dringend nötig, um gegen die Wald- und Naturzerstörung sowie die Verletzung von Menschenrechten anzukämpfen.

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Im Fokus

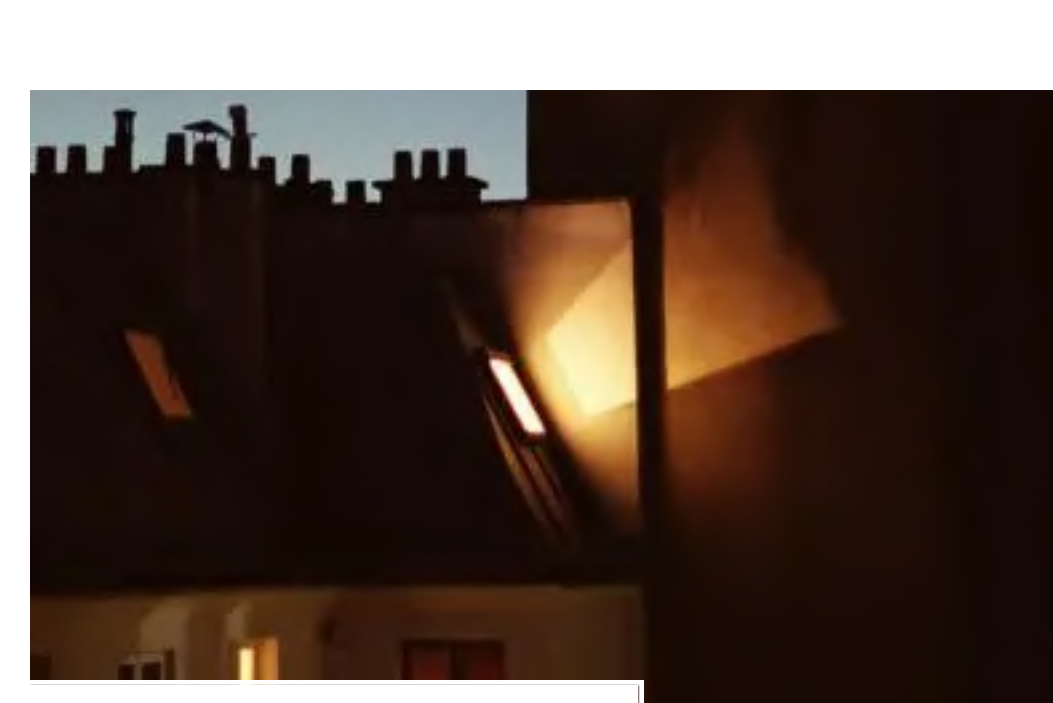


Interview zum Krieg in der Ukraine

IM GESPRÄCH | 03.03.2022

Russlands Angriff hat Europa schockiert. Im Interview spricht Greenpeace-Chef Martin Kaiser über den Frieden, Hilfe für Geflüchtete, atomare Bedrohung und nukleare Teilhabe.

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Wärmewende

HINTERGRUND | 23.02.2022

Auch Gebäudewärme muss schnell klimaneutral erzeugt werden, wollen wir die Klimaziele schaffen und unabhängig vom Import fossiler Energien werden. Eine Wärmewende muss her, und Greenpeace sagt, wie.

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Was bewirkt eine Atombombe?

KURZ UND KNAPP | 18.03.2022

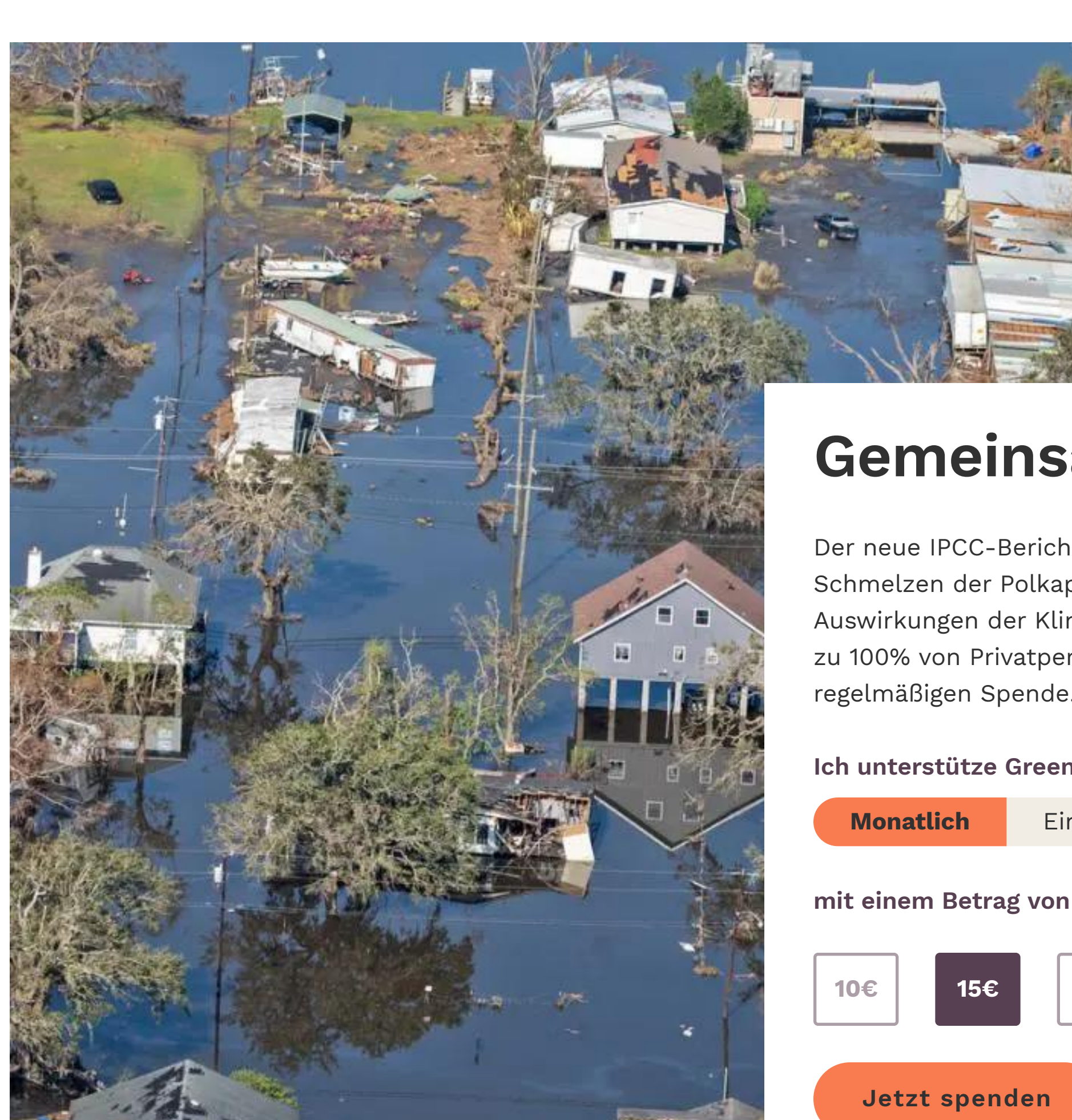
Der Ukrainekrieg macht auch Angst vor Atombomben. Doch in welchem Radius würde ein Atombombenabwurf über der Ukraine welche Zerstörung anrichten? Kleine Übersicht über häufig gestellte Fragen.

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IPCC-Bericht zur Klimakrise

„Starkregen und Dürren nehmen in vielen Regionen zu, der Anstieg des Meeresspiegels beschleunigt sich, Ökosysteme drohen zu kippen. Diese Entwicklungen verlaufen schneller, als es die Klimawissenschaft bislang erwartet hat“, kommentiert Karsten Smid, Klimaxperte von Greenpeace, den [diesjährigen Bericht des Weltklimarats](#).

„Der Bericht des Weltklimarats liefert handfeste ökologische Gründe für einen entschlossenen Ausbau der erneuerbaren Energien, die dramatischen Ereignisse in der Ukraine nachdrückliche politische. Fest steht: Eine sichere Zukunft für alle gibt es nur mit einem entschlossenen Umstieg von Kohle, Öl und Gas auf saubere Energien aus Sonne und Wind.“



Gemeinsam für Klimagerechtigkeit

Der neue IPCC-Bericht zu den Folgen der Klimakrise ist alarmierend: Fluten, Dürren, Schmelzen der Polkappen – es ist höchste Zeit zu handeln! Wir kämpfen dafür, die Auswirkungen der Klimakrise weltweit möglichst gering zu halten. Greenpeace wird zu 100% von Privatpersonen finanziert. Bitte unterstützen Sie uns mit ihrer regelmäßigen Spende.

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Gorleben ist Geschichte

Ein Wunder ist geschehen: Am 28. September 2020 verkündete die Endlagerbehörde Gorleben ist vom Tisch. Weil der Stützstock kein sicherer Platz für Atommüll ist.

Bild 2 von 4 © Bente Stachowke

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How Tefere Gebre Is Leading Greenpeace USA's Evolution for Workers Rights and Climate Justice

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Our Work

We've been campaigning for a green and peaceful future for 50 years — and we're not stopping now. It's time to rise up like never before and fight for our climate and communities.

[view our work](#)



Climate Change Impacts



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Fighting Plastic Pollution

Environmental Justice



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Tanya Brooks | February 25, 2022

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Valentina Stackl | January 11, 2022

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Greenpeace stellt sich vor

Volle Kraft voraus für die Umwelt

Greenpeace setzt sich weltweit für den Schutz der natürlichen Lebensgrundlagen von Mensch und Natur und Gerechtigkeit für alle Lebewesen ein.



© Will Rose / Greenpeace

Greenpeace wurde 1971 gegründet und ist mit nationalen und regionalen Büros in über 55 Ländern vertreten. Mehr als drei Millionen Menschen unterstützen uns weltweit, davon mehr als 630.000 Fördermitglieder in Deutschland.

Die Greenpeace Büros setzen sich international mit direkten gewaltfreien Aktionen für den Schutz der natürlichen Lebensgrundlagen von Mensch und Natur und Gerechtigkeit für alle Lebewesen ein.

Greenpeace klärt auf, recherchiert und konfrontiert. Die Organisation vertritt dabei die Interessen der Natur und der umweltbewussten Menschen in Politik und Gesellschaft. Dabei geht sie Probleme hartnäckig an – auch gegen Widerstände und über längere Zeiträume. Greenpeace lebt das Recht auf freie Meinungsäußerung, inklusive dem Recht auf Demonstrationen und politische Durchschlagskraft. Greenpeace sucht dabei auch die öffentliche Auseinandersetzung mit Politiker:innen, Konzernbetreiber:innen oder Umweltschädiger:innen. Durch das Öffentlichmachen der Probleme wächst der Druck auf die Verantwortlichen in Politik und Wirtschaft umzudenken und zu handeln.

Was Greenpeace einzigartig macht

Greenpeace steht für Unbestechlichkeit – weder Geld noch politischer Druck können die Organisation beeinflussen. Denn Greenpeace lässt sich nicht sponsern: Wir arbeiten unabhängig von Regierungen, Parteien und wirtschaftlichen Interessengruppen. Greenpeace lässt sich auch keine Projekte von der EU oder der UNO finanzieren. Das unterscheidet uns ganz wesentlich von vielen anderen, die sich für Geld von Industrie oder Politik abhängig machen. Greenpeace legt sich auch mit den größten Konzernen an – wer traut sich das heute noch?

In Zeiten zunehmender Globalisierung ist **Internationalität** unverzichtbar – und eine besondere Stärke von Greenpeace. Die Organisation ist mittlerweile in 26 Ländern vertreten und in mehr als 55 Ländern aktiv. Die dafür notwendige finanzielle Unabhängigkeit und politische Durchschlagskraft gewährleisten weltweit mehr als drei Millionen Unterstützer. Allein in Deutschland sind es heute über 630.000 Menschen, die als Fördermitglieder regelmäßig an Greenpeace spenden.

Gewaltfreie Aktionen gegen Umweltverbrechen

Um Probleme aufzuzeigen, auf Missstände aufmerksam zu machen und positive Veränderungen einzufordern und herbeizuführen ist für Greenpeace die gewaltfreie direkte Aktion neben anderen Formen der Öffentlichkeitsarbeit ein wichtiges Mittel. Greenpeace konfrontiert mit gewaltfreien Aktionen diejenigen, die Umweltschäden verursachen oder zu verantworten haben – wenn möglich am Ort des Umweltverbrechens. Der provozierende, kämpferische und wenn nötig konfrontative Charakter, das kompromisslose, mutige aber stets gewaltfreie Vorgehen unter vollem persönlichen Einsatz und Risiko ist das Ungewöhnliche an Greenpeace.

Aufdecken, Lösungen entwickeln, verändern

Greenpeace bringt nicht nur Umweltskandale ans Licht der Öffentlichkeit, sondern benennt Alternativen und entwickelt Lösungen. So beweist die Organisation immer wieder, dass es anders geht – oftmals sehr zum Ärger der Industrie. Zwei von vielen Beispielen:

- 1993 zeigt der „Greenfreeze“, dass sich Kühlschränke FCKW- und FKW-frei und somit ozon- und Klima schonend herstellen lassen.
- 1996 präsentiert Greenpeace das **Sprit-Sparauto „SmILE“**, einen umgebauten serientauglichen Renault Twingo, mit einem Verbrauch von unter drei Litern auf 100 Kilometer.

Greenpeace fördert die Weiterentwicklung der Gesellschaft weit über die Umweltproblematik hinaus. Die Organisation ist dabei manchmal auch frech, aber doch **ungemein nützlich**. Immer wieder gibt es dafür anerkennendes Lob von namhafter Stelle, beispielsweise der UNO, Weltbank oder Regierungen und Behörden. Und zu Recht steht Greenpeace nicht nur im Dienst der Gemeinnützigkeit, sondern bekommt diese auch von staatlicher Seite anerkannt.

Sorgfältige Recherche und Bewusstseinswandel

Die Basis der Greenpeace-Arbeit ist sorgfältige Recherche. So können Probleme – aber auch die Lösungen dafür – frühzeitig aufgezeigt werden, damit sie rechtzeitig beachtet und bewältigt werden können. Greenpeace leistet deshalb auch eine umfassende Aufklärungsarbeit im parlamentarischen Bereich und setzt sich kritisch mit dem Einfluss von Lobbygruppen auf die Politik auseinander. Wichtiger Ort dafür ist die politische Vertretung von Greenpeace in Berlin.

Die Organisation inspiriert so auf vielen Ebenen der Gesellschaft zu mehr Verantwortung für den Planeten und treibt den Bewusstseinswandel voran. Kooperationen mit Dritten sind dabei möglich, sofern dies tatsächlich hilft. Die Unabhängigkeit von Greenpeace darf dadurch aber nicht berührt werden.

Rechte unserer Umwelt verteidigen

Für Natur und Umwelt gibt es nach wie vor keinen ausreichenden Rechtsschutz. Landschaftsverbrauch, nachhaltige Umweltbelastungen und kurzfristige Wirtschaftsinteressen haben häufig noch Vorrang. Wo zum Schutz der hochrangigen Rechtsgüter Menschenrechte und Umweltschutz kein effektiver Rechtsschutz zur Verfügung steht, dürfen diese Rechte unmittelbar verteidigt werden. Für Greenpeace ist es Pflicht, fundamentale Lebensrechte und damit die Lebensgrundlagen auch nachfolgender Generationen zu verteidigen und dabei notfalls in Konflikt mit bestehenden, untergeordneten Rechtsnormen zu geraten. Greenpeace-Aktivist:innen sind deshalb nach sorgfältiger Abwägung bereit zu zivilem Ungehorsam.

Greenpeace nimmt die in offenen demokratischen Gesellschaften anerkannten Konfliktrechte wahr, um Konflikte gegen Regierungen und Unternehmen öffentlich auszutragen. Die Organisation trägt durch dieses Vorgehen nicht unwesentlich zur sogenannten Rechtsfortbildung, also zu positiven Veränderungen beim rechtlichen Schutz der Umwelt bei. Was Greenpeace einst anprangerte, wird heute von Behörden als gesetzeswidrig verfolgt – etwa die Giftmüllentsorgung in Entwicklungsländer, die Verwendung von hormonschädigenden Schiffsanstrichen und die Nicht-Kennzeichnung von Gen-Lebensmitteln.

40 Jahre Greenpeace

03.09.2020
16 | DIN A4
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Greenpeace - ungemein nützlich

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21.12.2021
8 | Lang
326,67 KB

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Greenpeace: Fragen & Antworten

KURZ UND KNAPP | 01.08.2020

Wie arbeitet Greenpeace? Wie finanziert die Organisation ihr Engagement für den Umweltschutz? Wie kann man selbst aktiv werden? Die wichtigsten Fragen und Antworten im Überblick.

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Einfache Sprache: Über uns

HINTERGRUND | 09.02.2022

Greenpeace ist eine sehr große Organisation. Wir sind sehr viele Menschen aus der ganzen Welt, die im Umwelt-Schutz helfen. Wir kämpfen aktiv und ohne Gewalt.

[mehr erfahren](#)

Signal für eine andere Klimaaußenpolitik

MEINUNG | 09.02.2022

Jennifer Morgan, wird bei Annalena Baerbock Sonderbeauftragte für Klimaaußenpolitik und hat dafür ihr Amt als internationale Greenpeace-Geschäftsführerin niedergelegt.

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Greenpeace is a global network of independent campaigning organizations that use peaceful protest and creative communication to expose global environmental problems and promote solutions that are essential to a green and peaceful future.



Today, as we celebrate over 50 years of action, Greenpeace USA is committed to rebuilding the country's unjust social, environmental, and economic systems from the ground up to address the climate crisis, advance racial justice, and build an economy that puts people first.

Our Work

Our fight to save the planet and its people has grown more serious—devastating impacts of climate change; an extractivist, racist, and inequitable economy; destruction of ancient forests; and the deterioration of our oceans continue to loom large. In many ways, we're in the fight of our lives. The inequitable system laid bare by Covid-19 is the same one that landed us in a climate and extinction crisis. Going back to normal is not an option. Greepeaceers across the country and globe are fighting for our climate and our communities. Learn more about our active campaigns and issue areas.

50 Years of Greenpeace

In 1971, a handful of determined activists leased a small fishing vessel, called the Phyllis Cormack, and set sail from Vancouver for Amchitka Island in Alaska. Their mission was to protest U.S. nuclear testing off the coast of Alaska with a brave act of defiance: to place themselves in harm's way. Despite being intercepted by the U.S. Coast Guard, these daring activists sailed into history by bringing worldwide attention to the dangers of nuclear testing. These brave activists and those who supported them started the movement that became the global network that Greenpeace is today.

Over the past 50 years, Greenpeace has indeed changed the world. Our committed activists and supporters have come together to ban commercial whaling, convince the world's leaders to stop nuclear testing, protect Antarctica, and so much more.

We have grown from a small group of dedicated activists to an international organization with offices in more than 50 countries. But our spirit and resolve remain the same:

- We bear witness to environmental destruction in a peaceful, non-violent manner.
- We use non-violent confrontation to raise the level and quality of public debate.
- In exposing threats to the environment and finding solutions, we have no permanent allies or adversaries.
- We ensure our financial independence from political or commercial interests.

Our Commitment to Environmental Justice, Equity, Diversity, and Inclusion

Greenpeace challenges the systems of power and privilege that destroy the environment and place disproportionate burdens on the most marginalized communities. We know that building a greener and more peaceful world for all requires a diverse, multicultural, people-powered force that centers the most impacted and marginalized to ensure *no one* gets left behind. Environmental Justice requires that we incorporate racial and socioeconomic justice into the way we fight for the protection of our planet and challenges us to center the voices of those most impacted by environmental harm in the fight for the protection of our planet.

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 USA Indigenous Peoples Policy
- Greenpeace Endorses the Vision for Black Lives Platform

Our Volunteers

We work with thousands of volunteers across the country who power our campaigns and make wins possible. Greenpeace volunteers take action in their own communities, organize locally, and host events across the country. Whether you've been an activist for decades or you're just starting and want to learn how you can help, we have volunteer opportunities for you. Our volunteer platform outlines the opportunities, time commitment, and steps you can take today to get involved — from joining our text team to starting a Greenpeace Action Pod. Start your volunteer journey with Greenpeace today!

Our Funding

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