



The Role of Greenpeace in Promoting the Right to a Healthy Environment

Dr. Samia Seddiki^{1*}

¹Lecturer Class A, Faculty of Law and Political Science, Mohamed El Bashir El Ibrahimi University, Bordj Bou Arreridj, Algeria. samia.seddiki@univ-bba.dz

ABSTRACT: Greenpeace plays an active and prominent role in environmental protection, highlighting environmental issues and striving to raise awareness through mechanisms that protect the environment and promote international environmental law. The organisation seeks to change public attitudes and behaviour towards environmental protection and preservation, as well as promoting peace, by stimulating a revolution in clean and alternative energy in order to confront the greatest threat facing our planet: climate change. Additionally, Greenpeace advocates for our oceans by combatting overfishing and destructive practices, and by creating a global network of marine protected areas.

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Introduction

The right to a healthy environment is a fundamental human right because it enables individuals to live in a clean and balanced natural setting. Environmental pollution threatens health, life and well-being, and reflects the international community's interest in protecting the global ecosystem and maintaining its sustainability for future generations.

Greenpeace is one of the most prominent non-governmental environmental organisations, dedicated to promoting the right to a healthy environment. They view this right as essential for the continued balanced existence of life. This commitment contributes to establishing this right and ensuring its continuity for current and future generations. From this perspective, the following main issue arises:

How has Greenpeace contributed to promoting the right to a healthy environment?

To address this, the study is divided into two sections. The first section will define Greenpeace and its goals in establishing the right to a healthy environment. The second section will discuss the methods used by the organisation to ensure this right, along with some of its accomplishments.

Section One: The Concept of Greenpeace

Greenpeace is undoubtedly an international organisation with a transnational nature, extending its activities and branches across different continents. This enables it to address international issues that directly impact the future of humanity as a whole. Based on the principle of independence, the organisation combines direct fieldwork with influential media campaigns. It resorts to creative, peaceful activities that attract public attention, and issues accurate scientific reports that support its positions. Greenpeace's organisational structure is based on a decentralised network of local and regional branches connected to the international office in Amsterdam. This provides the organisation with the flexibility to adapt to various national contexts while maintaining a unified vision and goal.

In the first subsection, we will define Greenpeace, while the second will address the goals the organisation was established to achieve.

Subsection One: Definition of Greenpeace

Greenpeace is a non-governmental, voluntary organisation dedicated to protecting the environment and promoting peace. It is represented in approximately 40 countries in Europe, South America and North America and has around 320,000 members distributed across the globe. Focusing on environmental issues on Earth, it was founded in 1971 and is headquartered in Amsterdam, the Netherlands. Greenpeace boasts 9.2 million supporters worldwide, in addition to grants awarded to it. Greenpeace defines itself as an international non-profit organisation that seeks to change public opinion and lifestyles towards environmentally friendly practices that promote peace.

The Greenpeace symbol was created in 1972 by Jim Bohlen, with the colour green serving as a symbolic representation. The organisation's name reflects its core interests in peace and the environment. All national offices are required to use the same emblem, and while the organisation's logo may change according to campaign style, Greenpeace remains the permanent logo.

Greenpeace first gained international recognition when French authorities confronted environmental advocates who were protesting against nuclear tests on 10 July 1985. This confrontation resulted in the sinking of the Rainbow Warrior and the death of one of its crew members. It was later revealed that the sinking of the ship in New Zealand waters was the result of bombs and explosives being planted on it by French intelligence agents, causing a political crisis between France and New Zealand. Greenpeace currently has around three million members worldwide, including 71,500 in the United States, 521,000 in the Netherlands, 570,000 in Germany, 142,000 in Switzerland and 25,000 in France¹.

The organisation may be funded through self-financing, for example by implementing its activities, programmes and projects, or by providing services for a fee. Examples of this funding source include revenues generated from the sale of magazines and publications, and from offering expertise and studies in technical and specialised fields², such as conducting field studies on pollution or the protection of animals and plants. However, the amount requested by the organisation must not significantly exceed the cost of these studies, given that non-governmental organisations are not profit-driven.

Greenpeace is one of the international non-governmental organisations established by individuals or private entities, meaning that it operates based on private initiatives. This confirms that it conducts its activities independently and free from government influence, meaning that its members do not receive orders from the government and operate independently of governmental activities. Nevertheless, many countries consider it a means of achieving national interests and embodying international cooperation. On this basis, these countries support and encourage international non-governmental organisations in various ways without impacting their principles or the activities for which they were established.

Funding can also come from individuals or private institutions in the form of donations. Some non-governmental organisations, including Greenpeace, rely on voluntary donations from individuals and support from charitable institutions. This enables them to maintain their independence, goals and integrity. Greenpeace rejects donations from institutions funded by political parties, or from institutions that receive most of their funding from governments or intergovernmental organisations. Greenpeace also refuses institutional donations if they are tied to unreasonable conditions, restrictions or prohibitions that could compromise its activities, or if the donation threatens its independence or objectives.

Since the mid-1990s, the number of supporters has begun to decline. Greenpeace pioneered face-to-face fundraising, with fundraisers seeking new supporters in public places and registering them for monthly

¹- Jean-Marc Lavieille, *International Environmental Law*, Ellipses Édition Marketing, 1998, p. 112.

²- Khalil Hussein, *International Organization: General Theory and Global Organizations – Programs and Specialized Agencies*, Dar Al-Manhaj Al-Lubnani, Beirut, Volume 1, First Edition, 2010, p. 557.

donations via direct debit. In 2000, the organisation received most of its €202.5 million budget from donations by around 2.6 million regular supporters, primarily from Europe. Despite losing around €4 million (\$5 million) due to currency fluctuations that year, the organisation recorded annual revenues of approximately €300 million (\$400 million) in 2014.

Greenpeace is characterised by several features that set it apart as a unique model in the field of global environmental work. As an international organisation with a transnational nature, it has branches and offices spread across various parts of the world, giving it a significant presence in global environmental issues. Its strength lies in its financial and organisational independence: it relies on donations from individuals and small institutions, firmly rejecting any governmental or commercial funding. This gives it freedom in decision-making and protects its credibility in the eyes of the global public. Greenpeace's practical approach is evident in its combination of direct field activities and extensive media campaigns, which enable it to influence public policies and environmental decision-making. Additionally, its decentralised structure, which relies on a network of local and regional branches connected to the international office in Amsterdam, grants it high flexibility and the ability to adapt to the specifics of different national contexts.

Subsection Two: The Goals of Greenpeace

The establishment of any organisation, whether governmental or non-governmental, is aimed at achieving its purpose. Every organisation is founded on noble goals that it seeks to accomplish through various means. Similarly, Greenpeace has always aimed to protect the Earth from the problems it faces. Considered an international non-governmental organisation¹, it consists of a global network of independent national and regional organisations that use peaceful protests and unconventional methods to transparently highlight global environmental issues and promote the solutions necessary for a green, just and peaceful future. Greenpeace acts as the coordinating body, supporting the network of independent Greenpeace organisations worldwide.

Greenpeace's strength and distinction from most environmental organisations lies in its ability to expose scandals and undertake massive, organised actions. This is primarily due to the organisation's reliance on scientific expertise, which has become a tool for Greenpeace's environmental activism, enabling it to substantiate its denunciations. Notably, all researchers in environmental matters have emphasised the necessity for non-governmental organisations to play a role in translating environmental problems into scientific and activist language in order to gain legitimacy. Greenpeace's goals are as follows:²

To support and promote the organisation's fundamental principles and values of independence, non-violence and an international presence.

- To target everything that negatively impacts the environment, both now and in the future, relying on the fieldwork of its members and conveying the facts to the public through various advanced media.
- To work on eliminating environmental problems, rather than merely managing these issues. This goal is exemplified by the organisation's initiative to create marine protected areas as part of a plan to save the seas, by conducting research and encouraging tangible steps towards a green future.
- Contribute to the preparation of expert reports proposing alternative solutions by enlisting the help of external individuals, legal experts and independent research institutes specialising in the environmental field.

¹- The Greenpeace Organisation is one of the largest non-governmental organisations concerned with environmental issues. It focuses on matters related to environmental protection, making it a vocal advocate against environmental pollution. Despite its similarities with other NGOs that pursue the same goal, Greenpeace differs from them in many ways, especially in the methods and strategies it employs to protect the environment.

²- Mathilde Lebourgeois, 'The Communication Strategies of Environmental NGOs: The Case of Greenpeace and WWF', Seminar Memoir on Sustainable Development Economics, Université Lumière Lyon 2, 2010, p. 18.

The organisation advocates the protection of the oceans and forests against global warming and promotes renewable energy, while also calling for nuclear disarmament, the destruction of toxic chemicals and the prevention of genetically modified materials.

Section Two: The Role of Greenpeace in Environmental Protection

The right to a healthy environment has been enshrined in several international charters, beginning with the Stockholm Declaration of 1972. This document stated that every human being has the fundamental right to freedom, equality, and living conditions conducive to a decent life and well-being in an environment of high quality. This culminated in the United Nations General Assembly recognising the right to a clean, healthy and sustainable environment as a human right in 2022. Thus, the right to a healthy environment is a natural extension of civil, political, economic and social rights, as it is an essential condition for enjoying them all, particularly the rights to life, health and development.

Greenpeace is widely regarded as one of the most prominent international non-governmental organisations to have made environmental protection a central message of its work. Its efforts extend beyond raising awareness of the importance of the environment to include field monitoring, investigating violations and pressuring governments and corporations to adhere to environmental standards. Through these activities, Greenpeace has played a key role in establishing the right to a healthy environment as a collective and transnational right that concerns not only individuals, but also the fate of humanity as a whole and the protection of the rights of future generations.

Accordingly, the first subsection will address the methods employed by Greenpeace in environmental protection, while the second will address the organisation's activities in this area.

Section One: Greenpeace's Methods of Environmental Protection

A key focus for Greenpeace International is protecting old-growth forests and their wildlife. The initiative aims to protect the plants, animals and cultures of forest inhabitants, who face serious threats.

The "Save Our Oceans" campaign is also a vital part of Greenpeace's mission, as marine life continues to be endangered by factors such as industrial fishing, bycatch, unfair fishing practices, aquaculture, global warming and pollution¹. Greenpeace is calling for a change in how we manage our oceans. The "Stop Climate Change" initiative aims to phase out fossil fuels and replace them with renewable energy in order to combat climate change.

Greenpeace works to raise awareness of toxic chemicals in production, trade and use and proposes safer alternatives to keep our world cleaner and healthier. These toxic chemicals damage our rivers, lakes, oceans and air, as well as human health. Greenpeace organises campaigns around critical environmental issues to expose and address a wide range of threats to the environment, including climate change, deforestation, pollution and overfishing. This involves direct action, research and advocacy to raise awareness, mobilise public support and influence government policies².

The organisation also strives to protect biodiversity and ecosystems. Greenpeace works to protect endangered species, conserve natural resources, and promote sustainable practices that maintain biodiversity. Greenpeace advocates the establishment of protected areas, supports sustainable development, opposes activities that threaten fragile ecosystems and promotes renewable energy and sustainable solutions. Greenpeace is calling for a shift from fossil fuels to renewable energy sources, such as solar, wind and geothermal power³. The organisation is also encouraging sustainable practices in transportation, agriculture and manufacturing, with the aim of reducing the environmental impact of human activities.

¹- Khalil Hussein, 'Previous Reference', p. 558.

²- Steve Erwood, *The Greenpeace Chronicles: 40 Years of Protecting the Planet*, Greenpeace International, Amsterdam, November 2011, p. 106.

³- Y. Moser Puangsuwan, 'Grassroots Initiatives in Unarmed Peacekeeping', *Peace Review*, 1996, No. 4, p. 572.

Today, Greenpeace is widely regarded as one of the world's leading environmental advocacy organisations, with some even considering it to be the international environmental conscience. It is one of the most neutral organisations advocating for a healthy environment and sustainable development, employing various methods, including:

- Environmental awareness raising: This involves raising awareness of environmental issues, understanding their causes and effects, and fostering positive values, attitudes and behaviours towards the environment. This involves equipping the international community with the necessary knowledge and information to preserve the environment¹, teaching skills to address environmental issues and raising youth awareness of the importance of changing harmful habits. Greenpeace uses innovative media, combining shocking images, short documentaries and simplified scientific reports, as well as social media campaigns that reach millions worldwide. The aim is not just to convey information, but to create a positive shock that encourages individuals to reconsider their daily practices regarding the consumption of natural resources, the use of non-renewable energy, and reliance on polluting plastics. By connecting theoretical knowledge to individual responsibility, the organisation helps everyone to understand their role in environmental protection.

- Direct Field Campaigns: Greenpeace organises direct field campaigns that engage individuals in practical activities such as beach and river clean-ups, tree planting and peaceful protests against industrial pollution. These initiatives have a dual educational dimension: they promote collective solidarity and shared responsibility towards nature, while providing individuals with a tangible opportunity to experience the positive impact of their actions on the environment. This approach helps to solidify environmental awareness as a sustainable daily behaviour rather than a one-time event.

- Environmental Media: Environmental media plays a vital role in preserving the environment by disseminating concepts and values that promote and establish the ethical and terminological foundations of environmental issues². The organisation emphasises the use of impactful visuals, recognising that images and videos showing pollution, melting ice, or dying marine life due to plastic are more powerful than written reports. By disseminating these materials through television, the press and social media, Greenpeace aims to raise immediate awareness of environmental issues and encourage the public to recognise their seriousness. Greenpeace also actively engages with audiences on modern digital platforms, using them as open spaces for direct interaction. Greenpeace runs short awareness campaigns that quickly reach millions, often employing intense, visually appealing messages that attract attention and encourage followers to participate and share, thus broadening the message's reach.

- Continuous monitoring of environmental impact: Greenpeace relies on its global networks and specialists in the fields of the environment, energy and climate, employing modern technologies such as remote sensing and satellite imagery. This monitoring is crucial for detecting environmental violations that may occur in the absence of effective regulatory mechanisms, positioning the organisation as a complementary element to the international system in this domain³. Greenpeace also conducts environmental investigative journalism, blending scientific rigour with media outreach. Field teams collect samples from contaminated sites for laboratory analysis, providing reliable results that are published in public reports supported by visual evidence and direct testimonials. This enhances the persuasive power of the investigations among the public and governmental bodies.

It can therefore be said that Greenpeace has developed a unique model combining continuous monitoring and investigative journalism in the environmental field. This makes it a key player in promoting transparency,

1- A. L. R. Ahmed, *Models and Skills of Community Organisation in Social Work*, Cairo: Dar Al-Nahda Al-Arabiya, 1998, p. 75.

2- Naziha Wahbi, 'Media and Its Role in Shaping Environmental Awareness: A Comprehensive View on the Dialectical Relationship and Influence', *Journal of Arts and Social Sciences*, University of Blida, Vol. 9, No. 2, 2016, p. 20.

3- Khaled Awda, *Environmental Pollution and Its Impact on International Law*, Dar Al-Fikr Al-Jami'i, Alexandria, 2014, p. 64.

reinforcing environmental responsibility and protecting the environmental rights of individuals and communities in the face of growing climate change and environmental degradation challenges.

Subsection Two: The Goals of Greenpeace

The establishment of any organisation, whether governmental or non-governmental, is aimed at achieving its purpose. Every organisation is founded on noble goals that it seeks to accomplish through various means. Similarly, Greenpeace has always aimed to protect the Earth from the problems it faces. Considered an international non-governmental organisation, it consists of a global network of independent national and regional organisations that use peaceful protests and unconventional methods to transparently highlight global environmental issues and promote the solutions necessary for a green, just and peaceful future. Greenpeace acts as the coordinating body, supporting the network of independent Greenpeace organisations worldwide.

Greenpeace's strength and distinction from most environmental organisations lies in its ability to expose scandals and undertake massive, organised actions. This is primarily due to the organisation's reliance on scientific expertise, which has become a tool for Greenpeace's environmental activism, enabling it to substantiate its denunciations. Notably, all researchers in environmental matters have emphasised the necessity for non-governmental organisations to play a role in translating environmental problems into scientific and activist language in order to gain legitimacy. Greenpeace's goals are as follows:

Additionally, the 'Stop Climate Change' initiative forms part of Greenpeace International's mission to phase out fossil fuels and replace them with renewable energy sources in order to combat climate change. Greenpeace raises awareness of toxic chemicals and works to eliminate them from production, trade and use, proposing safer alternatives to help keep our world clean and healthy. These toxic chemicals harm our rivers, lakes, oceans and air, as well as human health.

Greenpeace organises campaigns around critical, high-level environmental issues to expose and address a wide range of threats to the environment, including climate change, deforestation, pollution and overfishing. These campaigns involve direct action, research and advocacy to raise awareness, mobilise public support and influence government policies.

Greenpeace also seeks to protect biodiversity and ecosystems. It works to protect endangered species, conserve natural resources, and promote sustainable practices that preserve biodiversity. Greenpeace advocates the creation of protected areas, supports sustainable development, and opposes activities that threaten fragile ecosystems. Furthermore, Greenpeace promotes transitioning from fossil fuels to renewable energy sources, such as solar, wind and geothermal energy. Greenpeace also encourages sustainable practices in transportation, agriculture, and manufacturing to reduce the environmental impact of human activities.

Regarded by some as the international environmental conscience, Greenpeace is considered one of the world's leading environmental advocacy organisations. It is one of the most neutral organisations advocating for environmental rights and sustainable development, employing various methods to this end.

- Raising environmental awareness: The aim is to inform and educate individuals about environmental components, causes of environmental problems and their effects, and to foster positive values, attitudes and behaviours towards the environment. The goal is to raise international community awareness of environmental protection by equipping individuals with accurate environmental knowledge and information. The programme also provides experiences and skills to enable individuals to confront environmental problems and enhance young people's understanding of the importance of changing harmful behavioural habits. It seeks to replace these habits with positive ones that promote environmental preservation. Additionally, it seeks to foster a sense of responsibility towards the environment among young people. The organisation uses innovative media tools to raise awareness, combining shocking images, short documentaries and simplified scientific reports with social media campaigns that reach millions of followers worldwide. These tools aim to create a positive shock that prompts the audience to question and reconsider

their daily practices, such as excessive consumption of natural resources, use of non-renewable energy, and reliance on polluting plastics. In this way, the organisation connects theoretical knowledge with individual responsibility, making each person aware of the role they can play in protecting the environment.

- Organising direct field campaigns: Greenpeace organises direct field campaigns aimed at engaging individuals in practical activities such as beach and river clean-ups, tree planting and peaceful protests against industrial pollution. These initiatives have a dual educational dimension: on the one hand, they foster a spirit of collective solidarity and shared responsibility towards nature; on the other hand, they provide individuals with a tangible opportunity to experience the positive impact of their actions on the environment. This helps to establish environmental awareness as a sustainable daily behaviour that extends beyond specific events.

Environmental Media: Environmental media is an essential component in preserving the environment as it disseminates concepts and values that promote and establish the ethical and terminological foundations of environmental protection. Its aim is to raise awareness and develop environmental sensitivity among all those who receive environmental media messages. One distinguishing feature of the organisation's media use is its reliance on shocking and impactful imagery. Greenpeace recognises that images and videos depicting pollution, melting ice or dying marine life due to plastic are more powerful than any written speech or scientific report. By disseminating these materials through television channels, newspapers and social media, Greenpeace seeks to create immediate awareness of the gravity of the environmental situation and prompt the public to take action. Furthermore, the organisation uses modern digital media to interact directly with its audience. It is actively engaged on platforms such as Twitter, Facebook, Instagram and YouTube, broadcasting short awareness campaigns that reach millions worldwide in a short time. Greenpeace often employs intense messaging and visually appealing content that captures attention and encourages followers to participate and share, thereby expanding its sphere of influence and transforming its audience into a means of disseminating its environmental message.

- Continuous monitoring of environmental impact activities: Greenpeace continuously monitors activities with environmental impacts, utilising its global networks and experts specialising in environmental, energy and climate fields, as well as modern technologies such as remote sensing and satellite imagery. This monitoring is important because it can detect environmental violations that may occur in the absence of effective official oversight mechanisms. Thus, the organisation supplements the international framework in this area. Greenpeace also engages in environmental investigative reporting, combining scientific rigour with media outreach. Field teams collect soil, water or air samples from polluted sites and send them to accredited laboratories for testing to ensure reliable results. These findings are published in public reports supported by visual evidence and direct testimonies, adding persuasive power to the investigations in public opinion and before governmental and judicial bodies.

It can therefore be said that Greenpeace has developed a unique model combining continuous monitoring and investigative reporting in the environmental field. This makes it a key player in enhancing transparency, establishing environmental responsibility and protecting the environmental rights of individuals and communities in the face of growing climate change and environmental degradation challenges.

Subsection Two: The Role of Greenpeace in Environmental Protection

Since its establishment in 1971, Greenpeace has achieved numerous successes and had a significant global impact on environmental issues. These include removing toxic chemicals from the products of over five companies, preserving the Great Bear Rainforest and successfully campaigning against the introduction of genetically modified crops and animals in the Swiss Alps. Greenpeace has also worked to protect large areas of the Amazon, where investigations have documented the widespread use of mercury in gold mining. This has resulted in serious health problems for indigenous communities, as well as the pollution of rivers and waterways. Greenpeace's call for increased government oversight of the mining industry has contributed to efforts to reduce mercury use, as well as decreasing whaling practices following months of protest. Greenpeace has also successfully pushed Buenos Aires to implement a zero-waste policy.

The organisation continues to play a vital role in environmental protection in rapidly growing economies such as China and India. However, the developed world should not be complacent about its achievements. Governments and industrial sectors must not be driven solely by profit and politics, but must also show genuine concern for the future of our planet.

Greenpeace has campaigned against deforestation in Indonesia for many years, as the country is one of the world's largest producers of palm oil¹. The expansion of palm oil plantations has led to widespread deforestation, the destruction of several endangered species and the displacement of indigenous communities. Greenpeace has worked to raise awareness of the impacts of deforestation and promote sustainable development practices. Similarly, Greenpeace has revealed environmental injustices that disproportionately affect vulnerable communities in Papua New Guinea. These injustices are manifested in the pollution of low-income areas, the dumping of toxic waste in marginalised regions and the exploitation of natural resources without community consent.

Greenpeace advocates appropriate compensation or environmental guarantees, and calls for policies that promote environmental justice and ensure everyone has access to a healthy environment. The organisation has worked in West Papua, Papua New Guinea, for many years to protect the rights of indigenous Papuans and their rainforests. The Papuan people have faced violence and repression at the hands of the Indonesian government and logging and mining companies have destroyed their forests and lands. Greenpeace has launched a campaign against these violations and has documented infringements of the right to live in a healthy environment.

On 7 February 2003, McDonald's restaurants in Denmark succumbed to pressure and took a leadership position by opening their first chain of restaurants to use environmentally non-destructive chemicals for freezing food. A campaign launched by activists on the internet three years earlier had also prompted Coca-Cola to adopt a similar policy, prohibiting the use of hydrofluorocarbons and hydrochlorofluorocarbons and utilising environmentally friendly freezing technology instead.

In December 2012, the South Korean government abandoned its plans to begin scientific whaling, marking an important step forward in the global protection of whales. More than 100,000 people from around the world had sent messages to the South Korean prime minister urging him to cancel the plans. In March 2013, Volkswagen yielded to global pressure, announcing that it would publicly fulfil its promises to become a green company and support climate goals. This set an example for other companies in similar industries.

Greenpeace has faced several obstacles, notably from companies that have placed various barriers in its way, hindering its success². The organisation has also encountered financial challenges due to its growing membership, as it relies primarily on individual donations. All its members have taken risks to achieve their goals, as demonstrated by the Rainbow Warrior incident. One of the most serious challenges facing Greenpeace is the difficulty of changing public opinion and lifestyle patterns in favour of the environment.

Another challenge is legal: non-governmental representatives are not recognised as having legal standing to negotiate with states or appear before international courts. Additionally, international non-governmental organisations are not recognised as legal entities, which is an issue faced by most NGOs, including Greenpeace.

Greenpeace not only highlights environmental problems, but also presents alternatives and practical solutions to help individuals adopt eco-friendly lifestyles. The organisation calls for a reduction in reliance on fossil fuels through the transition to renewable energy sources, encourages the use of sustainable transport such as walking and cycling, and urges a reduction in plastic consumption while promoting recycling. This

¹- T. Lenz and F. Söderbaum, 'The Origins of Legitimation Strategies in International Organisations: Agents, Audiences and Environments', *International Affairs*, 2023, No. 3, p. 905.

²- David Lewis, *The Management of Non-Governmental Development Organisations: An Introduction*, New York: Routledge, 2001, p. 2.

positive approach makes individuals feel that change is possible and realistic, and that their contributions, no matter how small, are part of the overall solution.

Conclusion:

Greenpeace International's remit goes beyond that of a mere environmental organisation. It embodies a philosophy that links environmental justice with social justice and the right to a healthy environment with the right to a dignified life. It is a model organisation that builds its strategy on transparency and peaceful resistance, providing opportunities for individuals and communities to participate in protecting the Earth for current and future generations. From this perspective, a number of results and recommendations have been achieved.

First, results:

Greenpeace is a non-governmental organisation that is not affiliated with any state and is actively engaged in environmental protection. It has achieved significant international accomplishments through its campaigns to mobilise global public opinion regarding environmental dangers and to put pressure on governments that violate environmental laws. Its effectiveness is bolstered by its network of relationships with various global stakeholders, ensuring its continuity and effectiveness despite occasional challenges.

The organisation plays a crucial role in exposing environmental violations committed by multinational corporations and states, such as the illegal disposal of hazardous waste, over-exploitation of forests and illegal fishing in international waters. These investigations are important because they promote transparency and accountability, holding responsible parties to account in the eyes of the public and compelling them to review their policies or amend their practices under ethical and media pressure.

Greenpeace International's principles form the foundation that guides its activities and defines its identity. At the forefront of these is the principle of non-violence: the organisation uses purely peaceful methods for all protests and forms of resistance, in line with its mission to advocate for the environment and peace. Furthermore, Greenpeace International adheres to the principle of transparency, publishing regular financial and organisational reports to enhance trust among the public and donors. Greenpeace International operates from a belief in shared environmental responsibility, considering environmental challenges to be universal human concerns that require global cooperation, not merely local issues.

Secondly, recommendations:

Greenpeace should expand its partnerships with human rights organisations to ensure that the right to a healthy environment is recognised as a fundamental right under international law. Additionally, Greenpeace should invest more in scientific and technical research to strengthen its arguments when dealing with governments and corporations.

The organisation should also develop cooperation mechanisms with educational institutions and local communities to instil a sustainable environmental culture in individuals from a young age. Alongside this, it is important to establish channels of dialogue with decision-makers in order to avoid direct confrontations that could limit its effectiveness while maintaining its independence and courage in addressing sensitive issues.

Greenpeace should also expand its international networks of alliances and partnerships. Although the organisation already has a global reach, contemporary environmental issues require further coordination with civil society organisations, indigenous groups and global youth movements that share similar values. Forming a united global front with these diverse stakeholders would give Greenpeace amplified power in confronting governments and large corporations, and make its message more inclusive and relatable to various communities and cultures. This could enable Greenpeace to transition from being an independent environmental actor to a hub for global civil forces striving for environmental justice.

Investment in modern technology is crucial. Current developments in artificial intelligence, satellite imagery and digital monitoring tools provide unparalleled opportunities to accurately and swiftly track and expose environmental violations. If Greenpeace adopts these tools effectively, it will be able to document risks and transgressions in a way that is scientifically objective and difficult to deny. This will enhance its credibility among the public and strengthen its arguments with decision-makers.

Developing cooperative strategies with the responsible economic sector, particularly startups adopting clean, environmentally friendly production methods, is also essential. Rather than limiting its discourse to confrontation and criticism, Greenpeace could play a positive role by encouraging alternative development models that balance environmental protection with economic returns. This collaboration could open new avenues for practical influence and establish the organisation as a partner in shaping a sustainable economic future.

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