



ADVOCACY CAMPAIGNS OF GREENPEACE IN ADDRESSING AIR POLLUTION PROBLEMS IN AFRICA

Alfredha Shinta Putri ^{1*}

Universitas Islam Indonesia; Indonesia

*email: alfredha.shinta@uii.ac.id

Abstract

Air pollution is a major environmental and public health problem in Africa, contributing to hundreds of thousands of premature deaths annually. Countries such as South Africa, Nigeria, and Egypt face high levels of pollutants, including nitrogen dioxide (NO₂), sulfur dioxide (SO₂), and particulate matter (PM_{2.5}), primarily caused by fossil fuel combustion, industrial activities, transportation, and household fuel use. This study examines Greenpeace's advocacy campaigns in addressing air pollution challenges across the continent. As an independent international non-governmental organization, Greenpeace promotes renewable energy transition, stronger environmental regulations, and improved public awareness. Its strategies include digital campaigns, online petitions, social media mobilization, public framing techniques, and direct engagement with political leaders, particularly during election periods. Through these approaches, Greenpeace seeks to influence policy reform and pressure governments to adopt cleaner energy systems. The study concludes that effective advocacy, combined with regulatory strengthening and renewable energy adoption, is essential to reduce environmental injustice, protect public health, and support sustainable development in Africa.

Keywords: advocacy, Africa, air pollution, campaign, Greenpeace

Introduction

When talking about air pollution, in most cases, air pollution can be caused by gases, liquids, and solids in the air. Aerosols, dust, factory smoke, forest fires, motor vehicle smoke, and cigarette smoke are sources of all air pollution. Motor vehicle emissions, the combustion of waste and garbage, and the use of fossil fuels are further significant causes of air pollution. Some pollutants that are commonly spread are heavy metals, carbon monoxide (CO), nitrogen oxides (NO_x), ozone (O₃), volatile organic compounds (VOCs), and sulfur dioxide (SO₂) (Greenpeace, 2024). Air pollution can affect human health, such as respiratory problems, miscarriages, increased risk of cardiovascular disease, impaired brain function, increased risk of cancer, etc. Things that can be done to reduce air pollution include using public transportation, managing waste and recycling, reforestation, efficient use of electricity, and educating the public. Air pollution has occurred in many countries around the world, such as Indonesia, Iraq, Pakistan, India, and Africa.

Air pollution is not limited to any single state. Dust, car emissions, and industrial smoke are examples of air pollutants that can move over international borders. International cooperation and an international framework, like climate agreements or the WHO air quality standards, are necessary to solve this issue. Protecting the environment has evolved into a global political arena involving the interaction of various actors outside state structures, as mentioned. African countries, international organizations (UNEP, WHO, African Union), multinational corporations, non-governmental organizations (NGOs) (like Greenpeace), and civil society all face environmental challenges. Through advocacy and cross-actor cooperation, transnational NGOs strategically bridge global interests and local contexts. As the world's largest environmental organization, Greenpeace, for example, has 3 million members in 40 countries, making it a significant non-state player in this international phenomenon (Rom et al., 2022). Global norms and environmental challenges are closely related. This has to do with the idea of global governance, which is defined as a transition from government to governance, with an increasing number of private and civil society actors involved in the global arena (Arts, 2006). The network of international standards and environmental agreements (like the Kyoto Protocol) that direct cross-border cooperation can be used to

understand the problem of air pollution in Africa.

Only a few studies in international relations focus on the advocacy of international non-governmental organizations in the African context, although many research in the subject of environmental relations looks at international cooperation. Studies of Greenpeace's advocacy strategies, especially concerning air pollution in Africa, are uncommon because research on Greenpeace campaigns, for instance, typically concentrates on Europe or specialized topics. This opens up more possibilities for analysis. The way Greenpeace, a global organization, organizes advocacy campaigns against air pollution in African nations has rarely been covered in earlier studies. This study aims to integrate a study of Greenpeace's environmental effects in Africa with its political activism. Additionally, it aims to create attention to the role that non-state players (NGOs, international standards) play in settling cross-border conflicts.

The economic costs are very substantial. According to the WHO, ambient air pollution kills around 7 million people globally each year, with 1.1 million of those deaths taking place in Africa (Schroeder, 2024). According to a 2023 measurement by the Clean Air Fund, air pollution in six major African cities might cost the economy between \$115 and \$140 billion by 2040. Over the next 18 years, these expenses are predicted to rise by as much as 600% (Fletcher, 2022). Despite this, there are still very few rules in Africa. Of the 54 African nations, only 17 have guidelines for ambient air quality. According to a different survey, 17 of the 55 African Union members do not keep an eye on the quality of the air. Furthermore, despite having the greatest health burden, Africa only receives around 1% of global philanthropy contributions to improve air quality. These findings indicate that air pollution is a serious global problem that should be studied in the field of international relations.

This study will show how international campaigning and global standards, including the right to a healthy environment, influence legislation. Many concepts emphasise how non-state actors (NGOs, corporations) are becoming more and more important in today's world. For example, Greenpeace uses the "boomerang pattern" of international lobbying to influence national legislation. By emphasising these dynamics in Africa, this study closes a gap. This study examines the effectiveness of international organizations and multilateral cooperation in addressing pollution issues from a liberal standpoint. The process of environmental norm distribution and issue framing by NGOs

is the main focus from a constructivist standpoint (Faotto, 2019). Meanwhile, the realist viewpoint calls into question who has the authority to establish environmental regulations. As a result, the field of international relations may gain insight from this study. Although it was once thought of as a secondary political issues topic, the global environment is now a part of international politics with new actors and rules. This study illustrates how NGOs support state power in global governance by looking at Greenpeace campaigns, as the idea of modern governance indicates. In solving environmental concerns, this method can strengthen constructivist (perception and norms), liberal (the role of institutions and cooperation), and realist (power analysis) viewpoints.

According to a recent study, air pollution causes the biggest hazard to human health globally, with Asia and Africa facing most of this problem. According to EPIC (Energy Policy Institute at the University of Chicago) in its annual report on the Air Quality Life Index (AQLI), only six countries: Bangladesh, India, Pakistan, China, Congo, and Indonesia, bear about three-quarters of the negative health effects of air pollution (Health Effects Institute, 2024). The following is data on countries with high levels of pollution:

Figure 1 - Ranking of the Top Three Countries with the Highest Pollution Levels

| AQI Range | Category | Description |
|-----------|--------------------------------|------------------------------------|
| 0–50 | Good | Air quality is satisfactory |
| 51–100 | Moderate | Acceptable for most individuals |
| 101–150 | Unhealthy for Sensitive Groups | Risk for vulnerable populations |
| 151–200 | Unhealthy | General population may be affected |
| 201–300 | Very Unhealthy | Serious health effects possible |
| 301+ | Hazardous | Emergency health conditions |

| Rank | City | Country/Region | AQI (US) | AQI Category | AQI Range |
|------|----------|------------------|----------|--------------|-----------|
| 1 | Jakarta | Indonesia | 159 | Unhealthy | 151–200 |
| 2 | Kinshasa | Congo (Kinshasa) | 154 | Unhealthy | 151–200 |
| 3 | Kampala | Uganda | 153 | Unhealthy | 151–200 |

Source; (IQAir, 2024)

According to the figure above, the top three nations with the highest pollution levels are Kampala, Uganda (index: 153), Kinshasa, Congo (index: 154), and Jakarta,

Indonesia (index: 159). The second and third places are occupied by Congo and Uganda, both of which are located on the African continent. Besides the previously mentioned information, further data indicate that five of the 10 most polluted nations in the world in terms of outdoor fine particulate matter (PM_{2.5}) are in Africa. These countries include Nigeria, Egypt, Mauritania, and Cameroon, with exposure levels as high as 65-80 micrograms ($\mu\text{g}/\text{m}^3$) per cubic meter (Gulec, 2023).

Africa is the second largest and second most populous continent in the world, often referred to as the “Black Continent” because the majority of Africa's population is black (Greenpeace, 2024a). This continent has extraordinary geographical, cultural, and linguistic diversity. It consists of 54 sovereign states and is crossed by the equator and the 0-degree meridian. The Atlantic Ocean, Indian Ocean, Red Sea, and Mediterranean Sea define the continent of Africa's borders. North Africa, Central Africa, South Africa, West Africa, and East Africa are the five regions that make up the African continent. When talking about Africa, there are still several problems that Africa has not been able to overcome. One of the problems currently faced by Africa is air pollution. This air pollution problem occurs in Nigeria, Egypt, and South Africa. Therefore, the existence of air pollution in these countries has a significant impact on their communities (International, 2025). The 1.1 million premature deaths brought on by this air pollution each year serve as proof of this.

Data from the 2016 Global Policy Forum found that every year, approximately 712,000 people in Africa die from diseases related to air pollution (National Geographic, 2016). Malnutrition, unclean water, and poor sanitation are less harmful on this continent than air pollution. The study showed a connection between the rise in air pollution-related premature deaths and the expansion of Africa's urban population. Air pollution from the fossil fuel and traffic industries has increased as a result of industrialization in nations including South Africa, Nigeria, and Egypt.

Africa also saw extremely high air pollution levels in 2019. The fact that 1.1 million people have died on the African continent serves as an indication of this (Halidi, 2021). In 2019, at least 29 per 100,000 people died as a result of rising air pollution brought on by the use of fossil fuels (Halidi, 2021). According to a Boston College UN Environment Programme analysis that was published in the journal *The Lancet Planetary Health*, air pollution has negatively impacted African nations, even

affecting the cognitive abilities of African children. After HIV/AIDS, alcohol, tobacco, traffic accidents, addiction to drugs, and other causes, air pollution is the second most common cause of mortality in Africa. The economy is significantly impacted by this air pollution issue as well. For Ethiopia, Ghana, and Rwanda, the estimated economic costs of air pollution-related illness and mortality in 2019 were \$3.02 billion, \$1.63 billion, and \$349 million, respectively.

Action to tackle and solve the issue has been driven by the realization of the air pollution crisis in Africa. African communities are taking action to enhance air quality through initiatives such as the “*Agareb is Not a Dump!*” movement in Tunisia and the “*Solar Mamas*” initiative in Malawi, respectively. African communities are trying to decrease their dependence on fossil fuels, invest in renewable energy technology, and enforce strong legal air quality laws. African communities are taking action, and non-governmental organizations such as Greenpeace are also addressing and responding to the continent's air pollution issues.

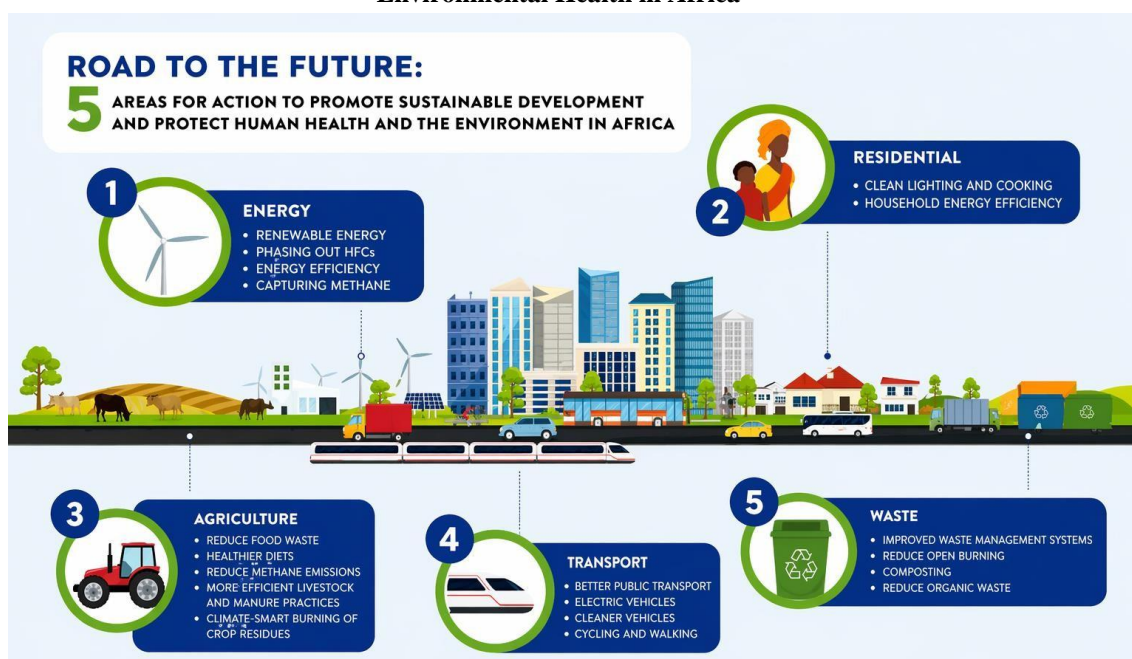
In Canada, a group of environmentalists founded Greenpeace, an independent global campaign network, in 1971. Greenpeace International's main office is located in Amsterdam, Netherlands. Greenpeace's stated mission is to ensure the Earth's ability to support life in all its diversity and focuses its efforts on issues such as biotechnology, commercial whaling, overfishing, deforestation, climate change, anti-nuclear, and anti-war. To achieve its goals, the organization uses lobbying, research, direct action, and ecotourism. The network includes 26 separate national and regional organizations throughout over 55 nations in Europe, America, Africa, Asia, Australia, and the Pacific, along with a coordinating organization. Greenpeace, a founding member of the INGO Accountability Charter, an international NGO aimed at increasing accountability and transparency among NGOs, holds General Consultative Status with the UN Economic and Social Council (ECOSOC). One of the most significant environmental groups in the world, Greenpeace is known for its non-violent advocacy. The group has significantly impacted public opinion by bringing environmental issues to the public.

Greenpeace responded and made an effort to solve the issue of air pollution in Africa after becoming aware of it. Through a number of publications and initiatives, Greenpeace has been actively involved in raising attention to air pollution in Africa.

Greenpeace has identified significant locations for air pollution in Africa, with an emphasis on those that are associated with industrial sectors, power plants, cities, and aluminum mining companies. The high levels of air pollution in South Africa are a result of the high levels of nitrogen dioxide (NO₂) and sulfur dioxide (SO₂) emissions from numerous power facilities. Greenpeace highlights local initiatives to fight air pollution, such as those in Burundi, Malawi, Kenya, and Tunisia. Enhancing air quality and developing renewable energy are the main goals of these initiatives.

A number of environmental and development issues are coming together in Africa right now. There is a program that the United Nations, the Climate and Clean Air Coalition, and the African Union want to implement. The program can be seen in this figure:

Figure 2 - Action Roadmap to Promote Sustainable Development and Protect Human and Environmental Health in Africa



Source: (Breathlife, 2022)

Despite significant needs, Africa has received a minimal share of philanthropic funding for air quality improvement. The continent received only 1% (\$1.9 million) of total philanthropic funding for air quality improvement between 2015 and 2022 (Chester Schroeder, 2024). Regarding the issue of air pollution in Africa, only 17 of the 54 countries in Africa have implemented national air quality standards, and many countries

do not have a strong regulatory framework to regulate pollution monitoring and control (Health Effects Institute, 2022). Consequently, in considering the air pollution issue in Africa, the author is going to do additional research on Greenpeace's advocacy activities aimed at addressing and mitigating air pollution challenges in the region.

Methodology

Literature Review

In order to analyze the lobbying strategies used by non-governmental organizations (NGOs), especially when dealing with environmental issues, this study uses a qualitative research methodology. Since quantitative measurements are insufficient to fully represent advocacy processes, strategies, and actor interactions, a qualitative approach is chosen. The study focuses on analyzing the planning, execution, and mobilization of advocacy campaigns in different contexts.

The main method used in this study is a literature-based analysis, which is generated from previous studies on NGO lobbying campaigns. Previous studies offer crucial theoretical and empirical frameworks for understanding how advocacy works in various contexts. By integrating environmental goals with financial incentives, digital platforms can be used to encourage sustainable practices and improve community engagement, as demonstrated by research on environmental advocacy through digital waste banks in Bali (Dewi et al., 2024). This study emphasizes how technology is increasingly influencing modern advocacy strategies and expanding outreach. There have been several studies on advocacy campaigns by NGOs. These studies vary from those focusing on advocacy campaigns conducted by NGOs, such as environmental advocacy campaigns through digital waste banks in Bali, Indonesia. Then there is research on NGO actions against MNCs. In addition, there is research on coal mining social campaigns led by the Mining Advocacy Network (JATAM), which focuses on advocating for the environmental rights of indigenous peoples in Kalimantan, Indonesia. From this literature, we will be able to see where this research stands.

Furthermore, studies on non-governmental organizations' (NGOs) operations against multinational corporations (MNCs) provide clarity on how NGOs function within transnational networks to put pressure on influential individuals (Hatte & Koenig, 2020). The importance of building coalitions, regional placement, and the use of international norms and media in shaping corporate behavior is emphasized in this study. It also draws

attention to the difficulties NGOs experience, such as maintaining long-term campaigns and negotiating with international organizations. These results are especially important for understanding how advocacy strategies are modified in various political and economic contexts.

Environmental campaigns that promote sustainable waste management techniques via digital banking platforms are covered in research on environmental advocacy campaigns through digital waste banks carried out in Bali, Indonesia (Dewi et al., 2024). This campaign aims to encourage the community to actively participate in initiating waste management by offering incentives through a digital platform. It is designed to integrate environmental responsibility with financial incentives, making it easier for the community to contribute to a

cleaner environment while gaining economic benefits (Dewi et al., 2024). With an emphasis on how digital banking may be an effective tool in encouraging sustainable practices, this study emphasizes the significance of using technology for solving environmental issues. This campaign is more successful in promoting broader engagement in waste reduction initiatives because it can reach a big audience through the use of a digital platform (Dewi et al., 2024). This paper outlines several strategies to highlight how digital innovation promotes environmental and social transformation. Additionally, this initiative is positioned as an example of how technology and business can work together to address global environmental concerns (Dewi et al., 2024).

The second study is about NGO actions against MNCs. This study explains the role of NGOs in holding MNCs accountable for their social and environmental impacts (Hatte & Koenig, 2020). The significance of NGOs' positions in regard to MNCs' headquarters and activities in determining the strategies and effectiveness of activism is explained in this paper. This study also explores how NGOs have been able to gain pressure on multinational corporations (MNCs) on a range of geographical dimensions, from local to global, because of globalization and transnational networks. This study also emphasizes the potential and difficulties resulting from MNCs' and NGO networks' global influence (Hatte & Koenig, 2020). The study explores case studies that illustrate how NGOs mobilize resources, form coalitions, and leverage international norms and the media to influence MNC behavior. It also discusses the limitations faced by NGOs, including potential conflicts of interest and obstacles to sustaining long-term campaigns. Overall, this study provides a comprehensive analysis of the intersection between geography, NGO activism, and corporate power (Hatte & Koenig, 2020).

The next study is about the deadly coal social campaign led by the Mining Advocacy Network (JATAM), which focuses on advocating for the environmental rights of indigenous peoples in Kalimantan, Indonesia, who are affected by coal mining activities (Zebua et al., 2023). This campaign aims to raise awareness of the severe environmental and social impacts of coal mining, such as pollution, loss of biodiversity, and damage to agricultural land. Through discussions, education, and collaboration with international NGOs such as Greenpeace, JATAM seeks to empower communities to defend their rights to a safe and healthy environment (Zebua et al., 2023). The campaign also seeks to influence government policy and encourage more responsible practices within the coal industry. JATAM's advocacy efforts involve both litigation and non-litigation approaches, including media campaigns and community organizing. The campaign highlights the harmful impacts of coal mining, such as abandoned mine pits that have caused deaths and contributed to natural disasters such as flooding. The campaign emphasizes the urgent need for sustainable practices and stronger government regulations (Zebua et al., 2023).

This study, which combines several studies, identifies significant developments in NGO advocacy, including the use of digital technology, global networks, and multi-level strategies like public mobilization, policy lobbying, and influencer involvement. Though previous research has investigated many aspects of NGO advocacy, there is still an absence of studies that particularly look at how international NGOs integrate these strategies into environmental campaigns in developing nations, especially when it comes to air pollution in Africa.

The empirical findings of this study to underscore the importance of understanding how advocacy strategies are implemented in actual situations, particularly in context where environmental issues intersect with governance constraints and socioeconomic inequalities. This study aims to provide a comprehensive review of NGOs' lobbying strategies and their relevance to global environmental governance by integrating theoretical ideas and empirical observations using a qualitative and literature-based methodology.

Concept 1

The Advocacy Strategy Framework

Figure 3 - The Advocacy Strategy Framework

| LEVEL OF CHANGE | AUDIENCES | | |
|-----------------|---|--|---|
| | PUBLIC | INFLUENCERS | DECISION MAKERS |
| ACTION | Community Mobilization | Coalition Building Lobbying | Litigation Model Legislation Regulatory Feedback |
| WILL | Community Organizing Public Will Campaigns Advocacy Capacity Building Leadership Development | Media Advocacy Communications and Messaging | Champion Development Political Will Campaigns Public Forums |
| AWARENESS | Voter Outreach Public Awareness Campaigns Public Polling Public Education | Demonstration Programs Influencer Education | Policy Analysis / Research Policymaker Education |

Source: Coffman & Beer (2015)

Audiences are the individuals and groups that advocacy strategies aim to influence or persuade. They are the primary actors in the policy process and represent the public (or specific segments of it), policy influencers (e.g., media, community leaders, the business community, thought leaders, political advisors, other advocacy organizations, etc.), and decision makers (e.g., elected officials, administrators, judges, etc.). Strategies may concentrate on a single audience or simultaneously target multiple audiences.

The main goal of an advocacy campaign is to achieve changes in audiences in order to move toward a policy objective. The three locations on this spectrum differ in terms of the extent to which an audience is anticipated to participate in a policy issue. The process begins with fundamental awareness or knowledge. The primary goal is to inform the audience of the existence of a problem or a potential policy solution. Subsequently, willingness becomes the next key issue with the objective of increasing the audience's readiness to take action. It aims to persuade the audience that the issue is significant enough to justify action and that any actions taken will actually make a difference, exceeding simple awareness. Action is the final point. In this context, policy initiatives actively encourage or facilitate audience engagement with a particular issue. Again, advocacy strategies may promote a single change with an audience or multiple changes simultaneously.

The tactics are arranged according to their position on each strategic dimension, including the audience type they are likely to target and the extent to which they could realistically advance the audience along the spectrum of awareness to will to action. For

instance, in the lower left corner of the framework, where the emphasis is on increasing public awareness, public awareness campaigns, voter outreach, and public polling are among the tactics.

Research Method

This study uses a qualitative approach with a case study method to analyze the advocacy strategies employed by Greenpeace in addressing air pollution issues in Africa. This approach was chosen because the study focuses on gaining an in-depth understanding of campaign patterns, communication strategies, issue framing, and public mobilization, and policy pressure efforts undertaken by Greenpeace in the social and political context of African countries. This study is descriptive-analytical, which means that in addition to describing the phenomenon of advocacy campaigns, it also examines how these strategies influence policy and raise public awareness of environmental issues.

The data sources used in this study are secondary data and digital documentation. Secondary data includes official reports and campaign publications from Greenpeace Africa, scientific journal articles, books, and reports from international institutions such as the Health Effects Institute and the United Nations Environment Programme that discuss the impact of air pollution in Africa. In addition, this study also utilizes air quality policy documents in several Countries such as South Africa, Nigeria, and Egypt. Digital documentation in the form of online petitions (e-forms) and Greenpeace social media content (Instagram, Facebook, Twitter/X) related to the 2023–2024 air pollution campaign was also analyzed to examine the forms of public mobilization and communication strategies used by the organization.

Data collection techniques were carried out through literature studies and documentation studies. The collected data were then analyzed using qualitative analysis techniques, which included data reduction, data presentation, and conclusion drawing and verification. In addition, this study uses framing analysis to identify how Greenpeace frames the issue of air pollution. The scope of the study is limited to air pollution advocacy campaigns in Africa during the 2023–2024 period, focusing on digital strategies and policy pressure, and does not include quantitative measurements of the impact of reducing air pollution levels.

Result

Greenpeace As An Independent International Non-Governmental Organization in Addressing Global Environmental Issues.

Greenpeace is an expanding organization dedicated to environmental protection. Greenpeace campaigns use nonviolent and innovative confrontation to tackle global environmental injustices and formulate future solutions. Greenpeace's vision is for society to live in harmony with nature in a state of peace with an environmentally just world. Greenpeace is a global environmental organization that is politically and financially independent from business, political parties, and governments (Greenpeace, 2024a).

Greenpeace campaigns are based on seven values established in accordance with Greenpeace's global core values and principles, which reflect cultural diversity around the world. The seven ideals are: Ubuntu, courage, integrity, diversity, harmony with nature, freedom and transparency, and justice (Greenpeace, 2024b).

Greenpeace is funded almost entirely by donations from people around the world who want to help bring about change. Greenpeace also receives many grants from private foundations that share Greenpeace's values. Independence is very important to Greenpeace in carrying out its campaigns. Greenpeace is prohibited from accepting financial contributions from governments, companies, political parties, or intergovernmental organizations. They carefully evaluate any substantial contributions from private companies to detect any factors that may threaten their autonomy and integrity. If they find anything that does not align with their values and principles, they will reject or return the donation.

All fundraising costs incurred by Greenpeace are detailed in its annual report. Consequently, all fundraising methods respect Greenpeace's internal values as well as the professional rules of conduct and procedures relevant to each country in which Greenpeace operates. Greenpeace sometimes asks donors and the general public to contribute to specific projects or campaigns.

The Causes and Consequences of Air Pollution in Africa

The World Health Organization's recommended levels of air pollution in Africa are frequently exceeded, which poses a threat to public health. In Africa, poor air quality

is a significant risk factor for mortality. Nevertheless, the results of air pollution monitoring in numerous regions of Africa are either unavailable or scarcely accessible to the public.

Six of the ten most significant nitrogen dioxide emission sources identified in this study are situated in Africa, specifically in South Africa. Additional data showed that two of the world's ten greatest sulfur dioxide emission hotspots are situated in South Africa. In North Africa, emissions data show that the energy sector is the principal source of nitrogen dioxide, volatile organic compounds, and sulphur dioxide emissions. Household use of fuel generates the majority of black carbon emissions. Household consumption emits the greatest nitrogen dioxide and black carbon in West Africa. Oil and gas infrastructure in Nigeria contributes to the energy sector's highest VOC and sulphur dioxide emissions. In East Africa, household combustion is the primary source of nitrogen dioxide and black carbon emissions, while electricity generation mainly releases volatile organic compounds, and industrial activities are the leading emitters of sulphur dioxide. Residential combustion emits the greatest nitrogen dioxide, volatile organic compounds, and black carbon in Central Africa. The industry emits most sulphur dioxide. Waste burning, mining, mineral processing, and cement manufacture contribute to poor air quality in this region. The energy industry emits the most nitrogen dioxide, volatile organic compounds, and sulphur dioxide in Southern Africa, whereas home combustion emits the most black carbon. Coal contributes significantly to dangerous particle pollution. Waste burning in homes and landfills contributes to black carbon emissions.

More dangerous than contaminated water, poor sanitation, and poor hygiene, air pollution, more especially, particulate matter (PM) pollution is the primary environmental risk factor for deaths in North Africa and the second most significant risk factor for deaths in Sub-Saharan Africa, after malnutrition (Murray et al., 2020). In Africa, major pollution sources may be either natural, human-made, or a combination of the two. The combustion of solid fuels, the production of fossil fuel energy, industry, including mining, transport, agricultural activities, and waste burning, are all examples of human-made sources. Wildfires, sea salt, and windblown particles are examples of natural and semi-natural sources (HEI (Health Effects Institute),

2022).

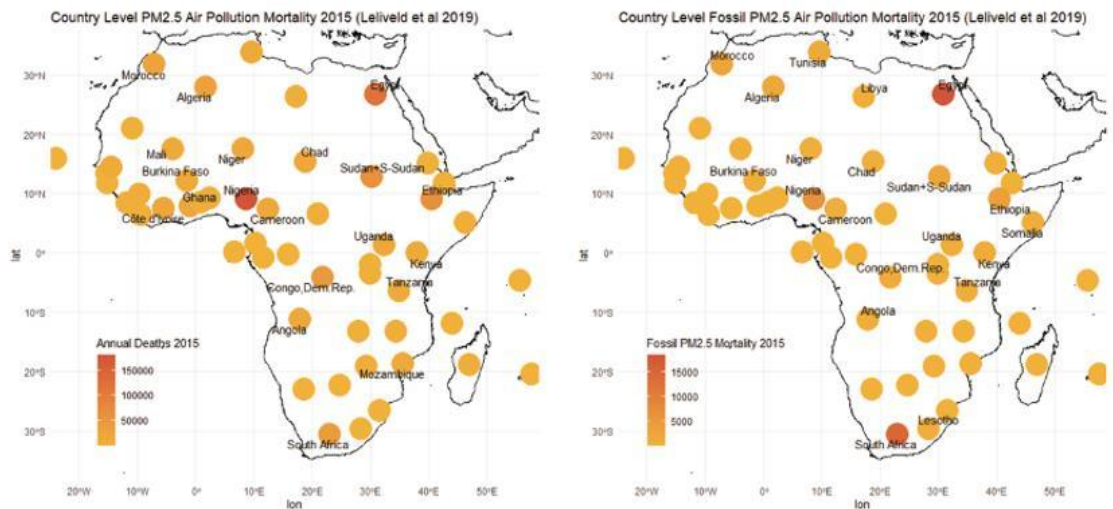
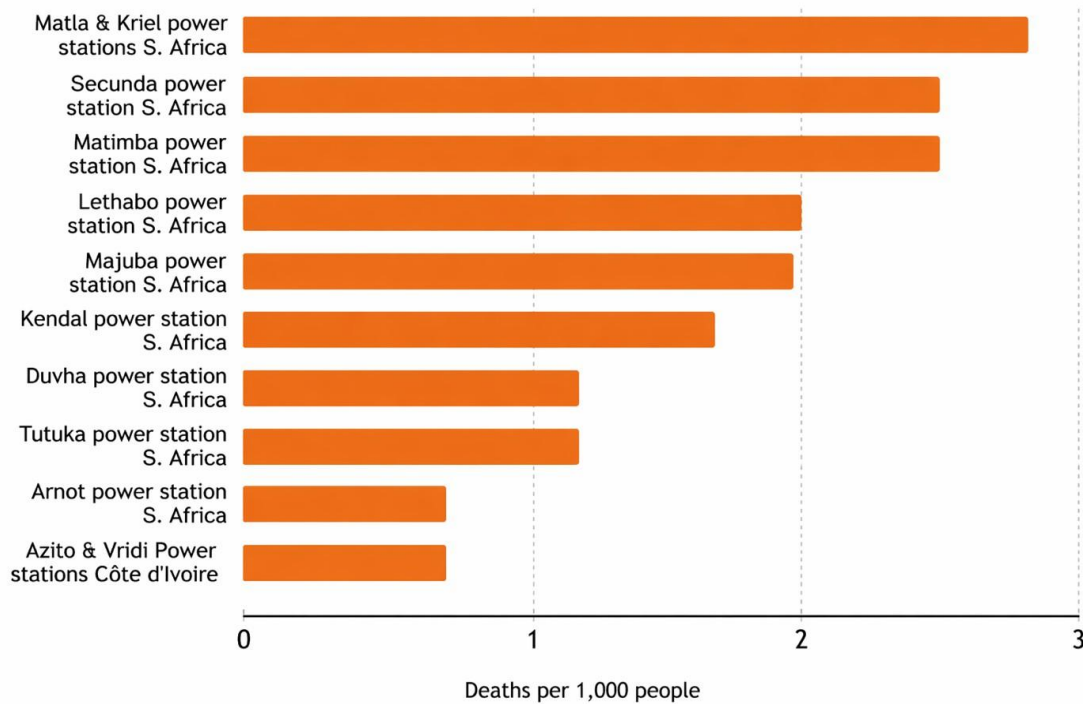


Figure 4: Estimated country-level mortality attributable to PM_{2.5} pollution (Left) and Fossil Fuel PM_{2.5} pollution (Right) for 2015 (Leliveld et al 2019)

This figure shows the estimation of country-level mortality. Despite variations in size, all evaluations conclude that a significant number of premature deaths occur each year in Africa due to exposure to air pollution. Egypt, Nigeria, and South Africa are found to have large disease burdens, including when only fossil fuel sources are considered in several studies (Lelieveld et al., 2019; Vohra et al., 2021).

Outdoor air pollution in Africa is anticipated to increase unless urgent solutions are implemented. According to the United Nations Environment Programme, the number of premature deaths caused by outdoor air pollution is expected to increase from 930,000 in 2030 to 1.6 million in 2063. Unregulated urbanization, demographic growth, economic development, and insufficient environmental laws could worsen the impacts on the environment and public health. Improved access to clean, renewable energy and environmental restrictions, such as those regarding emissions and air quality, might contribute to reducing inequality and enhancing the welfare of Africans. This data shows the industry in South Africa that produces the biggest air pollution:

Diagram 1 - Industry in South Africa that Produce The Biggest Air Pollution



Source: (Greenpeace Africa, 2024b)

Advocacy Campaign of Greenpeace in Addressing Air Pollution Problems in Africa

Greenpeace's efforts to address air pollution in Africa are carried out through advocacy campaigns. These campaigns are conducted with the primary goal of reducing air pollution in Africa. Advocacy is at the heart of Greenpeace's activities. Through its advocacy, Greenpeace hopes to change public attitudes and perceptions, mobilize public support, and put pressure on and encourage governments to formulate and improve environmental policies. In this case, Greenpeace can be referred to as a policy change agent. Greenpeace strives to reduce air pollution from sources of human negligence, such as the burning of fossil fuels, waste incineration, and solid fuels for households. Secondly, promoting clean energy in Africa. Greenpeace advocates for the transition from fossil fuels and solid fuels to cleaner, more sustainable renewable energy to mitigate environmental and human health impacts. Third, protecting public health in Africa. By raising public awareness and advocating for stricter rules regarding the environment, Greenpeace aims to lower the occurrence of illnesses like respiratory disorders brought

on by air pollution. Fourth, solving social and environmental inequalities in Africa. Greenpeace works to give vulnerable people equitable access to renewable energy, especially in rural Africa, where they rely on conventional fuels. Fifth, improving public awareness and environmental policy in Africa. Greenpeace aims to support governments, organizations, and communities in understanding the effects of air pollution and putting action on effective mitigation strategies.

Figure 3 - Campaigns Conducted by The Community in Addressing Pollution Problems



Source: (Greenpeace Africa, 2024c)

Greenpeace has proposed strategies for addressing air pollution in Africa with these objectives. Greenpeace made a number of recommendations to improve air pollution in Africa prior to starting its advocacy campaign. Since switching to renewable energy is the most efficient method of reducing air pollution and its negative health effects, it is important. The following are the suggested solutions:

1. Transition to renewable energy and produce clean energy

An effective method to mitigate air pollution is the use of renewable energy sources such as solar and wind. The damaging emissions usually emitted by fossil fuel-based energy sources, such as coal and oil, are not produced by these energy sources. It is anticipated that increasing vehicle fuel efficiency and switching to electric vehicles from fossil fuel-powered ones will contribute to a decrease in air pollution

(Greenpeace Africa, 2024e).

One crucial step in decreasing air pollution is to switch from coal-fired power plants to cleaner energy sources like solar and wind. This mitigates health problems caused by pollution exposure while also protecting the ecology. Regarding environmental protection, a rapid shift to renewable energy is essential for enhancing air quality and mitigating health inequities caused by pollution. This strategy provides enduring benefits for public health by emphasizing prevention, particularly in decreasing pollution frequency.

2. Making government policy

The government's role in regulating pollution is expected to be important by implementing policies that reduce dependency on fossil fuels and encourage investment in clean technology. The National Environmental Management: Air Quality Act, 2004 has objectives for enhancing air quality, reducing emissions, and decreasing coal usage.

By the end of 2021, the majority of the goals established by the South African government to improve air quality in the Highveld were achieved. Residents of the Highveld continue to face higher air pollution levels following the implementation of a carbon tax. In consideration of this concern, the government must immediately stop the construction of new coal-fired power plants, decommission current coal facilities, enhance public transit systems, and accelerate the transition to renewable energy sources (Greenpeace Africa, 2024e).

3. Strengthening regulations on clean air pollution in Africa

A key strategy for enhancing air quality is the implementation of stronger rules to restrict emissions from industrial facilities, power generation plants, and automobiles. Emission regulations for coal-fired power plants are being diminished in South Africa. In actuality, these efforts increase air pollution and increase related risks to health. Enhancing environmental regulations is essential for achieving clean air. Collaboration between the public and the government in tackling air pollution requires the support of open and consistent monitoring. However, a tendency to diminish regulations, as observed in South Africa, could increase the negative effects of air pollution on human health and the ecosystem. Consequently, the enforcement of legislation protecting public health and air quality requires a higher

commitment. Greenpeace started an advocacy campaign to address air pollution in Africa with these objectives and solutions in mind. Greenpeace's advocacy effort used a number of tactics.

The internet provides faster and less expensive instruments than traditional public relations techniques. NGOs use the internet to gather resources and interact with the public. As a result, social media has become a vital and crucial lobbying tool in the contemporary period (Özdemir, 2012). NGOs may communicate ideas and creative content, expand their audience, and improve public participation by using social media platforms like Facebook, Twitter, and YouTube. Through social media, NGOs may adapt their ideas and messages to the times and make it easier to reach specific stakeholders. Advocacy is now more interactive because of social media. This is demonstrated by the way that NGOs are changing the way they advocate. Online advocacy offers a collaborative environment where the general public may participate immediately and observe the results of their contributions (Özdemir, 2012). NGOs use social media to inform, engage, and mobilize support for their advocacy campaigns. Social media has developed into a powerful instrument for spreading messages, organizing collective actions, and advancing environmental issues (Ji et al., 2018).

Greenpeace is one of the NGOs that recognizes the potential of the internet for advocacy initiatives (Başkale, 2024). In 1994, the group began using websites, and then it extended its reach to social media sites, including YouTube, Facebook, Instagram, and Twitter. With millions of followers on social media, Greenpeace has used these channels to share information, mobilize public support, and engage the global community in its campaigns (Netrebo, 2012). Using the internet-based deliberative democratic policy-making process, Greenpeace has been more successful than ever at persuading the global community to join environmental campaigns in order to develop more responsive policies (Roose, 2012).

A non-governmental organization (NGO) dedicated to environmental advocacy, Greenpeace heavily relies on the media in its operations (Özdemir, 2012). Greenpeace implements several strategies, including direct action, advocacy campaigns, lobbying, and the publication of scientific research. Their efforts frequently highlight environmental problems caused by businesses, related legislation, and government environmental policies. Greenpeace's successful advocacy initiatives include Eliminate Toxic

Chemicals, Stop Whaling, and Climate Change. An example of effective international campaigning is the “Save The Arctic” movement, which seeks to gather millions of signatures to defend the Arctic Ocean against threats such as industrial fishing and oil development. In Turkey, Greenpeace Mediterranean ran the “*How many centimeters is yours?*” campaign, which successfully collected 411,000 signatures to ban small fish fishing (Hasdemir & Çetin, 2019). This campaign influenced the Turkish Ministry of Food, Agriculture, and Livestock to propose related regulations.

Greenpeace uses a framing technique. It employs six different framing techniques, the most common of which is accountability framing, which holds the problem’s cause accountable. Human-interest framing is the second. The third is consequence framing, which emphasizes the problem's negative consequences. A call to action, or action framing, occurs immediately. Conflict framing (conflict between specific parties) comes last, followed by morality framing (moral perspective) in the fifth position (Ji et al., 2018). Greenpeace’s articles about air pollution issues will get a lot of likes, comments, and reposts if these six framing techniques are used. Consequently, Greenpeace uses social media as a key instrument to raise awareness of environmental issues and encourage group action. The public’s emotional and behavioral reactions to messages can be influenced by the framing techniques employed. In order to boost the effectiveness of their efforts, Greenpeace has the chance to better match their messaging with people's concerns over air pollution in Africa.

The general steps and strategies usually taken by Greenpeace are to encourage the public to become volunteers, conduct campaigns on various social media platforms, and sign appetition (Greenpeace Africa, 2024a). These steps are also taken by Greenpeace in an effort to address air pollution issues in Africa. The efforts and advocacy campaigns carried out by Greenpeace are as follows:

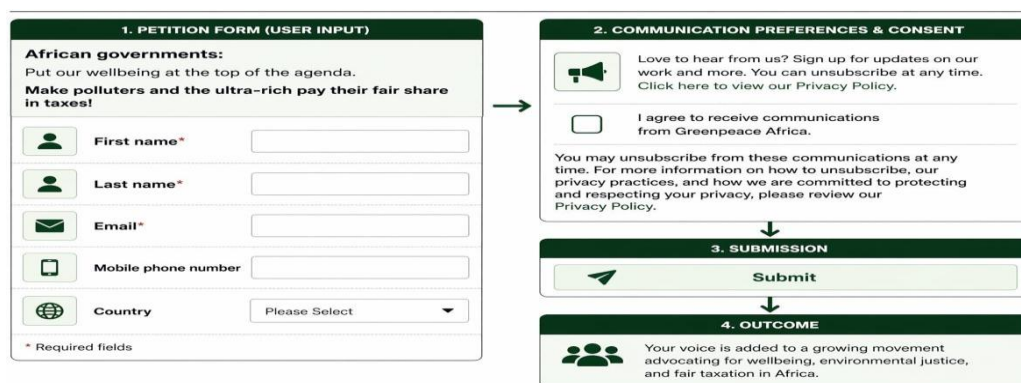
1. Calling on The Global Community to Sign The Petition

Greenpeace criticizes economic inequality and policies that prioritize corporate profits and unsustainable economic growth. Environmental problems can be caused by corporate behavior. Profit-driven policies result in mining for resources, pollution, and climate change, all of which have a negative impact on ecosystem collapse and human well-being. Industrial operations that are unable to handle air pollution waste are another source of air pollution.

Consider the conditions around the Vaal Triangle. The region is 30 miles south of Johannesburg and is extremely filthy. With 1.7 million residents, it is surrounded by huge industrial complexes, including the biggest steel mill in Africa, coal-fired power plants, oil refineries, and petrochemical facilities. The most polluted area in this region is the city of Vereeniging. It frequently ranks among the places with the highest pollution levels worldwide, demonstrating the significant impact that industrial operations have on the quality of the air. This suggests that NGOs have new chances to conduct more affordable and successful lobbying efforts thanks to social media. However, the NGO's capacity to use social media as an interactive medium and establish trusting relationships with the community will determine how well the campaign performs (Özdemir, 2012).

The petition conducted by Greenpeace was carried out by collecting signatures submitted via e-forms. By submitting their personal data, it means that the community has signed to raise awareness of air pollution issues in Africa. Greenpeace made demands to African leaders, asking citizens to demand a commitment from candidates for the National Assembly (SA National Assembly) in the 2024 elections to promote more environmentally friendly policies. Greenpeace hopes to gain participation and support through the petition. The public is invited to support this change by signing the petition as a form of pressure on the government to act immediately (Greenpeace Africa, 2024b).

Figure 4 - E-forms Petition on Awareness of Air Pollution Problems in Africa



Source: (Greenpeace Africa, 2024d)

Greenpeace has made numerous efforts to collect petitions to campaign against air pollution in Africa. Greenpeace's next petition effort in response to air pollution is to use the hashtag *#Vote for Clean Energy*. Signing e-forms on the

website is another way that this petition is being carried out. This petition outlines the terrible social and environmental conditions that exist in South Africa at this time, where air pollution is a major issue. Because of the extremely high levels of air pollution, which can be brought on by car emissions, coal-fired power plants, or industrial activities, the air is unbreathable. The major health effects of this problem, which are directly linked to these pollutants and environmental variables, include cancer, lung disease, and asthma. Given the damage that unregulated business does to the environment and public health, this is a serious problem for South Africa.

Ahead of the general election in 2024, Greenpeace also directly campaigned to candidates for the South African National Assembly (Greenpeace Africa, 2024c). This was carried out during the South African elections, which provided people a chance to choose representatives who can deal with many crucial national concerns. According to Greenpeace, Africa is dealing with three serious crises. The first is air pollution, which is now setting records in South Africa, a sign of very bad environmental conditions. The second is mass unemployment, where a high rate of unemployment is a sign of a social and economic disaster. Last but not least is loadshedding, which is characterized by ongoing rolling blackouts that affect daily living and business operations. This is indication of a severe energy crisis. In considering this, Greenpeace is urging potential leaders to commit right away to implementing significant changes on these issues. This emphasizes how urgent it is that the next administration prioritize tackling the energy problem, unemployment, and pollution. Greenpeace is urging political candidates to address the pressing issues facing Africa today by doing more than just making promises.

Figure 5 - E-Forms Petition Regarding the Campaign to Address The Three Major Crises in Africa

1. PETITION FORM (USER INPUT)

Demand the incoming Government and leadership commit to:

- All current power stations meeting global air quality standards and decommissioning all coal plants that have reached their shelf-life by end 2025
- Opening up the grid to renewable providers so 50% of SA's energy generation is provided by clean, renewable energy like wind and solar by 2030
- Fast tracking a just transition for workers away from fossil fuels to renewable energy creating thousands of new jobs
- End all new drilling for oil and gas by 2030

SIGN THE PETITION

3,482 supporters

1518 needed to reach 5,000

First name*

Last name*

Mobile phone number

Email*

Country

Please Select

↓

3. OUTCOME

Your voice is added to a growing movement advocating for clean air, a just energy transition, and fair policy in South Africa.

Source: (Greenpeace Africa, 2024c)

2. Encouraging The Public to Send Tweets to The Minister

The public is asked to vote via tweets on Twitter as the second method by which Greenpeace runs advocacy campaigns to address air pollution issues. Greenpeace developed a particular format for the voting. In accordance with Greenpeace's approach, participants have to write an introductory statement before casting their votes, such as "A vote for climate justice is a vote to fix what's wrong with South Africa." They might write the crucial message they wish to convey to the Minister after finishing this statement. The need to promote South Africa's switch from fossil fuels to renewable energy sources with an emphasis on sustainability is also connected to this vote. As long as the government backs renewable energy policy, Greenpeace believes that a world free of fossil fuels is possible. Greenpeace uses social media to advocate for climate justice, which is a crucial issue for the government (Coombs, 2014).

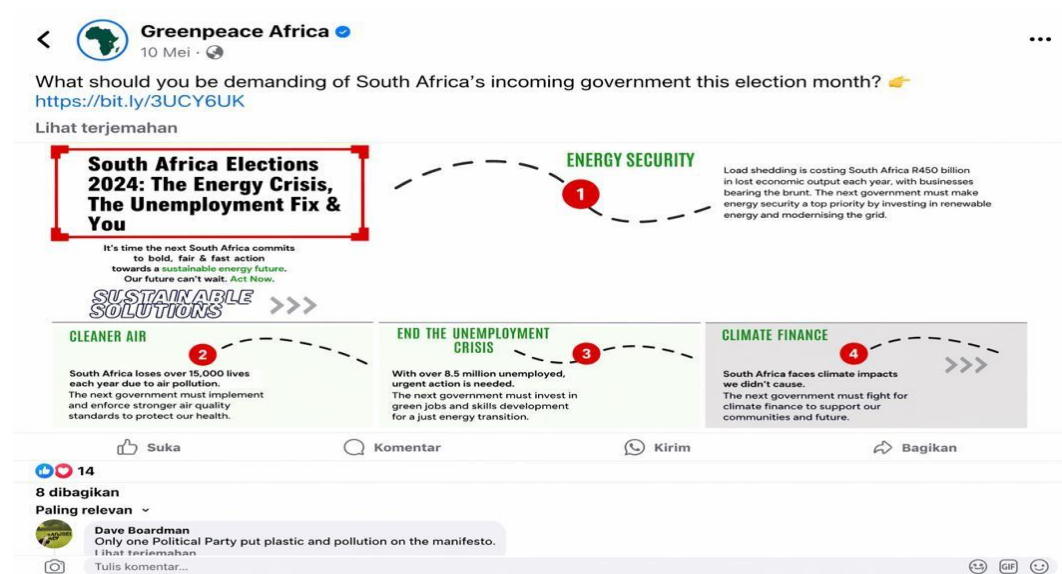
This is done so that it will be widely discussed by the public on social media. If this is discussed on social media, it can put pressure on the government. This issue may be raised in the national media, which will ultimately force public officials to

respond to it. Greenpeace seeks to create public pressure first to put pressure on the government. Greenpeace implements an indirect advocacy strategy through public mobilization, social media, and pressure on corporations, which ultimately forces the government and relevant ministers to respond politically.

3. Encouraging The Public to Share Messages on Social Media (Facebook and Instagram)

Greenpeace invites the public to spread this message to those around them. This is done so that more people are aware that there are solutions to the problem of air pollution in Africa. It also provides information to the public and government that Africa is currently experiencing a very dangerous air pollution problem. Issues of energy security, clean air, and better health are interrelated and interconnected. Consequently, to tackle the issue of air pollution in Africa, governments must prioritize the resolution of these challenges. It is hoped that candidates in African elections will seek solutions and develop policies to resolve these issues. This message was posted by Greenpeace on May 10, 2024. Greenpeace's message to the general public via Facebook regarding this issue is as follows:

Figure 6 - Greenpeace's Message on Air Pollution in Africa on Facebook



Source: (Greenpeace Africa, 2024e)

Figure 7 – Greenpeace’s Message on Air Pollution in Africa on Instagram



Source: (Greenpeace Africa, 2024e)

Discussion

Analysis: NGO Diplomacy and Greenpeace Advocacy in Africa

A major change in the context of power and diplomacy is reflected in the growing influence of non-governmental organizations (NGOs) in international affairs. As noted in NGO Diplomacy, non-state actors who represent larger societal interests are increasingly involved in diplomacy, which is no longer restricted to state actors (Betsill & Corell, 2007). This change signifies a transition from a state-centric system to a more intricate type of global governance in which civil society, NGOs, and international organizations play important roles (Arts, 2006).

In this case, Greenpeace is an example of NGO diplomacy, especially when it comes to solving global environmental issues like air pollution in Africa. Rather than representing geographically limited interests, Greenpeace functions as a transnational player that represents global environmental principles. According to Betsill and Corell (2008), this is consistent with the idea of NGOs as actors who represent elements based on common values, knowledge, and interests rather than national boundaries. Greenpeace shows how NGOs can function as diplomats in influencing political processes beyond official intergovernmental negotiations through its advocacy campaigns in Africa.

Greenpeace’s contribution to Africa also reflects the larger change from

government to governance, which divides power across several players and levels (Arts, 2006). Greenpeace integrates local socioeconomic realities in African countries with global environmental standards, such as a transition to renewable energy and climate governance, in order to reduce air pollution. This connection role emphasizes how crucial NGOs are in connecting the local and global aspects of environmental governance.

Greenpeace uses a number of secret strategies, in contrast to conventional diplomacy carried out through formal agreements. These include online petitions, social media mobilization, digital campaigns, and interactions with political leaders during periods of elections. These strategies show how NGO diplomacy expands from conventional negotiation forums into more expansive political and social fields. To influence decision-makers, NGOs frequently use symbolic politics, information politics, and leverage politics (Keck & Sikkink, 1998). Despite having no official authority, Greenpeace uses these tools to influence policy processes by mobilizing public opinion and applying pressure to governments.

This study analyzes the significance of Greenpeace's influence using the analytical framework developed by Betsill & Corell (2008), which distinguishes between involvement and influence. While participation refers to the activities that NGOs participate in, influence refers to the observable effects of NGOs' actions on the behavior of other players, particularly states. This distinction is crucial because political effect does not always follow from active engagement alone.

Greenpeace has a high level of involvement in reducing air pollution in Africa. The organization actively communicates with legislators, spreads information, organizes public opinion, and organizes advocacy activities. However, the analytical framework states that influence must be examined according to how it affects four important dimensions: agenda- setting, issue framing, state positions, and policy outcomes (Corell & Betsill, 2008).

First, Greenpeace contributes significantly to the framing of issues. The organization presents air pollution as an ongoing crisis involving public health, economic costs, and environmental injustice rather than just an environmental problem. Greenpeace transforms the issue into a morally engaging and politically urgent concern by emphasizing the human effects of pollution, such as disease and early death. This is consistent with constructivist viewpoints in international relations, which highlight how

norms and ideas influence political outcomes (Finnemore & Sikkink, 1998). In this instance, Greenpeace is effective in turning air pollution into a more significant socio-political issue rather than just a technical one.

Second, by exposing air pollution to the public and political arena, Greenpeace helps create agendas. By choosing which topics are given priority, agenda-setting is a crucial tool that NGOs use to influence policy processes (Corell & Betsill, 2008). Greenpeace makes sure that air pollution is a major topic in political discussions through initiatives including online petitions and social media action. Notably, the organization encourages political candidates to pledge to implement environmental reforms by integrating its advocacy into electoral situations. This strategy improves political accountability and raises the possibility that environmental concerns will be taken into consideration during the policy-making process.

Third, Greenpeace targets political leaders and decision-makers in an effort to influence state positions. Through social media campaigns and petitions targeted at public leaders, the organization promotes citizen involvement. The “boomerang pattern” in which domestic players use transnational networks to influence state actions, is consistent with these actions (Keck & Sikkink, 1998). Although Greenpeace's efforts to influence official opinions, there is still no evidence that the actions of the government have significantly changed. This indicates that the primary indirect way Greenpeace makes an impact at this level is through public pressure.

These results indicate that Greenpeace has a moderate overall influence. The organization has had little effect on policy outcomes, but it has successfully changed process-related aspects like agenda-setting and issue framing. According to the analytical framework, this classification falls into the moderate influence group (Corell & Betsill, 2008).

Many supporting and restricting factors may be responsible for the scope of influence shown in this case. Strong organizational resources, such as international networks, technological expertise, and credibility, are useful to Greenpeace. In international environmental negotiations, knowledge and information are important sources of NGO influence. Furthermore, Greenpeace is better able to come together with public support and increase its influence when it uses digital media (Özdemir, 2012).

However, some institutional obstacles restrict Greenpeace's ability to influence

policy results. Numerous African countries have inadequate institutional ability and regulatory frameworks to deal with environmental challenges. Environmental reforms are also met with resistance due to significant economic interests in the fossil fuel sectors, especially when those reforms pose a threat to economic growth (Newell, 2000). Greenpeace's capacity to directly affect policy results is further limited by the fact that, as an NGO, it lacks formal decision-making authority.

In general, Greenpeace's work in Africa is an example of how NGO diplomacy works in contemporary international governance. Through agenda-setting, public opinion mobilization, and discourse influence, NGOs have a major influence on political processes. But political and Institutional problems often restrict their authority and keep them from achieving specific policy goals.

In conclusion, Greenpeace is a great example of NGO diplomacy in resolving international environmental problems. Its lobbying efforts demonstrate how NGOs can influence global government through indirect strategies like agenda-setting, issue framing, and public mobilization. However, the findings also highlight the limitations of NGO influence in settings with weak institutions and strong business interests. Therefore, Greenpeace's contribution to reducing air pollution in Africa can be seen as both substantial and limited, highlighting the complex dynamics of NGO diplomacy in global environmental governance.

Conclusion

These pollutant emissions have a big effect on health and the environment in Africa. Air pollution in Africa is a major cause of early death and a major public health problem. The investigation has identified substantial point-source pollutants, including fossil fuel power plants, smelters, and infrastructure used in oil and gas extraction. It emphasizes the need for clean, renewable energy, a transition toward avoiding fossil fuels and other energy sources, and better air quality and pollution control. These initiatives are necessary to reduce environmental injustices and raise the standard of living for Africans. Pollution emissions are primarily responsible for the high rates of early death in Africa. South Africa, Nigeria, and Egypt often have high rates of disease. These countries have the greatest death rates linked to air pollution caused by fossil fuels.

Economic growth, population growth, unplanned urbanization, and a lack of environmental rules could all be bad for the environment and people's health. Better access to clean, renewable energy and environmental rules, such as those that limit emissions and air quality, would make things more equal and improve the health of African people. Greenpeace published sensor data in real time and named several authorities in an effort to run a smart social media campaign. This method worked to get leaders who had ignored their requests to show serious consideration. The media gave the campaign more attention by covering the locals' efforts against air pollution.

Declaration Of Interest

The following part presents the conclusions and constructive recommendations for the study's next progress. The analysis shows that Greenpeace's activities for policy change and raising awareness of air pollution in Africa are crucial. Greenpeace shows how non-governmental organizations may help bring about a change to renewable energy and change how the handles environmental issues through digital mobilization, petition campaigns, social media participation, and political pressure strategies. The study indicates that to solve environmental injustice and safeguard public health in Africa, it is essential to implement strong lobbying supported by comprehensive regulatory frameworks and active public engagement.

Future studies should improve the analysis by using primary data, like interviews with policymakers, activists, or community members who have been affected by air pollution. Further research might use quantitative approaches to determine the direct impact of advocacy activities on policy reform and the improvement of air quality. Comparative research among different NGOs or African nations might produce a deeper comprehension of the effectiveness of lobbying in environmental governance.

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