

# #ICYCLE 4ARCTIC

GREENPEACE

## BACKGROUND BRIEFING

### WHAT IS ICYCLE FOR THE ARCTIC?

ICycle for the Arctic is a global mobilisation event, and part of Greenpeace's ongoing campaign calling for the protection of the Arctic. On the 4th of October 2014, tens of thousands of people will join together in cities and towns across the world for mass bike rides to raise the profile of the **#SaveTheArctic** campaign and challenge political leaders to step up to the global public demand for Arctic protection.

These bike rides will draw on the history that people-powered movements can and do change the world. Last year, a similar ride called Ice Ride became the largest and most fun demonstration ever for the protection of the Arctic, and this year it's looking on track to be even bigger and more powerful!



### WHY ARE WE DOING THIS? WHAT'S GOING ON IN THE ARCTIC?

#### The Arctic Sanctuary

Right now, the International waters surrounding the North Pole are the common heritage of humanity, yet Arctic countries jostle for power and influence in the region. As the Arctic sea-ice retreats, most Arctic states are pushing further into the Arctic ocean to exploit the resources of the frozen north. Oil drilling and destructive industrial fishing are threatening the region like never before.

Two of the pillars of Greenpeace's demands for the Arctic are the call for urgent and determined action on climate change, as well as the protection of the high Arctic International waters as an Arctic Sanctuary. If created, this would mean that no industrial activity could take place in this area, and that it would put a scrutinizing and watchful eye on any industrial activity that came close to its marine borders. This would be a powerful step in the direction of the international community coming together to preserve one of the last truly untouched places on our planet, and make a stand against reckless destruction. It can happen, but it will take a global effort and a global demand.

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The yellow area marking the International waters around the North pole and the proposed Arctic Sanctuary.

### **A campaign to save the Arctic**

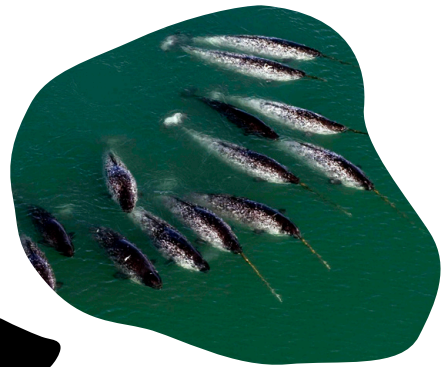
Greenpeace will continue to campaign and work with a wide range of different tools to achieve the goal of protecting the Arctic for the sake of future generations. We've been confronting the oil industry in the Arctic with peaceful protest to shine a spotlight on their risky plans, and we're working to untie corporate partnerships that oil companies like Shell make with other "friendly" companies, like Lego, in an attempt to paint themselves as green and socially responsible companies. We want to be sure that wherever destructive industry turns in the Arctic, it will see a global movement standing up against it.

Increasingly, and with the goal of the Arctic Sanctuary, and with the help of people everywhere, we are growing global political pressure to save the Arctic. Earlier this year, *The International Declaration on the Future of the Arctic* was launched. This powerful political tool is a charter for Arctic protection that high level influential people in society can sign. All over the world, people have been signing up these influential people in their communities. With now more than 700 signatories including Archbishop Desmond Tutu, musicians like Paul McCartney and Patti Smith, and many leading biologists and climate scientists, this charter will put serious pressure on the governments of the Arctic countries to take swift action to protect the Arctic. We will be sure that they are well aware that there is an ever growing number of people of all walks of life that want to see the Arctic protected. Indeed, the future of the Arctic affects the future of us all.

### **People have the power**

When you and I, our families and friends, our colleagues and companions, are coming together as one movement, we can become the driving force of creating change for the Arctic.

ICycle for the Arctic will demonstrate that people everywhere have had enough of reckless fossil fuels dictating and polluting our planet and locking us in a climate changed future. The future of the Arctic will be one of the defining environmental battles of our time, and these bike rides will show that a growing passionate movement of people everywhere across the globe is standing strong behind it.



▼  
**Rock legend Patti Smith signs The Arctic Declaration in Tromsø, Norway.**

