

2013

NORDIC



GREENPEACE

Nordic

Greenpeace is an independent campaigning organisation that acts to change attitudes and behaviour, to protect and conserve the environment and to promote peace by:

- investigating and confronting environmental abuse
- challenging the political and economical power of those who can effect change
- driving environmentally responsible and socially just solutions that offer hope for this and future generations
- inspiring people to take responsibility for the planet

Greenpeace has been campaigning against environmental degradation since 1971, when a small boat of volunteers and journalists sailed into Amchitka, an area north of Alaska where the US government was conducting underground nuclear tests. This tradition of 'bearing witness' in a non-violent manner continues today.

To maintain its independence, Greenpeace does not accept donations from governments or corporations but relies on contributions from individual supporters and foundation grants.

Greenpeace is present in over 40 countries across Europe, the Americas, Africa, Asia and the Pacific. Greenpeace International, registered in the Netherlands as Stichting Greenpeace Council, is the body that coordinates global Greenpeace policy and strategy.

Greenpeace Nordic is part of the global organisation, with offices in Stockholm, Helsinki, Copenhagen and Oslo. The organisation is Swedish registered.

Cover image:

Five activists attempted to climb the 'Prirazlomnaya', an oil platform operated by Russian state-owned energy giant Gazprom in the Pechora Sea to make a peaceful protest against Arctic oil drilling. Others drive the boats underneath for safety reasons. The Russian coast guard met the activists with extensive force using knives on the RHIBs, shooting in the water and pointing the guns directly at some of the activists.

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Box 151 64, 10465 Stockholm, Sweden
t +46 (0)8 702 70 70 f +46 (0)8 694 90 13
www.greenpeace.se
info.nordic@greenpeace.org

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MESSAGE FROM THE BOARD CHAIR & EXECUTIVE DIRECTOR

Greenpeace is a global campaigning organisation that acts to change attitudes and behaviour, to protect and conserve the environment and to promote peace. But Greenpeace only exists because millions of people all over the world support Greenpeace financially. As an independent organisation that receives no financial support from governments or businesses, we are completely dependent on the people who choose to support us financially. In the Nordic countries we can celebrate the fact that 152.206 people were registered as financial donors at the end of 2013. That is 7.5 thousand more than the year before and represents an important growth of almost 6%.

We are particularly proud of the increase in support we are witnessing in Norway. As of 2013 we have been in Norway for 25 years, and this year we have more than doubled the number of people contributing to Greenpeace there. This has resulted in us being able to hire more staff and move to a new bigger office in Oslo. Greenpeace becoming stronger in Norway is particularly important since Norway is increasingly becoming a key frontier for the defining environmental battles of our time. Norway's reckless rush for expanding oil exploitation in the Canadian Tar Sands and the dangerous Arctic drillings they perform in the Barents Sea with the cooperation of Russian oil companies are obvious examples of the type of ambitions that threaten to throw our planet over the cliff.

As you can read more about in this annual report, we celebrated many victories in 2013 and we have many iconic campaigns to look back on. One of the most notable is the peaceful action 30 people onboard the ship Arctic Sunrise took in September 2013 against Gazprom's Arctic oil drillings in Russia. Our activists were shot at and our ship was illegally boarded in international waters by armed soldiers. Our activists were then held in Russia for more than 3 months. Rarely has the Greenpeace spirit been so tangible and encompassing than during the successful struggle to free the Arctic 30. Our love for our friends and our strong sense of family was pure Rainbow Power.

We are proud to present you with the 2013 Annual report for Greenpeace Nordic.



KIRSTEN SANDER
Board Chair
Greenpeace Nordic



**MADS FLARUP
CHRISTENSEN**
Executive Director
Greenpeace Nordic



GREENPEACE GLOBAL PROGRAMME

Greenpeace's Long Term Global Programme sets out our view of the global crisis and how we will respond to it. But the Programme is more than a collection of campaigns, it also contains our fundamental and enduring values, our overall vision and mission, and the unique ways of working that underpin our campaigns. It describes who Greenpeace is and what it stands for. Taken together, the different components of our Programme enable us to influence the course of events in favour of a planet able to nourish life in all its diversity.

As well as describing our long term campaigning direction to 2050, the global Programme also looks in more detail to 2020, and sets out critical campaign goals that must be reached by that date if our long term aims are to be realised. These critical goals are our Programme priorities.

Our Programme is however not carved in stone. It undergoes periodic evolution and even, on occasion, radical change, so that we can keep up with the changes we see in the world. Over the last couple of years we have on a global level shifted our resources and altered the way we design our campaigns to match and get ahead of the forces willing to dictate whether or not our future will be green and peaceful. We have continued to reshape our strategic framework to embrace the profound impact of digital communication on global politics, and the changing geopolitics to a new multi-polar world; a world in which emerging economies play a key role in global development and their impacts on the planet's ability to support life. We have also strengthened our ability to campaign against industrial incursion on new frontiers such as the Arctic.

Our Programme Priorities

Our climate and forest goals are the priority for Greenpeace, on the basis of urgency and impact. Our goal is to keep temperature rise well under 2 degrees and that greenhouse gas emissions peak in keeping with the best climate science and then decline. To achieve this we need to ensure a global energy revolution – phasing out fossil fuels and nuclear energy while promoting renewable energy and energy efficiency. We aim to empower people by fostering business models that allow shared and people-owned power production. We work to ensure that an effort-sharing framework exists for tackling climate change that is both equitable and has environmental integrity.

In our forest campaign the goal is an end to deforestation in the key tropical forested regions of Indonesia, the Congo Basin and the Brazilian Amazon, by 2020. The goal is further to see significant progress in reducing forest destruction in other countries by 2020, with a special emphasis on intact forests or forests that have unique values including their role in limiting dangerous climate change.

At the heart of our campaign to Save the Arctic is a goal to build a movement of millions of people, strong enough to keep the Arctic protected from polluting and reckless fossil fuel companies and other vested interests that see the melting polar north as a chance simply to make money.

The goal of our oceans campaign is to make sure global marine diversity recovers from a history of overexploitation. For that to happen we need a global network of effectively implemented, no-take marine reserves covering 40% of the oceans. We also need to bring about an end to overfishing in the world's oceans, and ensure that there is no commercial whaling, including its equivalent under the guise of so-called "scientific" whaling.

The goal of the Ecological Farming and Food campaign is to change government policies and tackle the growing corporate control of the food chain, so that public, private, and philanthropic money is shifted from industrial to ecological farming practices.

The aim for our toxics campaign is to reduce by half, by 2020, the releases of hazardous chemicals of industrial origin into water resources in the Global South, with a view towards the elimination of these chemicals within one generation.

Our Campaigns and Projects

To achieve our goals we work through short-term, two-to-three year campaigns and projects. Our campaign and project objectives are agreed and reviewed annually, as well as on a rolling basis.

The following pages describe our campaigns and projects over the course of 2013, and how these have contributed towards attainment of our critical mid-term goals, including how we have responded to unforeseen external events.

THE YEAR 2013



UNITING FISHERMEN, POLITICIANS & TRADERS



© Clara Xenia Thim / Greenpeace

FEBRUARY

On February 20th, Greenpeace hosted a well-visited and successful conference in Copenhagen on the topic of changing Denmark's destructive commercial fishing to sustainable fishing. Among the participants were high profile researchers, traditional fishermen and political leaders, including the minister of fishery, Mette Gjerskov.

The conference was part of a long campaign started in conjunction with a number of coastal fishermen to influence the politicians into not favouring the destructive trawl fishing industry as much. This campaign work resulted in a number of alliances between traders, small-scale fishermen, chefs and politicians, and it has strengthened the laws to also consider the small-scale coastal fisheries.

However, the small scale sustainable fisheries are still under severe threat of disappearing, and in the interests of the life in the sea we need to do more.

APRIL

I LOVE ARCTIC

April 20th was the big *I love Arctic* day all over the world. In Copenhagen around 1.000 people joined the day where eight live bands played, and the people then formed a big *I love Arctic* heart. The campaign that was lead by Greenpeace Nordic saw hearts formed in 280 cities in 38 countries, with more than ten thousand people involved.

APRIL

In April, four young people from across the world travelled to the North Pole with Greenpeace to declare it protected on behalf of all life on Earth. They were not Arctic explorers, but with firmness of purpose they completed this difficult expedition for the sake of future generations. At the top of the world they lowered a *Flag for the Future* together with a special pod containing names of over 2.7 million Arctic Defenders from every corner of the earth.

SKIING TO THE NORTH POLE



© Kajse Sjölander / Greenpeace

An aerial photograph of a deforested hillside. The terrain is a mix of brown soil and sparse green vegetation. A large yellow banner is stretched across the middle of the frame. The banner features the Wilmar logo (a stylized blue and green 'W') and the text 'wilmar: protection or destruction?' in black. The word 'GREENPEACE' is written in green at the bottom right of the banner. In the background, a dirt road winds through the landscape, with a silver car parked on it. Several people are visible on the hillside, some appearing to be working or observing. The overall scene depicts a conflict between industrial development and environmental conservation.

 **wilmar:** protection
or
destruction?
GREENPEACE

WELCOME HOME COMMITTEE

APRIL

On April 24th, Jorma Ollila, Chairman of the Board of Shell, was greeted by activists as he returned to his home country to talk at the Helsinki University. After the fiasco of trying to drill north of Alaska in 2012, Shell announced it would not drill in the Arctic in 2013. However, a tentative deal to start oil drilling in the Russian Arctic with Gazprom was signed, which the Russian Greenpeace campaigner Romon Dolgov, seen in the picture, wanted to question the Chairman about.



© Patrik Rastenberger / Greenpeace

MAY

On May 12th the world's largest palm oil producer and trader, Wilmar International, pledged to not grow or buy palm oil from rainforest or peatland areas, and to ensure traceability of their palm oil down to plantation level by no later than the end of 2015. Wilmar adopted the new policy after campaigning by Greenpeace and other environmental organisations, working with concerned consumers from all over the world. Through several reports, Greenpeace has documented Wilmar's links to rainforest destruction and where their dirty palm oil ends up. By making this public, and through various activities, Greenpeace and concerned consumers have put pressure on Wilmar's customers, such as Mondelez International and Unilever. Mondelez, owner of well-known Nordic brands such as Freia and Marabou, was among the companies to put pressure on Wilmar after Greenpeace and Nordic consumers demanded tiger friendly chocolate.

WILMAR STOPS RAINFOREST DESTRUCTION



© Ardiles Rante / Greenpeace

UNITED FOR A BETTER TOMORROW

MAY

On May 15th, Greenpeace gathered indigenous people from all over the Arctic, the USA, Russia, Canada, Greenland, Sweden, Norway and Finland for the conference “Peoples Arctic – United for a Better Tomorrow” in Kiruna in northern Sweden. For two days we discussed indigenous peoples’ rights, oil drilling and mining in the Arctic, as well as some of the challenges and threats that this amazing region is facing. Some twenty Arctic indigenous peoples organisations signed a joint statement calling for a ban on offshore oil drilling in the Arctic and a moratorium on onshore oil exploration in the region. The coalition included major Indigenous groups from all Arctic regions, two of which are permanent members of the Arctic Council.



© Christian Åslund / Greenpeace

MAY

In May, Greenpeace launched a humouristic Arctic campaign in Denmark to raise controversy on Denmark’s passive position to the consequences of oil drillings in the Arctic, especially in Greenland.

As one of five Arctic coastal states, Denmark is a key political player in the Arctic, with influence and responsibility to keep the Arctic safe and protect the Greenlandic environment. The campaign didn’t manage to get the politicians – with foreign minister Villy Søvndal in front – to live up its responsibility. It did, however, raise the debate high on the media agenda and force the Minister of Defence to admit that Denmark is responsible for an oil spill response in Greenland, as well as that the safety equipment is insufficient. This led to a report from the state auditor with harsh criticism of the Danish government in this matter.

Similarly, political campaigns were run in the other Nordic countries. In Norway the campaign achieved a re-enforcement of the rule to permit drilling near the sea ice edge, while in Sweden it generated a lot of debate and raised Arctic protection high on the media and political agendas. Also, Finland’s government – as the first of the Arctic states – now officially supports an Arctic Ocean sanctuary.

POLITICIANS FEEL THE HEAT



© Christian Åslund / Greenpeace



**NO
ARCTIC
OIL**

FLYGPRIS

10

SIANSKA



MAY

PIGS CAN FLY...

..and nuclear power is safe.

On May 21st, Greenpeace activists dropped pig-shaped balloons from a glider onto the reactor roof of the Ringhals nuclear power plant on the Swedish west coast. It was done with simple gear and without hindrance as part of the ongoing "stress test" of Swedish nuclear reactors. It revealed, yet again, that the nuclear power plants are not protected against external 'stress', and it created a debate about the long list of risks connected to nuclear power.

JUNE

For the second year in a row, 2013 was a year with no exploratory oil drillings in Greenland. The activity level is still high however, with a multitude of seismic testing taking place, and new areas were opened for oil exploration as late as December, despite the newly elected government stating concerns.

Greenpeace continues to have a high presence in Greenland and in the Greenlandic debate, participating in hearings and working on various levels to raise the environmental voice. There has been some development in administration and regulation to help protect the environment, such as formalised and increased scrutiny of all resource extraction projects and the establishment of an independent environmental branch for EIA-approvals, as well as the forced publication of key documents, such as oil spill response plans.

NO ARCTIC DRILLINGS IN GREENLAND



AUGUST

FENNOVOIMA IS FINANCIAL FAILURE

During the summer it became clear that the struggle against new nuclear reactors in Finland isn't over yet. Even if 2012 showed that nuclear power has become financially impossible and investors ran faster than you could say 'Fennovoima', geopolitics took over. Rosatom Overseas, a daughter company of the Russian state corporation Rosatom, announced that they will take over a 34 percent share of Fennovoima and both build and finance the construction of a Russian reactor in Pyhäjoki.

In this new situation Greenpeace started raising awareness about Rosatom's position in the Russian political structure, as well as talking about the risks of relying on projects where the reactor provider also partly owns the reactor. The nuclear projects, Fennovoima and Olkiluoto 4, were given a principal approval by the parliament in 2010. However, as Rosatom entered the Pyhäjoki project, the approval can't be seen as valid anymore, and the approval has to be taken back to parliament.



© Jonne Sippola / Greenpeace

SHELL'S TRUE FACE

AUGUST

On August 28th, 35 activists in polar bear costumes gained access to one of Shell's six refineries in Europe, the refinery in Fredericia in Denmark, to protest the company's plans to drill in the melting Arctic. The activists secured themselves on top of the main silo and the main chimney and 'rebranded' the refinery with an altered version of the Shell logo. The action was supported by a new report called "Shell's True Face", explaining why Shell should not be allowed into the Arctic.





SEPTEMBER

PROTESTERS CAPTURED IN RUSSIA

SEPTEMBER

REPORT WITH A RECIPE

In September 2013, the UN panel on climate change (IPCC) gathered in Stockholm to finalise the latest assessment report on the state of the global climate. The short version is that the warnings could not be clearer: transition to a fossil-free energy system is necessary if we are to avoid climate catastrophe. The world needs to act. But we already knew that.

So what's the big news?

- Scientists say there is no longer any doubt that climate change is real and that humans are causing it.
- New worrying signs show that the consequences of climate change are accelerating, especially in the polar regions.
- But the most important conclusion is that the race isn't over - We can still avoid the looming catastrophe.

The recipe is simple: Most of the fossil fuels just need to stay in the ground!

On September 18th, activists sailed out from the Arctic Sunrise in the Pechora Sea to peacefully protest against Russian state owned energy giant Gazprom's attempts to start destructive drilling and risky commercial oil production in one of the world's most sensitive natural areas - the Arctic. Not long into the attempt to place a banner on the rig, an extremely aggressive response from heavy-armed, masked members of the Russian Coast Guard erupted. Activists' lives were threatened, RHIBs were cut in, and in the end two activists – one of them, Sini Saarela from Finland - were captured.

On the following day, armed forces from the Russian Coast Guard illegally boarded the Greenpeace ship Arctic Sunrise in international waters. The remaining 26 peaceful Greenpeace activists, as well as two freelance journalists, were captured, among them the Nordic activist Dima Litvinov from Sweden and crew member Anne Mie Roer Jensen from Denmark. The ship was seized and towed to the Russian port of Murmansk where the crew were incarcerated and, absurdly, accused of piracy, an accusation which was later changed to hooliganism.

What followed was one of the most intensive and organisationally challenging periods Greenpeace has ever experienced. Under the lead of Greenpeace Nordic, the entire, global organisation put all other campaigns aside and launched a unique, mutual campaign to free our colleagues and friends – the Arctic 30. All over the world, Greenpeace offices and activists organised embassy vigils and public events, made films, wrote articles, generated support from artists and politicians, created web campaigns, built support functions in Russia, liaised with families to the Arctic 30, and, perhaps most importantly, invested huge efforts in raising the bar on Arctic protection in media, politics and business life. Greenpeace put all its efforts into pushing for political action on the oil company threats towards the Arctic, as well as garnering wide support on the right to peacefully protest – especially if it means exposing powerful energy companies. The incarceration of the Arctic 30 climate heroes would not be in vain.



© Christian Åslund / Greenpeace



OCTOBER

NO OIL OUTSIDE LOFOTEN

The Arctic Sunrise visited an international youth camp against oil drilling held in Lofoten, Norway, which was hosting action trainings. Luckily, no action was needed; during the fall the new Norwegian government prolonged the ban on oil drilling outside the Lofoten islands for four more years.

NOVEMBER

CANCELLED DUE TO CLIMATE RISK

November 12th, 30 Greenpeace activists symbolically cancelled the Arctic Oil and Gas Conference in Oslo. The participants were told about the risks of Arctic drilling. The activists also acted in solidarity with the Arctic 30 detained in Russia on very uncertain conditions while the oil industry debated how to explore the Arctic even further.



© Nick Cobbing / Greenpeace

NOVEMBER

RELEASE!

On November 22th, Sini Saarela and the other activists were released in Saint Petersburg, Russia, much to the relief and joy of family and colleagues – and under intense media surveillance. But it was bittersweet; the activists were granted an amnesty for a crime they didn't commit. And no amnesty was granted to the Arctic, which is still under threat from destructive oil drilling.



© Irina Ivanova / Greenpeace

DECEMBER



© Kajsa Sjölander / Greenpeace

December 10th saw an action against Gazprom in the national stadium of Denmark. Gazprom is the main sponsor of the Champions League, and it is here at a Champions League press conference that they were reminded of their destructive behaviour in the Arctic. With 30 Greenpeace colleagues and friends still held in Russia following peaceful action, Gazprom is targeted where ever it presents itself out of Russia.

GAZPROM GETS THE RED CARD

THE ARCTIC UNDER PRESSURE

The Arctic is under enormous stress from the effects of climate change, ocean acidification and increasing industrialisation. The region is warming faster than the rest of the globe, and the sea ice is disappearing at an alarming rate. Sea ice underpins the entire Arctic marine ecosystem: when it shrinks and thins, it opens up the possibility for the extraction of previously inaccessible oil, mineral and fish resources, placing additional pressure on Arctic Peoples and wildlife. Governments of the countries that own land or marine areas in Arctic have already begun the race for the North Pole, and several large oil companies are lining up to get their slice of the cake. Greenpeace is working hard to establish a moratorium on oil and gas development, as well as fighting to end destructive fishing and to create large marine reserves in the region.

AMPLIFYING THE VOICE OF ARCTIC COMMUNITIES

Approximately four million people live in the Arctic region, a tenth of which belong to indigenous groups with cultures that have existed for generations. Greenpeace and the Save the Pechora Committee, a Russian organisation working for indigenous rights, in 2012 received an additional 6 million SEK from the Swedish Postcode Lottery for a three-year project. The project aims to strengthen the rights of Arctic indigenous communities and emphasise their voice in the Arctic debate.

DETOXING CHINA

The Detox campaign is aiming to reduce all industrial emissions of toxic chemicals into Chinese river and water systems, within one generation. Greenpeace is working with different globally famous brands that have their factories in China to make them phase out all toxic chemicals from the entire production chain until 2020. Several clothing brands have already signed this agreement, including Nike, Puma, H&M, Marks & Spencer, C&A, Zara, Mango, Benetton, Victoria Secret, G-star Raw and Valentino.

Greenpeace investigates how many toxic chemicals can be found in Chinese river and watersystems and by mobilising the general public we are pushing the industry to work toward zero tolerance against using toxic chemicals in their production chain.

Thanks to Greenpeace's global collaborations, people all over the world have been given an increased understanding of how toxic chemicals can be found in our clothes and what impact it has on the environment. The campaign has also managed to influence the Chinese authorities to admit the problem and ensure that they will make positive efforts to make the situation better. It has also been clear that the public want to see political action.

PROTECTING OUR RAINFORESTS

The world's tropical rainforests are habitats to more than half the planet's plant and animal species, as well as thousands of human communities. Apart from providing us with a variety of essential medicinal substances, the forests act as giant carbon sinks, storing carbon both in the trees and in the ground beneath them, which means that when they are felled or burned, large amounts of carbon dioxide are released back into the atmosphere. According to the UN's intergovernmental panel on climate change (IPCC), tropical deforestation is responsible for up to a fifth of global carbon emissions. Greenpeace is working hard to protect the rainforests of the Amazon, Indonesia and the Congo Basin. Our aim is for zero deforestation in these vital ecosystems by 2020. In February 2013 we experienced a long awaited campaign victory when Asia Pulp and Paper finally devised a new 'Forest Conservation Policy, which ended their involvement in destructive deforestation.

THE SWEDISH POSTCODE LOTTERY

The vision of the Swedish Postcode Lottery is to help build a better world for humans, animals and nature. The Lottery secures its revenue from selling tickets, and donates all profits to charitable causes. In 2013 it distributed funds to 44 charitable organisations. The donated funds are unrestricted, which means benefiting organisations decide for themselves how they are most effectively put to use. Since its inception in 2005, the Swedish Postcode Lottery has distributed 4.9 billion SEK to the non-profit sector.

Together with its sister lotteries in Holland and Great Britain, the Lottery is the world's second largest private donor to the non-profit sector.



© Steve Morgan / Greenpeace



LOTTERY MONEY PROTECTING OUR ENVIRONMENT

In February 2013, Greenpeace received 22 million SEK from the Swedish Postcode Lottery; a very generous donation that has already been put to good use protecting the Arctic, helping the world's threatened tropical forest and fighting the toxic work in China.



OUR BOARD OF DIRECTORS

OUR GOVERNANCE STRUCTURE

The Board of Directors of Greenpeace Nordic approves the annual budget and the audited accounts of Greenpeace Nordic, and also appoints and supervises the Executive Director.

Greenpeace Nordic's board members are elected for a three year period at the Annual General Meeting (AGM) by the voting members of Greenpeace Nordic. Board members may be re-elected for 2 subsequent terms. The Board reports annually to the voting members at the AGM.

At the AGM, voting members appoint the auditor for the following year, and also decide on questions regarding indemnity for the Board of Directors and the acceptance of the Annual Report. The day-to-day operations are carried out by an organisation spread over four Nordic countries headed by the Executive Director, who is currently Mads Flarup Christensen.

The members of the Board of Directors, as well as the voting members, fulfil their duties without any form of remuneration. Costs relating directly to Board meetings and AGMs are reimbursed however.

In 2013, Greenpeace Nordic's voting members counted 20 people, and they all came from all over Europe and Russia. The Board of Directors of Greenpeace Nordic consisted of six members. Meri Pukarinen (Finland) stepped down at the AGM in April and was replaced by Simo Kyllönen (Finland).



**KIRSTEN SANDER, BOARD CHAIR
(2002 - 2016)**

Kirsten Sander was elected to the Greenpeace Nordic Board of Directors in 2002, and subsequently elected Board Chair in 2010. She has previously worked for Greenpeace in Denmark and internationally for twenty years, with the whales, forests and Antarctica campaigns. She is an architect by profession and is currently running her own business, which focuses on sustainable construction and solar energy. Kirsten lives Denmark.

Presence at board meetings in 2013: 4/4



**ARNI FINNSSON, BOARD MEMBER
(2005 - 2014)**

Arni Finnsson was elected a member of the Greenpeace Nordic Board of Directors in 2005. Arni worked for Greenpeace between 1987 and 1996, focusing mainly on fishing, whaling, persistent organic pollutants (POPs) and radioactive waste issues. In 1997 Arni was one of the founders of the Iceland Nature Conservation Association (INCA) and is currently its Board Chair. Arni has further worked for WWF's Arctic Program (1998-2004), the Deep Sea Conservation Council, the High Seas Alliance and since 1998 as a consultant for the International Fund for Animal Welfare (IFAW). Arni lives in Iceland.



**AGNETA RYTHÉN MARTIN, BOARD MEMBER
(2009 - 2015)**

Agneta became a member of the Greenpeace Nordic Board of Directors in April 2009. Before this she was one of the voting members of Greenpeace Nordic, and she also worked for Greenpeace on a project called Greenkids for five years until 1994. Agneta has done a lot of work in the field of education and is currently a consultant at Afema AB. Agneta lives in Sweden.

Presence at board meetings in 2013: 4/4



**MATS KNAPP, BOARD MEMBER
(2010 - 2016)**

Mats Knapp was elected member of the Greenpeace Nordic Board of Directors in 2010. Mats worked for Greenpeace, mainly within the Toxic Campaign, as a campaigner and coordinator for seven years. He was also involved in establishing and then working for the International Chemical Secretariat (ChemSec). Mats' background is as an electronics engineer and biologist, and he is currently employed as Chief Technology Officer at Kommunicera Communications. Mats lives in Sweden.

Presence at board meetings in 2013: 4/4



**DAG KÜHLE-GOTOVAC, BOARD MEMBER
(2012-2016)**

Dag Kühle-Gotovac was elected to the Greenpeace Nordic Board of Directors in 2012. He has a background in accounting and humanitarian affairs as a field officer for the Norwegian People's Aid, and more recently as a manager in an international IT company. He currently works as Head of Administration at the Norwegian Nobel Institute. Dag lives in Norway.

Presence at board meetings in 2013: 4/4



**SIMO KYLLÖNEN, BOARD MEMBER
(2013-2014)**

Simo Kyllönen was elected as a member of the Greenpeace Nordic Board of Directors in 2013. Simo is an academic researcher at the University of Helsinki, currently focusing on climate ethics and environmental political philosophy. He has previously worked as a climate and energy campaigner in several Finnish NGOs, including for Greenpeace in 2009. Simo lives in Finland.

Presence at board meetings in 2013: 2/2

FUNDRAISING 2013

YOUR SUPPORT MATTERS!

Your support gives the planet the voice it needs. Your support places Greenpeace in the best possible position to take action, confront environmental destruction and present solutions.

You are at the heart of everything we do.

Essential to Greenpeace' core value is our political and economic independence. This gives us effectiveness and credibility. Greenpeace does not accept donations from governments, corporations or political parties. We rely solely on contributions from individuals and independent trust and foundation grants.

Thanks to you, Greenpeace stands on the frontline of environmental destruction, exposing environmental criminals, challenging government and corporations, taking action and promoting solutions to safeguard our planet. We have grown from a small group of concerned citizens into the world's best-known and most effective environmental activist group.

In 2013, Greenpeace Nordic received 166.9 million SEK in donations. This was 7.6% more than what was received in 2012. Your donations empower Greenpeace to continuously safeguard our environment and to strengthen our impact.

Every year the number of people who want to support Greenpeace is growing. In 2013, 152,206 people generously gave a financial gift.

FINANCIAL SUPPORTERS

Country	2013
Sweden	98 218
Denmark	26 266
Norway	6 734
Finland	20 988
Total	152 206

Importantly, the vast majority of you make long-term commitments to our campaigns, enabling us to plan ahead and remain flexible and independent. This is the most effective way to donate. Thank you to all our donors for making our work possible and for your continued investment in our future. Each and everyone one of your contributions does make a difference!

A legacy gift to Greenpeace is a very special act of generosity and foresight, honouring your ideals on into the future. We are especially appreciative to the 10 individuals that left a gift to Greenpeace in their wills and who are continuing to be advocates for a green and peaceful future beyond their lifetimes. To support Greenpeace's work with a gift in your testament, please contact Charlotta Johansson at: charlotta.johansson@greenpeace.org

Greenpeace offices globally raised just over 293 million Euros during 2013. Over 3.3 million individuals chose to give to Greenpeace in 2013, which makes us confident that together we can face the enormous environmental challenges that lie ahead.

ORGANISATION REPORT

Global Environmental Organisation

Greenpeace is present in over 40 countries across Europe, the Americas, Africa, Asia and the Pacific. Greenpeace International, registered in the Netherlands as Stichting Greenpeace Council, is the body that coordinates global Greenpeace policy and strategy.

Greenpeace's funding structure is designed to reflect our aim to be "One Greenpeace": a truly global organisation, since environmental problems and their solutions are not restricted by national borders. Each self sufficient Greenpeace office pledges support to the international organisation in order to finance environmental work where it is needed the most.

The global strategy of Greenpeace is decided jointly at a global level with input from national and regional offices.

Greenpeace Nordic is part of the global organisation. We are a non-governmental, non-profit organisation with offices in Stockholm, Helsinki, Copenhagen and Oslo. The organisation is Swedish registered.

Greenpeace started in the Nordic region in the early 80s. In 1999 the Nordic organisations joined a Nordic structure with one governance body and common management.

Our Core Values

Greenpeace's cornerstone principles and core values are reflected in all our environmental campaign work, worldwide.

These are:

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

In developing our campaign strategies and policies we take great care to reflect our fundamental respect for democratic principles and to seek solutions that will promote global social equity.

Transparency and Accountability

International Non Governmental Organisations (NGOs) play an increasingly influential role in shaping global policies.

Global public opinion surveys show higher trust in NGOs than in government and business. At the same time the non-profit sector is coming under closer scrutiny, both from those who want it to flourish and those who seek to curtail NGO activities.

The International NGO (INGO) Accountability Charter

A group of international NGOs, including Greenpeace International, therefore came together to demonstrate that they deeply value public trust, do not take it for granted and are committed to sustaining and deepening it by ensuring transparency, and accountability for their operations. In June 2006 the NGOs publicly launched and endorsed the first global Accountability Charter for the non-profit sector. The INGO Accountability Charter sets out core values and operating principles for international NGOs, covering the following areas: respect for universal principles; independence; responsible advocacy; effective programmes; non-discrimination; transparency; good governance; ethical fundraising; and professional management. All members of the INGO Accountability Charter are required to submit an annual accountability report. Since 2010 the reports are produced according to the Global Reporting Initiative's (GRI) NGO Sector Supplement. Greenpeace International reports globally on behalf of the whole organisation.

For more information see: www.ingoaccountabilitycharter.org

Code of Quality

Greenpeace Nordic is also a member of the Swedish Fundraising Council (FRII). Greenpeace Nordic reports annually on how it applies FRII's Code of Quality through the Code Report.

For more information see: www.greenpeace.org/sweden/se/om-oss/FRIIs-kvalitetsrapport

FINANCIAL REPORT

Financial position and performance

Figures are in thousands of Swedish Crowns (KSEK) if nothing else is stated. Greenpeace Nordic is financially sound and stable. Fundraising income is steadily increasing year by year.

The high degree of direct debit donations, 95%, provides a good platform for planning and carrying out important work. The organisation does not take on any new obligations and does not enter into new commitments or activities without strictly evaluating the risks at hand.

Greenpeace does not invest in shares or other financial instruments and thus does not jeopardise valuable donations by investing speculatively.

For campaign reasons Greenpeace Nordic holds a small number of shares in some corporations thus enabling access to information and participation in shareholder meetings. Greenpeace also holds a few shares in a Danish wind power cooperative.

Income

Income, excluding income from the Swedish Postcode Lottery, increased by 8,4% from 131 593' in 2012 to 142 639' in 2013.

Income that came through the Swedish 90-accounts was 125 505'. Contributions to Greenpeace in Russia through the so called Russia Support program was 2 392'.

In 2013 Greenpeace received 22 000' from the Postcode Lottery. On top of this Greenpeace and the Save the Pechora Committee in 2012 received another 6 000' for a 3-year project to strengthen the influence of indigenous people in the Arctic region.

The contribution is given in the section "special projects" and is repayable if the money is not spent in accordance with the project plan. At year end 2013, 3 904' had been spent out of the 6 million contribution. The remaining part, 2 096' is booked as short term liability.

Greenpeace Nordic became a beneficiary of the Swedish Postcode Lottery in 2008. Up until and including 2013 Greenpeace has received a total of 85 080'.

INCOME

X '000 SEK	2013	Variance	2012
Income	166 957	7,6%	155 179
Out of which:			
Donations	139 452	8,3%	128 756
Legacies	759	232,6%	239
Russia Support	2 392	-7,9%	2 598
Postcode Lottery	22 000	0,0%	22 000
Postcode Lottery, special project	2 318	46,2%	1 586
Operational Expenses	165 191	6,5%	155 130
Result	2 114	1820,7%	110
Cash Balance	41 560	3,3%	40 216
TOTAL ASSETS	50 903	2,7%	49 551

This Year's Result

This year's result is a surplus of 2114'.

Allocation of the Result

The Board of Directors of Greenpeace Nordic proposes that the 2013 result is allocated as follows:

Opening Fund Balance	26 911 571
This years result	2 113 938
Profit Brought Forward	29 025 509

INCOME STATEMENT

X '000 SEK	NOTE	2013	2012
Income	1	166 957	155 179
Campaign Expenditure		-126 838	-125 964
Fundraising Expenditure		-35 499	-26 961
Administration Expenditure		-2 855	-2 205
Total Operational Expenditure	2,3,4	-165 191	-155 130
Result from Operations		1 766	49
Interest Income and Similar Items	5	1 230	908
Interest Costs and Similar Items	6	-832	-725
Result after Financial Items		2 164	232
Taxes	7	-50	-122
Result		2 114	110

BALANCE SHEET

X '000 SEK	NOTE	2013/12/31	2012/12/31
ASSETS			
Fixed Assets			
Intangible Assets	8		
Capitalized costs		1 888	2 427
Supporter database		1 888	2 427
Tangible Assets			
Furniture & Office Machines	9	2 319	1 867
Action Equipment		296	584
Improvements of rented Premises		399	288
		3 014	2 739
Financial Assets			
Shares	10	49	49
Rent Deposits		1 598	1 557
		1 647	1 606
Total Fixed Assets		6 549	6 772
Current Assets			
Short Term Receivables			
Receivables Greenpeace	11	31	368
Other Receivables		21	301
Tax Receivables		528	456
Prepaid Expenses & Accrued Income	12	2 214	1 439
		2 794	2 563
Cash & Bank		41 560	40 216
Total Current Assets		44 354	42 779
TOTAL ASSETS		50 903	49 551
FUND BALANCE & LIABILITIES			
Fund Balance			
Fund Balance		26 912	26 802
This Year's Result		2 114	110
Total Fund Balance		29 026	26 912
Provisions			
Provisions for Legal Disputes	13	882	633
Current Liabilities			
Accounts Payables		3 946	2 051
Payables Greenpeace	14	3 238	5 668
Other Short Term Liabilities	15	4 281	6 557
Accrued Expenses	16	9 503	7 730
Total Current Liabilities		20 995	22 006
TOTAL FUND BALANCES & LIABILITIES		50 903	49 551
Pledged Assets	17	201	201
Contingent Liabilities		none	none

CASH FLOW STATEMENT

X '000 SEK	2013/01/01	2012/01/01
	2013/12/31	2012/12/31
ASSETS		
Indirect Method		
Operating activities		
Result after financial items	2 164	232
Adjustment for non-cash items		
Depreciation	1 987	1 917
Income tax	-50	-122
Cash Flow from operating activities before working capital changes	4 100	2 027
Cash Flow from working capital changes		
Increase/decrease of accounts receivables	-231	51
Increase/decrease of accounts payables	-1 011	4 230
Increase/decrease of allocations	250	-133
Cash Flow from operating activities	3 108	6 175
Investing activities		
Increase of fixed assets	-1 723	-1 539
Increase of financial items	-41	-312
Cash Flow from investing activities	-1 763	-1 851
Cash Flow for the year	1 344	4 325
Cash and cash equivalents at the beginning of the year	40 216	35 891
Cash and cash equivalents at the end of the year	41 560	40 216

Cash equivalents are defined as bank balances and investments that can be readily converted into cash.

Accounting practices and policies

The Annual Report has been prepared in accordance with the Annual Accounts Act and the guidelines issued by the Swedish Accounting Standards Board. If no guidelines have been issued by the Swedish Accounting Standards Board, guidance has been taken from the standards issued by the Financial Accounting Standard Council.

Accounting practices and policies are the same as previous years.

Income

The Association's income consists of supporter fees, donations, bequests and since 2008 also income from the Swedish Postcode Lottery. Income is shown as the real value of what has been received or will be received. Income in the form of gifts is booked as income during the period the gift was handed over in a legally binding way.

Receivables

Receivables are valued individually and booked to the amount with which they are estimated to be received. Project grants which are subject to repayment obligations are recorded as a liability. Revenue from such a project is recognised when the costs are incurred and recorded.

Receivables and Payables in Foreign Currencies

Receivables and payables in foreign currencies are recalculated to the exchange rate at closing day in accordance with the Financial Accounting Standard Council recommendation no.8. Exchange rate differences on receivables and liabilities relating to operations are included in the operational result, whereas exchange rate differences relating to financial items are included in the financial items.

Prepaid expenditure in foreign currencies is valued at the exchange rate at the time of payment.

Expenditure

Expenditure is recognised in the period in which incurred. Costs for campaigns include salaries for campaigners, operations and maintenance of action equipment. Campaign costs also include contributions to Greenpeace Russia and to Greenpeace International.

Fundraising expenditure includes salaries to staff, costs for recruiting new supporters and other costs to maintain and upgrade our supporter income.

Administration costs include staff and system costs for supporting the organisation. Indirect costs such as office rent and costs for running the offices are together with administration and depreciation distributed over campaigns, fundraising and administration on a head count basis.

Tax

Greenpeace applies the Swedish Accounting Standards Board guidelines concerning reporting of income tax, BFNAR 2001:1. Total tax consists of current tax and deferred tax. Current tax is tax which should be paid or received concerning the current fiscal year. Included in current taxes are also adjustments of current tax from previous periods. Deferred tax is calculated according to the balance sheet method considering temporary differences between accounting and tax regulations on assets and liabilities.

Intangible Assets

The costs for developing a new supporter database have been capitalized. Depreciation started June 2007. Depreciation will be linear over ten years, the estimated lifetime.

Tangible Assets

Tangible Assets are valued at purchase price and depreciated evenly over the expected useful lifetime, a period of three years for computers and office equipment, and three to five years for furniture, cars, boats and other action equipment.

Provisions for legal disputes

A provision for legal disputes is made in accordance with the Swedish Financial Accounting Standards Council, RR 16. Liabilities, including legal disputes, are provided for in full when the amount can be assessed with reasonable certainty.

NOTES

X '000 SEK **2013** **2012**

1 INCOME

Income

Supporter Contributions	139 452	128 756
Earmarked Russia Support	2 392	2 598
Legacies	795	239
Contribution Postcode Lottery	22 000	22 000
Special Project Contribution	2 318	1 586
	166 957	155 179

Income per Country

Sweden	125 505	118 086
Denmark	21 727	20 462
Finland	15 566	15 171
Norway	4 160	1 460
	166 957	155 179

2 FEES AND CHARGES AUDIT FIRMS

Öhrlings PricewaterhouseCoopers

Audit work	238	199
Other Assignments	3	6
	241	205

3 STAFF

Average Number of Employees	Men / Women	Men / Women
Sweden	22 / 20	18 / 17
Denmark	14 / 9	13 / 6
Norway	6 / 2	5 / 2
Finland	5 / 9	4 / 6
	47 / 39	40 / 31

The number is calculated as fulltime and fullyear employments for fixed positions. Greenpeace is dependent on the many devoted volunteers that support the organisation with their time and passion. In 2013 we had 327 devoted active volunteers. To calculate the time from those into full-time full year employees is impossible.

Salary and Remuneration

Neither members of the board, nor voting members receive remuneration for their normal ongoing work.

Salary and Remuneration

Executive Director	1 109	965
Employees	36 436	30 905
Total	37 545	31 870

Pension costs

Excutive Director	101	101
Employees	3 203	2 720
Total	3 304	2 822

Other Social Charges

Executive Director	9	9
Employees	6 331	5 372
Total	6 340	5 381

TOTAL STAFF COSTS **47 189** **40 072**

Greenpeace does not only have many volunteers, we also have many short-term employees and freelancers, often on hourly remuneration. It is impossible to recalculate these hourly paid people to full-time full year employees. For comparison, the total cost for short-term employees is shown below as well as the total cost for fixed positions.

X '000 SEK	2013	2012
Staff Costs per Country		
Sweden permanent positions	23 405	19 813
Sweden temporary positions	12 261	9 451
Denmark permanent positions	12 814	11 382
Denmark temporary positions	4 615	6 479
Norway permanent positions	5 021	4 305
Norway temporary positions	5 422	2 517
Finland permanent positions	5 949	4 572
Finland temporary positions	2 810	1 470
Total permanent staff	47 189	40 072
Total staff costs	72 296	59 989

The ED has twelve months of notification, no special severance pay.
Greenpeace has no items on the balance sheet referring to pension commitments.

Greenpeace Board and SMT	Men / Women	Men / Women
Senior Management Team	2 / 3	2 / 3
Board of Directors	4 / 2	3 / 3

4 DEPRECIATION

Depreciation according to plan on:

Capitalized Expenditure		
Development Supporter Database	-539	-539
Furniture & Office Machines	-1 067	-798
Action Equipment	-288	-299
Rebuilding office	-92	-280
	-1 987	-1 917

5 INTEREST INCOME AND SIMILAR ITEMS

Interest Income	225	463
Exchange Rate Gains on Fixed Assets	1 002	442
Return on Current Investments	3	3
	1 230	908

6 INTEREST COSTS AND SIMILAR ITEMS

Interest cost on short term loan	0	-2
Exchange rate losses	-832	-723
	-832	-725

7 TAXES

This Years Taxes	-50	-122
Current Tax	-50	-122

X '000 SEK	2013	2012
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8 INTANGIBLE ASSETS

Capitalized Costs for Development of Supporter Database

Opening Balance Purchase Value	5 393	5 393
Purchases during the Year	-	-
Closing Balance Purchase Value	5 393	5 393

Opening Balance Amortisation	-2 966	-2 472
Amortisation	-539	-539
Closing Balance Amortisation	-3 505	-2 966

NET BOOK VALUE	1 888	2 427
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9 TANGIBLE ASSETS

Furniture & Office Machines

Opening Balance Purchase Value	9 664	8 734
Purchases during the year	1 519	930
Closing Balance Purchase Value	11 184	9 664

Opening Balance Depreciation	-7 797	-6 999
Depreciation during the Year	-1 067	-798
Closing Balance Depreciation	-8 864	-7 797

NET BOOK VALUE	2 319	1 867
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Action Equipment

Opening Balance Purchase Value	5 057	4 642
Purchases during the Year	0	415
Closing Balance Purchase Value	5 057	5 057

Opening Balance Depreciation	-4 473	-4 173
Depreciation during the Year	-288	-299
Closing Balance Depreciation	-4 761	-4 473

NET BOOK VALUE	296	584
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Improvements of rented Premises

Opening Balance Purchase Value	789	596
Purchases during the Year	203	194
Closing Balance Purchase Value	992	789

Opening Balance Depreciation	-501	-221
Depreciation during the Year	-92	-280
Closing Balance Depreciation	-593	-501

NET BOOK VALUE	399	288
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X '000 SEK 2013 2012

10 CURRENT INVESTMENTS

Shares Windmill Denmark	48	48
Other Shares	1	1
	49	49

For campaign reasons Greenpeace Nordic holds a small number of shares in forest and chemical companies thus enabling access to information and participation in shareholder meetings. Greenpeace Nordic also holds a few shares in a Danish wind power cooperative.

11 RECEIVABLES GREENPEACE OFFICES

Greenpeace China	22	294
Greenpeace Poland	2	-
Greenpeace France	5	-
Greenpeace Switzerland	2	-
Greenpeace Belgium	-	4
Greenpeace Austria	-	2
Greenpeace Southeast Asia	-	23
Foundation Greenpeace Sweden	-	45
	31	368

12 PREPAID EXPENDITURE & ACCRUED INCOME

Prepaid Rent Premises	1 131	707
Other Prepaid Expenditure	1 083	732
	2 214	1 439

13 PROVISION FOR LEGAL DISPUTES

In the closing balance a provision of 882 (633) is made for legal disputes.

14 PAYABLES GREENPEACE OFFICES

Greenpeace Germany	9	17
Greenpeace Switzerland	-	17
Greenpeace United Kingdom	54	86
Greenpeace Netherlands	2	-
Greenpeace Spain	39	-
Greenpeace Poland	-	8
Greenpeace Hungary	-	8
Greenpeace Slovakia	7	-
Greenpeace Canada	116	435
Greenpeace Southeast Asia	2	0
Greenpeace International	3 008	5 096
	3 238	5 668

15 OTHER SHORT TERM LIABILITIES

Staff liabilities	133	49
Withholding taxes, social charges	2 052	2 094
Repayable part Special project SPL	2 096	4 414
	4 281	6 557

16 ACCRUED EXPENSES

Holiday Pay	8 198	6 644
Social Charges	291	290
Accrued Pension	587	15
Other Accrued Expenses	454	782
	9 530	7 730

17 PLEDGED ASSETS

Blocked Bank Accounts	201	201
	201	201

ENVIRONMENTAL REPORT

Greenpeace Nordic is committed to ensuring that the environmental footprint of the organisation is kept as small as possible at all times; we have in place policies for green offices, travel, food and IT procurement.

We strive to secure the best electricity suppliers with the lowest CO2 emissions and, where possible, our offices source their energy from 100% renewable energy. Office heating in three of four of Greenpeace Nordic offices is calculated as a share of the total heating for the building, which means that efforts to save energy are not necessarily reflected in the total consumption of the building.

Greenpeace Nordic's CO2 emissions for 2013 totaled 143,5 metric tons, which is 8,7 metric tons less than recorded in 2012. This decrease is due to stricter rules surrounding staff travel and improved video conferencing facilities and software.

We continue our efficiency efforts to reduce our CO2 emissions; whilst increasing the size of our activities in 2013 by 6,5% (total expenditure), we managed to decrease our emissions by 5,7%. To ensure further improvements, we are implementing additional measures and aim to include more environmental Key Performance Indicators in the 2014 Annual Report.

GREENPEACE NORDIC CO₂ EMISSIONS

TOTAL EMISSION IN METRIC TONNES 2013 2012

Scope 1

Emissions for fuel consumption of GP owned/leased vehicles, ships, boats and inflatable boats	9,0	17,6
Total Scope 1	9,0	17,6

Scope 2

Emissions for office electricity	0,8	0,8
Emissions for heating	28,1	28,4
Total Scope 2	28,9	29,2

Scope 3

Emissions for business travel	71,2	76,1
Emissions for paper consumption	34,4	29,4
Total Scope 3	105,6	105,5

TOTAL CO₂ EMISSIONS 143,5 152,2

The emissions methodology, emission factors and guidelines are taken from the Greenhouse Gas Protocol and from our relevant suppliers in the Nordic region.



GREENPEACE

Njalsgade 21G, 2. sal
2300 Copenhagen S, Denmark
Tel: + 45 33 93 53 44
www.greenpeace.dk

Iso Roobertinkatu 20-22 A
00120 Helsinki, Finland
Tel: + 358 9 698 63 17
www.greenpeace.fi

Sandakerveien 24C, entrance E1
Pb. 33 Torshov
0412 Oslo, Norway
Tel: + 47 22 20 51 01
www.greenpeace.no

Rosenlundsgatan 29B
Box 151 64
104 65 Stockholm, Sweden
Tel: +46 8 702 70 70
www.greenpeace.se