

2021  
NORDIC



GREENPEACE

NORDIC



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# Message from the Board Chair and the Executive Director

**IN 2021**, we continued to live and adapt to life under a pandemic. One of the key learnings that we have taken during the Corona period is the power of political decisions to disrupt 'business as usual' and change the very systems that govern how we live and respond to crises. And yet the world's leaders still lag behind when it comes to taking bold, decisive action on the greatest threats we face on a global level: the climate and biodiversity crisis. Indeed, while we saw global momentum to achieve reductions in emissions, and to limit the global temperature rise to 1.5°C, the world's leaders at COP26 in Glasgow fell frustratingly short when it came to real action, by for example, phasing out coal or supporting the communities most ravaged by the effects of the climate crisis. As I sit and write this, I cannot ignore the incredibly troubling picture that the recently released IPCC 2022 report paints not just of our future but our current lived reality, as the impacts of climate change are already causing widespread disruption in every region of the world. From severe increases in natural disasters, extreme weather and the loss of precious natural ecosystems, to global food and water scarcity and rising inequality driving millions into poverty, the impacts of climate change will be truly devastating for our planet if we do not take urgent action now.

However, there is a change in the air. People around the world have risen up to demand action for a greener and more just future. Importantly, we have seen a rise in using the rule of law and watchdog institutions to hold companies and other polluters

accountable for contributing to climate change. Historic recent developments such as the Dutch Court of the Hague ruling oil giant Shell liable for damaging the climate and the UN passing a resolution recognising access to a clean, healthy and sustainable environment as a universal right send a clear message that abusing the planet will no longer be tolerated. Closer to home, the Swedish public pension fund AP2 ceased investments in fossil fuel companies following intense campaigning from Greenpeace and civil society actors. Yet after several years of litigation, the recent decision from the Norwegian Supreme Court to continue to support Norwegian oil shows us that there is still some way to go to end our reliance on fossil fuels in our region. Our application to appeal this decision to the European Court of Human Rights shows that the fight to keep the Norwegian government accountable is far from over.

During the past year our staff and volunteers continuously adapted to the challenge of the ongoing pandemic, sharpening the lessons we learnt from 2020 and displaying admirable resilience and innovation to deliver significant wins for the environment. Together with the Sami community, our rapid response work in the north of Sweden helped prevent state-owned forestry company Sveaskog from logging in some of the last remaining old growth forest areas in Sweden. In Denmark our efforts exposed the greenwashing tactics of Danish Crown, one of the country's largest industrial meat producers, leading to their 'climate controlled pig' products being removed from supermarket shelves. After years of cam-

paiging, Greenland has ceased oil and gas exploration, ending its 50 year-ambition of becoming an oil producing nation. During Norway's election year, we spoke truth to power as we amplified our message for a green election and the importance of moving away from fossil fuels by engaging with leaders along the campaign trail. In Finland, we identified and mapped out vital natural forest areas in order to prevent logging and call for protection from the Finnish government. We also took a stand against fossil-fuel advertising as part of a wider European coalition.

Our deepest thanks go out to every individual who supports us financially. After another year of living under the uncertainty of Covid, you chose to stand with us, showing your commitment to supporting our work towards creating a more environmentally just world. Through your important

contributions Greenpeace can stand up against environmental destruction and continue our efforts to protect the planet and find solutions to the most pressing environmental issues.

As we enter 2022, we also find ourselves amidst the invasion of Ukraine by Russia. The current conflict reminds us not just of the horrors of war, but also the destructive role that our dependance on oil and gas plays in fuelling both conflict and climate catastrophe. In this ever-changing world, it might seem like the challenges we face are insurmountable. But now is not the time to lose hope. We must continue to act with urgency, to build on the learnings and skills we gained during the past year, to change minds and inspire people to stand up for the environment and create the green and peaceful planet that we know is possible.



**MADS FLARUP CHRISTENSEN**  
Executive Director



**AGNETA RYTHÉN MARTIN**  
Board Chair

# OUR WORK

## Fighting for a Ban on Fossil Ads

**WE KNOW** that fossil fuels are a direct cause of the climate crisis. Studies even show that air pollution caused by fossil fuels kills more people annually than smoking. Despite this, fossil fuel ads have been able to continue unquestioned and unchallenged in the Nordics. This is why Greenpeace Nordic has decided to call for a ban of fossils ads.

In the Nordic, the volunteer community has taken the lead in running the Fossil Ad Ban (FAB) campaign. The FAB work marks a new approach to campaigning for Greenpeace Nordic that centers on initiating engagement on the local level and building and capacity from there. Throughout 2021, volunteers and local groups led trainings, mobilized and campaigned for municipalities, media outlets and companies to stop advertising for the fossil fuel industry.

In Finland, Greenpeace Nordic activists carried out two Non-Violent Direct Communications. Firstly, activists unfurled a banner saying 'no fossil ads please' on top of a Finnair billboard in the centre of Helsinki in the late summer. Later in November, further action was taken, this time against Finnish energy giant Fortum, when activists dropped a banner on top of one of their major billboard ads.

Together with over 20 European and international NGOs, Greenpeace launched an European Citizenship Initiative in the beginning of October 2021 calling for a ban on fossil advertising and sponsorships. The purpose is to gather at least one million signatories before October 2022, calling on the European Commission to pass a EU law banning fossil ads for good.





## Changing the Political Conversation Around Oil in Norway

**”2021** was a milestone on the way to stop exploration of new fossil fuels. The International Energy Agency (IEA) went out calling for a complete stop on all new fossil fuel projects after 2021. That’s a major turnaround from an agency that has been working as a lobby organisation for more oil and gas for decades.

*This affected the Norwegian election campaign, where climate was the most debated topic and the most important subject for voters. Sadly, this wasn’t reflected in the platform of the new government, but it’s getting increasingly painful for the Norwegian government to continue exploring for more fossil fuel.”*

**HALVARD RAAVAND**  
Arctic & Oil Campaigner

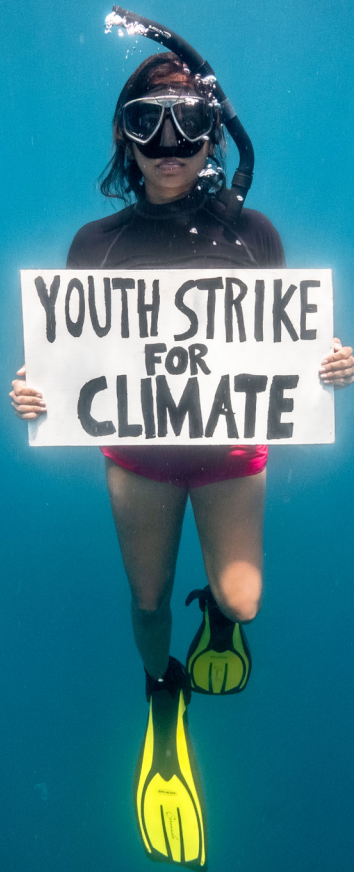


**NORWAY** is considered a green country. More than half of cars sold last year were zero-emission vehicles. Most of our power is renewable. But there is still a lack of political will from Norwegian politicians to put words into action when it comes to fossil fuels. Despite voicing their concern about the climate crisis, the Norwegian government has defied calls from the UN to make fossil fuels a thing of the past by allowing more oil exploration. In effect, our so-called leaders are throwing gasoline on the fire.

Greenpeace turned up to confront the politicians in the weeks leading up to the national election in September 2021. Whether it

was a political rally held by the main Opposition, or the Prime Minister visiting a local town, or the main political parties attending debates around the country, we were there calling for climate action and a climate election. Even after the elections, when the new Government was discussing their new political platform at a countryside location, Greenpeace turned up every single day for over two weeks calling for a just, green transition and an end to oil exploration.

Norway is yet to get a truly green election and Government, but through our efforts and those of our supporters the future is looking greener and brighter.



## Science and Activism on the High Seas

*"Our oceans underpin all life on the planet. But they're dying. We urgently need an action plan to protect the oceans. And the good news is we have one. Over the past years, more than 100 governments came out to say at least 30% of the world's oceans should be protected by 2030. Now it's time to show that they mean it and act like our lives depend on it, because they do."*

**LAURA MELLER**  
Ocean Policy Advisor

**SINCE 2017** Greenpeace Nordic has co-led the global campaign Protect the Oceans, which has sailed to every ocean to expose the plunder and call for their protection. In 2021, an international team of scientists sailed with the Arctic Sunrise to the Saya de Malha Bank to map and research the wildlife of the world's largest seagrass meadow. The scientists collected water samples, captured footage of seagrass and confirmed the Saya de Malha Bank as a feeding ground for endangered sperm whales and an area rich in biodiversity. As part of the research project, Shaama Sandooyea, marine scientist

and climate activist from Mauritius, joined the Fridays for Future Global Day of Action and undertook the first underwater climate strike just off the Arctic Sunrise.

The findings from the Saya de Malha Bank were shared with the governments of Seychelles and Mauritius and the scientific community in the region. We also worked closely with coastal communities around the Indian Ocean. Grants were offered to individuals and local NGOs to produce first-hand accounts of the impacts of destructive fishing, pollution and climate breakdown. Submissions came in many forms, such as essays, videos, animations and even a poem, from a broad spectrum of voices ranging from children to fishermen.

With more than 100 countries now calling for some form of protection across a third of the oceans, we are seeing a real sea change in how governments around the world talk about the oceans! Now we must make sure the talk is followed by real action to protect our blue planet.



# Standing with the Sami to Protect Swedish Forests

*"Old-growth Arctic forests are needed both for biodiversity, climate protection and for the cultural survival of the Indigenous Sámi reindeer herders. Joining the Sámi struggle for the preservation of these habitats is our moral duty to stop neo-colonial industrial abuse, but it is also an imperative for preserving a vibrant living ecosystem of our planet."*

**DIMA LITVINOV**  
Forest Campaigner

**2021 HAS BEEN** an exciting year in the Swedish forest campaign as we focused our activities on the state-owned forestry giant Sveaskog and its activities in Sápmi. We began the year by conducting a fact-finding visit to the Muonio Sameby, a community whose traditional livelihood of reindeer herding is threatened by Sveaskog's systematic destruction of old-growth forests. In late June we discovered that Sveaskog submit-

ted a 6 week notice of intentions to resume logging in a number of forests in Muonio, despite promises to re-start formal consultations with the Sámi community prior to any loggings. We reacted immediately by sending up a team to the notified forests to confront Sveaskog publicly. Since August, we have been patrolling Muonio to demarcate the forests Sveaskog have threatened to log.

One of our major victories came in mid August, when we set up a rapid response action and camp in the forest and prevented Sveaskog from logging in one of Muonio's forest areas. The action generated widespread public attention to the Muonio struggle and to Sveaskog's unsustainable practices. A beloved radio personality Björn Natthiko Lindeblad also drove a fundraising initiative to support the Greenpeace fight in Sápmi, which gathered 1.3 million SEK in 3 days.



# Protecting Finland's Forests

**YOU MIGHT THINK** that Finland is a country that takes pride in conserving its forests. However, take a closer look and you will discover that only 6% of Finnish forests are protected, with only 3% protected in the south of the country. This means that 94% of the forests are for industrial use and from the 1950's until 2014 clearcutting was the only allowed method to use forests.

There are not many natural forests left and we need to urgently save the ones yet to be protected. But this requires knowing where they are. Finnish authorities have so far been reluctant to map the last natural forests. With the help of Greenpeace, Finns from around the country mobilised and came together in 2021 to map several thousand hectares of natural forests. The results

of the mapping work will be presented in early 2022.

Mapping, however, is only one part of the solution. Finland's natural forests need protection and a clear commitment from the government to conserve them. We set up a petition calling on Prime Minister Sanna Marin to save Finland's last natural forests, which received more than 20 000 signatures. On the ground, our key focus has been to put a stop to logging in the natural forests we have found. In 2021 we did rapid responses in three forests that are threatened and partly logged by the state forestry company. It is clear to us that there is a growing forest movement in Finland and Greenpeace is proud to be a part of driving this necessary change.





# We confronted meat giant Danish Crown's greenwashing and won

*"The production of meat and dairy is a major driver of climate change, deforestation and biodiversity loss globally, so we simply need to put our foot down very firmly when big polluters like Danish Crown try to fool the public into thinking that massive industrial meat production can be part of a greener future."*

**KRISTINE CLEMENT**

*Campaign Lead Food, Forest and Nature*

**IN DENMARK**, some of the highest climate gas emissions come from companies in the food sector. In Autumn 2020, Danish Crown and Arla, both launched major greenwashing marketing campaigns. Danish Crown went so far as to launch their own label "climate controlled pig" and claimed that "Danish pigs are more climate friendly than you think".

However, the science is clear that meat is not a climate friendly product. We need to reduce meat production and consumption substantially over the coming year to avoid climate breakdown, rising pollution and the destruction of tropical forests. Massive greenwashing campaigns for climate damaging

products like meat confuse the public and obstruct the necessary transition towards a more plant-based food sector.

In response to these marketing campaigns from Danish Crown and Arla, we filed a complaint to the Danish Consumer Protection Agency in June and got creative with our actions. Over the summer Greenpeace volunteers called out Danish Crown's greenwashing by re-labelling products in supermarkets and we posted ads in newspapers about Danish Crown's link to forest destruction in South America. We also placed burning trees in front of the agricultural sector's lobby headquarters in Copenhagen and took action at the main port for soy feed import in Aarhus.

One by one, Danish supermarkets stopped selling products with Danish Crown's "climate-controlled pig"-label. Through our efforts, Danish Crown put their "climate-controlled pig" advertising campaign to rest, confirming that they had stopped because "there is no point in campaigns for a product that consumers cannot find in the stores."





## Sustainability and Governance

Greenpeace Nordic is committed to ensuring that the environmental footprint of the organization is always as low as possible and we have policies for green offices, travel, food and IT procurement.

Most of our emissions are related to travels between Greenpeace offices or places where we do campaign work. Greenpeace Nordic's travel policy states that we travel by train whenever it is possible and reasonable in terms of travel time. When traveling between Sweden and Finland ferries are used, preferably ones powered by LNG.

In order to decrease travel Greenpeace uses a global video conferencing system that replaces many face-to-face meetings. Greenpeace Nordic has 11 meeting rooms fitted with the video conferencing system and large screens. All employees have the possibility to use the video conference software from their laptops. This has proved to be extremely beneficial during the last couple of years, in light of the pandemic and the need to work from home.

However, as parts of the world started to come out of Corona in 2021 our CO2 emissions increased compared to 2020, but are still below 2019 levels. We have made a dedicated effort to decrease our flying as can be shown in the even lower than 2020 emissions associated with aviation, though, heavy and sustained campaign activities in the Swedish and Finnish forests in 2021

meant a significant increase in our fuel consumption for transport.

The servers in Greenpeace Nordic are run in the Stockholm office, where we use 100% renewable energy. We are also using cloud based solutions with suppliers that in turn use renewable electricity.

For environmental reasons Greenpeace Nordic only serves vegan or vegetarian food to participants in trainings and meetings. The food should be organic and locally grown whenever possible.

### Board Members 2021

The Board of Directors of Greenpeace Nordic consisted of six members during 2021, Agneta Rythén Martin (Sweden), Andrea Cederquist (Germany), Dan Hindsgaul (Denmark), Ingrid Skjoldvær (Norway), Per Rosander (Sweden), Veikko Eranti (Finland).

Agneta Rythén Martin is Board Chair. Dan Hindsgaul is the trustee, representing Greenpeace Nordic at the International Annual General Meeting. In 2021 there were four board meetings. Most but not all board meetings took place online due to Covid19.

Our Executive Director since 2008 is Mads Flarup Christensen. He has more than 25 years of experience from various positions in Greenpeace.



## Greenpeace Nordic Emissions

Metric tonnes CO2 equivalent, direct and indirect emissions

Source	2021	2020	2019
Office electricity	0.65	0.35	0.37
Server electricity	0.00	0.00	0.00
Paper consumption	9.11	12.68	15.47
Vehicles	136.87	23.38	35.10
Boats, Ships, Marine Transportation	0.00	2.87	13.65
Air Travel	14.59	31.26	144.51
Other Travel	10.00	10.20	52.70
<b>TOTAL</b>	<b>171.22</b>	<b>80.74</b>	<b>261.80</b>



# Our Funding

**YOUR SUPPORT** makes our independence and impact possible. Greenpeace stands for positive change through action. From petitions and political pressure to research and peaceful protests, Greenpeace is committed to giving a voice to our fragile planet and doing actions that make a genuine impact. But it is only through the generosity of supporters like you that we can make our actions a reality. We maintain our independence by not soliciting or accepting

donations from governments or corporates. Instead, we honour your support by spending every donation you give with great care.

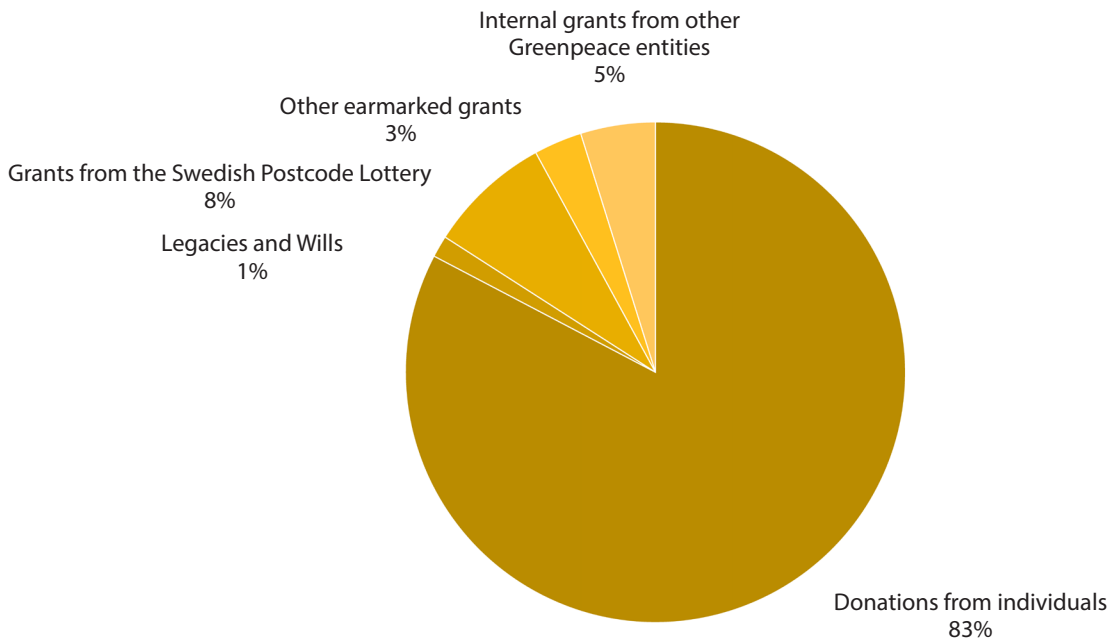
In the Nordic region 140 868 people support Greenpeace financially. We are so grateful for all your donations which are working to save the environment for future generations. Thank you so much for standing with us, and with our planet.

<b>DONORS</b>	<b>31 DEC 2021</b>	<b>31 DEC 2020</b>	<b>CHANGE 2020-21</b>
<b>Sweden</b>	83 981	88 652	-5.3%
<b>Denmark</b>	20 030	21 477	-6.7%
<b>Norway</b>	17 395	18 187	-4.4%
<b>Finland</b>	19 462	19 104	1.9%
<b>TOTAL</b>	<b>140 868</b>	<b>147 420</b>	<b>-4.4%</b>

<b>SUPPORTERS</b>	<b>31 DEC 2021</b>	<b>31 DEC 2020</b>	<b>CHANGE 2020-21</b>
<b>Sweden</b>	220 840	175 398	25.9%
<b>Denmark</b>	83 288	65 871	26.4%
<b>Norway</b>	80 338	61 463	30.7%
<b>Finland</b>	95 229	72 768	30.9%
<b>TOTAL</b>	<b>479 695</b>	<b>375 550</b>	<b>27.7%</b>



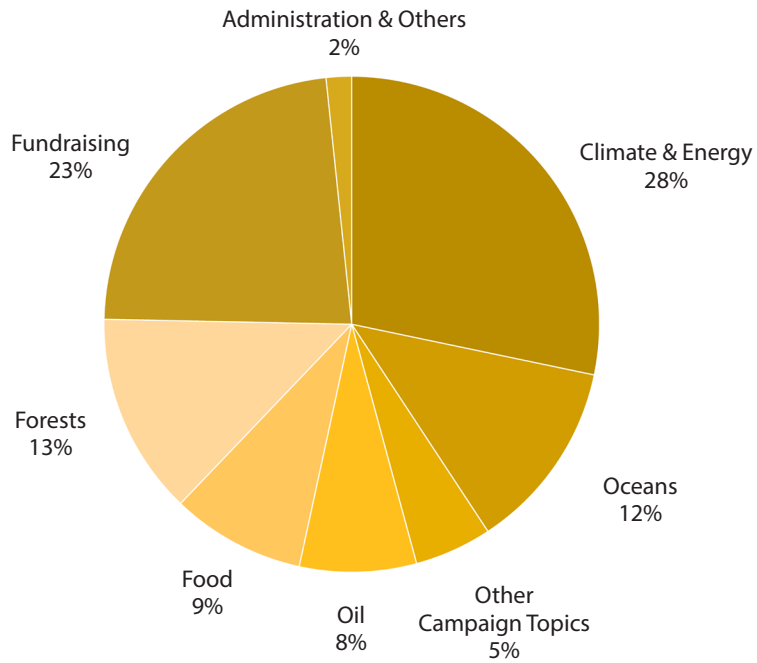
# Where our money comes from



Figures are presented per 1000 SEK

<b>Donations from individuals</b>	186 768
<b>Legacies and Wills</b>	3 166
<b>Grants from the Swedish Postcode Lottery</b>	18 000
<b>Other earmarked grants</b>	7 033
<b>Internal grants from other Greenpeace entities</b>	10 923

# What we spent it on



Figures are presented per 1000 SEK

<b>Climate &amp; Energy</b>	64258
<b>Oceans</b>	28309
<b>Other Campaign Topics</b>	11462
<b>Oil</b>	17326
<b>Food</b>	19855
<b>Forests</b>	29948
<b>Fundraising</b>	52306
<b>Administration &amp; Others</b>	3775

# Statement of operations

Figures are presented per 1000 SEK

	<b>2021</b>	<b>2020</b>
<b>Donations</b>	207 934	209 984
<b>Earmarked Contributions</b>	17 956	9 409
<b>Total Income</b>	<b>225 890</b>	<b>219 393</b>
<b>Campaigning Expenditure</b>	171 158	161 719
<b>Fundraising Expenditure</b>	52 306	50 939
<b>Administration Expenditure</b>	4 148	4 562
<b>Total Operational Expenditure</b>	<b>227 612</b>	<b>217 220</b>
<b>Result from Operations</b>	<b>-1 722</b>	<b>2 173</b>
<b>Interest Income and Similar Items</b>	387	45
<b>Interest Costs and Similar Items</b>	14	532
<b>Result after Financial</b>	<b>-1 349</b>	<b>1 686</b>
<b>Taxes</b>	0	0
<b>Surplus / (Deficit)</b>	<b>-1 349</b>	<b>1 686</b>

# The Swedish Postcode Lottery

## THE SWEDISH POSTCODE LOTTERY

(Svenska Postkodlotteriet - PKL) vision is to strengthen civil society to create a better world and future. Through both large scale non-earmarked funding and special project funding the lottery supports many projects and campaigns around the world that strengthens democratic movements, fights for human rights and the environment.

Since the start of 2005 in Sweden, the Swedish Postcode Lottery has generated over 12 billion SEK for nonprofit organisations. Greenpeace Nordic became a beneficiary of the Swedish Postcode Lottery in 2008.

In 2022 Greenpeace Nordic received 18 million SEK in non-earmarked funding. Until and including 2022 Greenpeace has received over 301 million SEK, out of which 45 million SEK has been earmarked for Dream Project funding.

During 2021, the Dream Project Planet One began establishing meeting hubs (makerspaces) in Hungary, Kenya and Sweden, and recruited local coordinators and youth teams to run these spaces. Along with setting the makerspaces, we worked on a lot of outreach and relationship building with youths. We met with 700 youths and held 45 activities in the three project countries, including art workshops, nature hikes, movie nights, seminars, and bicycle repairing. One of the key goals of this project is to diversify the climate movement and reach youths that have not previously been engaged. In Hungary we were very successful with 70% of the participants being new to the climate and environmental movement. We have also developed relationships with youths already engaged in the climate movement by collaborating and lending out our makerspaces to organizations such as Fridays for Future and Fältbiologerna.





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