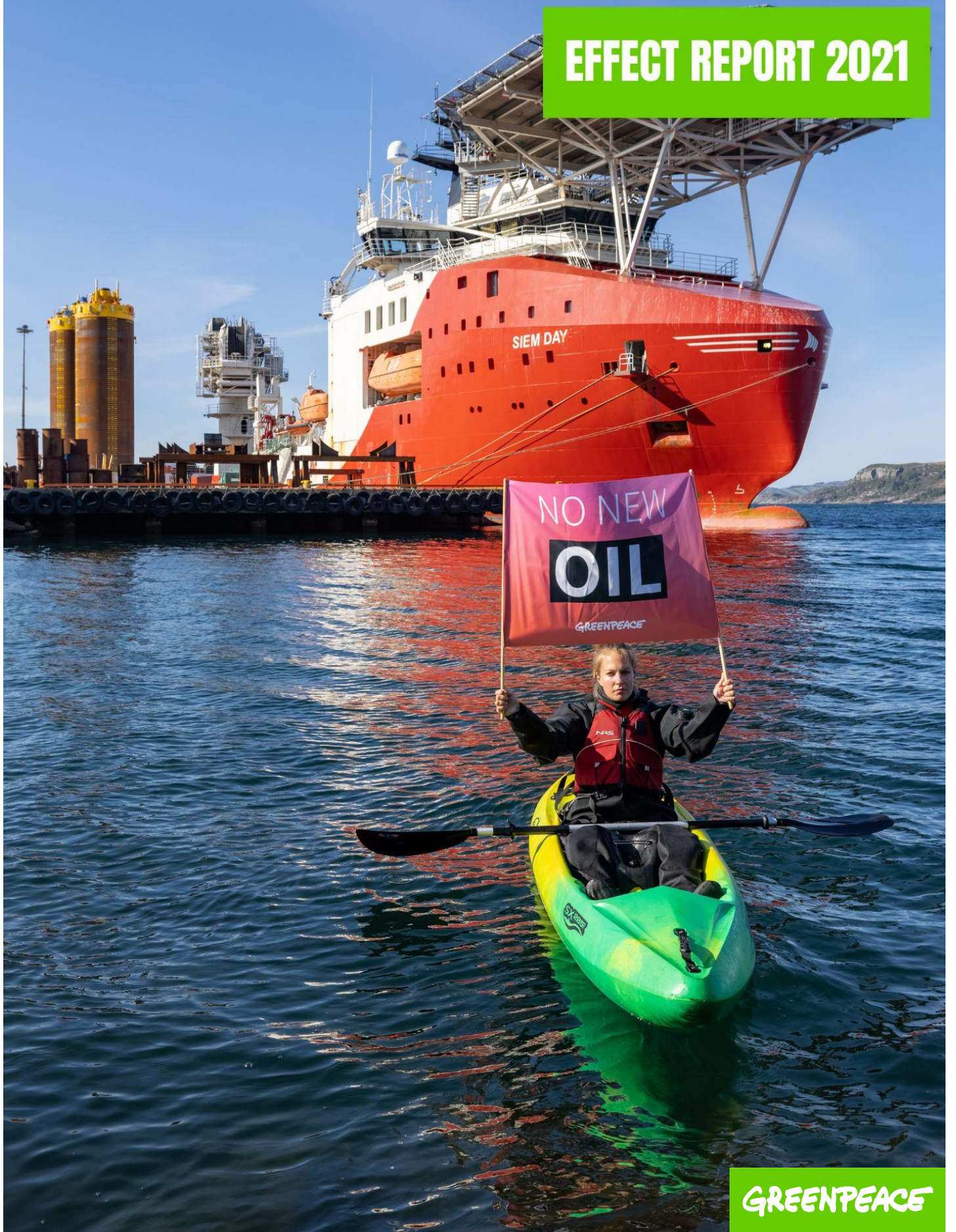


**GREENPEACE NORDIC**

**EFFECT REPORT 2021**



**GREENPEACE**

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## Mission and Core Values

**Greenpeace is an international, independent, non-governmental, non-profit campaigning organisation, which uses non-violent and creative confrontations to expose global environmental problems, and to force the solutions which are essential to a green and peaceful future. Greenpeace's goal is to ensure the ability of the earth to nurture life in all its diversity.**

**Greenpeace is on a continuous transformational path.** Our world is changing faster than at any other time in human history. We have witnessed rapid changes in the health of our planet from our oceans to the atmosphere, in economic growth, technological innovation and our increasing interconnectedness via the internet and on social media. These forces drive our organisational change, to continue working on and to implement a new way of working, so that we become an organisation that is **more enabling, more engaged and more effective** as we look ahead to the future.

Greenpeace is moving further towards "**people-powered**" campaigning, engaging and working alongside others to make change in their own backyards. We are focusing our attention on what the **root causes of issues** are so that we can design our campaigns to tackle what is creating the problems in the first place, or holding back the solutions.

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. **Greenpeace's cornerstone principles and core values** are reflected in all of our work and enables us to work towards a more sustainable and green planet.

These are:

- We **'bear witness'** to environmental destruction in a peaceful, non-violent manner.
- We use **peaceful actions** to confront and expose environmental destruction for the common good.
- We **expose environmental threats** and find solutions, and 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.

Our work includes:

- We use **engagement and investigation**, we document and lobby, we expose and act to challenge corporations, and to influence political power.
- **Researching** and presenting environmentally and socially **responsible solutions**.
- **Confronting and investigating** environmental abuse through actions and supporter engagement.
- **Building public opinion and inspiring** others to take responsibility for the planet.

### **Personal Responsibility and Non-violence**

We are committed to non-violence and taking personal responsibility for our actions. These principles are inspired by the Quaker concept of 'bearing witness', which is about taking action

based on conscience – personal action based on personal responsibility. We are accountable for our actions, and everyone on a Greenpeace action is trained in non-violent direct action.

## Financial Independence

Greenpeace only exists because millions of people all over the world support our organisation financially. We ensure our financial independence from political or commercial interests. We do not accept money from either companies or governments. Individual contributions, together with foundation grants, are the only source of our funding. Our independence gives us the authority we need to effectively tackle power, and make real change happen.

## Promoting Solutions

We seek solutions for, and promote open, informed debate about society's environmental choices. We don't work to manage environmental problems, we work to eliminate them. That's why we developed our [roadmap to save the seas](#) through the establishment of marine reserves, and an [Energy \[R\]evolution](#) blueprint that points the way to a clean economy. It's not enough for us to point the finger. We develop, research and promote concrete steps towards a green and peaceful future for all of us.

## Our campaigns and long-term goals

### Changing systems

The current dominant economic and cultural systems set us apart from nature. They reward environmental destruction, promote excessive consumption, write off entire communities and ecosystems as “disposable”, tolerate obscene levels of inequity, prioritise short-term profit over sustainability and wellbeing, commodify the commons, and undermine community, health and true security.

Greenpeace's vision is for the world to build new systems for the green and peaceful world that we all know is possible in our heads and in our hearts . With this in mind, our goals are to:

- Defend important environmental boundaries for a healthy ecosystem
- Provoke systemic long-term change by (1) changing mindsets, and (2) changing power dynamics.

To achieve our long-term campaign goals, we work through three-year plans and yearly projects. Our campaign and project objectives are agreed and reviewed annually, as well as on a rolling basis. The 3-year plans enable us to work on campaigns that address the root causes of environmental destruction and which align with the global programme goals. Setting up 3-year plans also allows us to take our Engagement work to the next level by focussing on enabling deeper engagement with our supporters.

Greenpeace's Long Term Global Programme sets out our view on the health of the global ecosystem and how we will respond to it. 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 makes it possible for us to influence the course of events in favour of a sustainable and green future.

## Climate and Energy

Climate change stands today as the greatest environmental crisis faced by humanity. If we do not take urgent and immediate action to stop carbon pollution, we will meet a global disaster for all life on earth. Governments have acknowledged the crisis, but failed to cut greenhouse gas emissions appropriately so far. Even the large governmental packages in connection to the Corona-emergency failed to invest in truly green solutions despite the leaders rhetorical announcements for a green transition.

**The Paris Agreement** entered into force on 4 November 2016, 30 days after the so-called “double threshold” (ratification by 55 countries that account for at least 55% of global emissions) had been met. Since then, more countries have ratified. The Paris Agreement builds upon the Convention and, for the first time, brings all nations into a common cause to undertake ambitious efforts to combat climate change and adapt to its effects. The Paris Agreement’s central aim is to strengthen the global response to the threat of climate change by keeping a temperature rise this century below 2 degrees Celsius above pre-industrial level and to pursue efforts to limit the temperature increase event further to 1.5 degrees Celsius.

Fundamentally, emission cuts in this decade will need to be much bolder than what countries currently envision in their national contributions to the Paris Agreement. This is the time-window we have for making the shift. [According to Inger Andersen](#), UNEP’s Executive Director, “our collective failure to act early and hard on climate change means we now must deliver deep cuts to emissions – over 7 per cent each year, if we break it down evenly over the next decade.”<sup>1</sup>

### **Our energy [r]evolution is based on five basic principles:**

- Improvement of human well-being without fossil fuels.
- Equitable access to energy for all, including the two billion people without access to electricity who are currently dependent on fossil fuels.
- Respect for nature’s limits: not using more resources than the earth can provide us with.
- Phasing out dirty and dangerous energy sources like fossil fuel and nuclear power.
- Use of proven and existing renewable energy.

### **Goals:**

- **Catalyse a systemic shift to 100% sustainable renewable energy, make the global collapse of coal inevitable and hasten the inevitable decline of the oil industry.**
- **Preserve, protect and restore the most valuable ecosystems for the climate with a focus on biodiversity-rich great global forests and oceans.**
- **Reverse trends in unsustainable consumption and production in key markets and industries that will ultimately limit global warming below 1.5 degrees and protect biodiversity.**

Greenpeace’s goal is to bring carbon emissions to zero without creating new hazards with false solutions. To achieve this, we need to ensure a global energy revolution – phasing out fossil fuels and nuclear energy while scaling up renewable energy and energy efficiency. We advocate for regulation and agreements that make polluters responsible for the damage they have caused.

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<sup>1</sup> UNEP, *Cut Global emissions by 7.6 percent every year for next decade to meet 1.5°C Paris Target*, Press Release, 26 November 2019. Link to full UNEP *Emissions Gap Report 2020* can be found here: <https://www.unep.org/emissions-gap-report-2020>

We have worked on a transformation of the energy sector as early as 1991. Since then we have used the newest science and development to form our vision for a just transition to a future without fossil fuels and without false solutions like the massive replacement of fossil fuels with bioenergy. We are also working to influence the finance sector to hasten the transition by stopping access to money for new fossil fuel development projects and other false solutions.

## **Forests**

Around the world, forests are being logged for timber and pulp, cleared to grow food, and destroyed by the impacts of climate change. Four fifths of the forest that covered almost half of the Earth's land surface eight thousand years ago, have already been irreplaceably degraded or destroyed.

The palm oil sector is the single largest cause of destruction of the rainforests in **Indonesia** and accounts for about a quarter of the country's deforestation. The destruction of forests is also the main reason why Indonesia is one of the world's largest emitters of greenhouse gases.

The vast forest of the **Congo Basin** is the second largest tropical rainforest on earth and the lungs of Africa. The Congo Basin's incredibly rich and diverse ecosystem provides food, fresh water, shelter and medicine for tens of millions of people, and is home to many critically endangered species including forest elephants, gorillas, bonobos and okapis.

The **Amazon** is the planet's largest remaining rainforest, teeming with more wildlife than anywhere else on Earth. Indigenous people have lived in the Amazon for many generations. They know that it is important to preserve nature, not only for them but for all of us. But international companies and the Brazilian government are threatening their protected lands & rights in their hunt for resources.

The **Great Northern Forest** has stood tall for thousands of years. It stores more carbon in its trees and soils than all the tropical rainforests put together and therefore its survival plays a crucial role in preventing climate chaos. But its continued destruction could turn this carbon store into a carbon bomb. In 2010, world governments agreed to take immediate action to prioritise the protection of the world's remaining forests. Despite this promise, the governments of Canada, Russia, Finland and Sweden still allow companies to destroy huge parts of the Great Northern Forest. Forest fires induced by droughts related to climate change add to the threat of this amazing ecosystem

## **Goals:**

**Defend critical forest hotspots for climate and biodiversity by ending deforestation and reducing degradation in the Brazilian Amazon, Indonesia, Congo Basin and The Great Northern Forest.**

## **Oceans**

Our oceans are facing a large number of threats: climate change and acidification caused by rising CO2 levels; overfishing and destructive fishing practices; industrial and agricultural run-off; plastic waste; deep sea drilling and other extractive industries. Whaling, including so-called scientific whaling, also persists as a practice for some nations. Among the threats that originate at sea, current fishing practices are the most immediate and destructive environmental threat and are therefore the central focus of our Oceans campaign. The goal of our oceans campaign is to make sure global marine diversity recovers from a history of overexploitation.

Greenpeace works to establish a Global Ocean Treaty under the UN Convention on Law of the Seas to allow for protection of international waters outside national jurisdiction. To this end, we have sailed all along the Atlantic, showing the threats and the beauty of the world's oceans. We have also confronted the emerging deep sea mining industry in the Pacific Ocean and worked with the communities around the coast of the Indian Ocean and Western Africa to show that protecting oceans is not only good for biodiversity; the coastal economies also depend on the end of overfishing that threatens to empty our global ocean of life.

**Goal:**

**Approve a Global Ocean Treaty that allows the protection of international waters. Defend critical ocean hotspots for climate and biodiversity against industrial fishing corporations and the governments behind them, to accelerate the delivery of global ocean sanctuaries in the open ocean.**

**We try to ensure this goal is met with Projects that aim to:**

- Create a global network of effectively implemented marine reserves, covering 30% of the oceans.
- Ban destructive bottom trawling.
- End overfishing in the world's oceans.

**Food for Life**

A lot of our food production is industrialised and controlled by big corporations. They are growing our food on huge monoculture farms, spraying crops with obscene amounts of chemicals and feeding these crops to factory-farmed animals. The result is a broken system: soils drained of nutrients, poisoned waterways and the destruction of a precious diversity of crop varieties that have enabled human societies to thrive from the mountains to the coast for millennia.

More people are demanding to know where their food is coming from and many far-sighted corporations are looking to meet the evolving demands of the consumers. Greenpeace's food campaign is here to support the global food movement based on "ecological farming" - where most of our food is grown ecologically, and farmers together with consumers reject toxic pesticides and chemical fertilisers.

Greenpeace is also looking at the drastic climate effect of agriculture related gases such as methane and nitrogen. By reducing the use of chemical fertilisers and the consumption of especially cow meat and dairy, we can buy valuable time to stop producing carbon dioxide.

**“A vision of sustainability where food is grown with health and safety first and where control over food and farming rests with local communities”**

**Goal:**

**Shift the production and consumption of industrial livestock towards “less and better” through changing the power dynamics and fundamental mindsets that perpetuate their growth.**

## Mindshift Change

To play our part in catalysing a green and peaceful future, Greenpeace, in addition to defending important environmental boundaries, must provoke long-term system change to permanently remove the threat. Changing mindsets is one of the most powerful ways to affect the system. We must not only challenge harmful mindsets many currently consider 'normal', but amplify and spread the mindsets that breathe life into the more beautiful world of our vision<sup>2</sup>. **Our goal is to help mindsets like these grow until they become dominant.**

- **Reverse trends in unsustainable consumption and production in key markets and industries that will ultimately limit global warming below 1.5 degrees and protect biodiversity.**
- **Redefine quality of life by challenging common notions of what is a “basic right” as well as what is “aspirational life”, with a particular focus on driving change in key urban areas.**
- **Increase collective responsibility for each other and the planet to help reduce the polarisation of societies and enable our collective ability to reach a green and peaceful future.**

## Changing Power Dynamics

Climate change and biodiversity loss are symptoms of a fundamental power imbalance. Their consequences are disproportionately felt by the poorest and most marginalised in society. To create lasting and exponential change in the world, it is not enough to alter the behaviour of individual actors like governments and corporations. We need to shift the way power is distributed. The exclusive power of some self-interested elites and the control they exercise over our institutions and our governments results in a system that serves to win greater power and wealth for those at the top, regardless of the cost to the rest of humanity and the planet.

## Our Story

"A trip for life, and for peace": that's how Irving Stowe, one of the co-founders of Greenpeace, described the plan to sail a boat to the Arctic Ocean to stop the testing of a nuclear bomb. Irving didn't know it then, but the Greenpeace trip would last for decades. And it would change the world.

Greenpeace has been campaigning globally 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. The money for the mission was raised with a concert, and their old fishing boat was called "The Greenpeace". This tradition of 'bearing witness' in a non-violent manner continues today, and our [ships](#) are still a very important part of all our campaign work. This is where our story begins.

**Our Story is that a better world is possible, and that brave individual and collective action can make that world a reality.**

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<sup>2</sup> [Meadows](#) argues that one of the strongest leverage points to transform a system is by “changing the mindset or paradigm” that defines its goals and actions. Greenpeace has decided to change seven dominant mindsets, as outlined in the Framework, to achieve the transformational change to secure life on our planet.



It is a positive vision, rooted in hope, and the conviction that when people in large numbers believe change is possible, change becomes possible. We believe that when we take Nature as our model, mentor, and measure, we can change the way we feed and fuel our world. We can live in harmony with the Earth and each other.

We believe optimism is a form of courage. We believe that a billion acts of courage can spark a brighter tomorrow.



**Speaking out as a voice for climate action during the Norwegian election. Norwegian activists during a press conference organised with the presence of prime minister Jonas Gahr Støre and financial minister Slagsvold Vedum. Oslo, Norway, November 2021**  
Photo by: Johanna Hanno

## Organisation

Greenpeace is a global organisation, consisting of Greenpeace International (Stichting Greenpeace Council) registered in the Netherlands, and 27 independent national and regional offices (NROs) around the world, providing a presence in 55 countries across Europe, America, Africa, Asia and the Pacific. Greenpeace International is the body that coordinates global Greenpeace policy and strategy. The national and regional offices are independent in carrying out global campaign strategies within the local context they operate within. They are also independent in seeking the necessary financial support from donors to fund this work.

The **International Executive Director (IED)** is responsible for the management of Greenpeace International (GPI) and the leadership of the global network (of Greenpeace organisations), and manages the GPI Strategy and the Senior Management Team (SMT). The SMT reports to the IED.

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. Around 3.3 million people supported us financially and more than 80% of the donations are long term, enabling us to plan further for the future we want for us all. 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 agreed jointly at global level but decided by the national and regional offices individually.

## Greenpeace offices around the world



### Greenpeace Nordic

Greenpeace Nordic has offices in Stockholm, Helsinki, Copenhagen and Oslo. The organisation is Swedish registered. Greenpeace started in the Nordic region in 1983, and in 1999 the Nordic organisations formed a Nordic structure with one governance body and common management.

Within the Global Programme, Greenpeace Nordic works on all the issues with a focus on Climate & Energy, Oceans, Food for Life and Forest. Greenpeace Nordic is supporting Greenpeace globally with strong campaign output and with skilled staff delivering output and results also outside our region.

Greenpeace Nordic normally operates according to 3-year strategic plans, currently 2022-2024. We measure the outcome and our success by reflecting on the strategic initiatives and ongoing objectives.

## Governance

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. The Board members are elected for a three-year period by the voting members at the Annual General Meeting (AGM). A member of the Board may be re-elected to serve a maximum of nine

consecutive years. Only if elected as chairperson may a current member of the Board be elected for an additional maximum six years. The Board reports annually to the voting members at the AGM. The Board of Directors of Greenpeace Nordic consists of up to seven members. The day-to-day operations are carried out by the organisation in the four Nordic countries headed by the Executive Director.

At the **AGM**, voting members appoint the auditor for the following year, decide on questions regarding indemnity for the Board of Directors and on acceptance of the Annual Report. 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 however reimbursed.

### **Transparency and Accountability**

Accountability and transparency is key to our organisation. Greenpeace Nordic has three 90-accounts through which we fundraise. The 90-accounts are granted by the Swedish Fundraising Control (SFC, Svensk Insamlingskontroll). The SFC has agreements with 90-account holders that they may be granted 90-accounts on condition that the holders undertake to comply with SFC's standards and instructions and that they have access to investigate the 90-account holder.

We have an open and transparent monitoring and accounting of our financial capital. We are also obliged not to spend more than 25% of our annual income on Fundraising and administrative costs. Our aim is to always seek the most cost-effective solutions that enable us to use at least 75% of our collected capital towards our campaigns.

Greenpeace Nordic follows internal procedures as well as local regulations and reports to the head office and to authorities in the countries in which it operates. Greenpeace Nordic is, as all Greenpeace organisations, audited annually by accredited auditors.

Greenpeace Nordic in Sweden is a member of Fremia (formerly IDEA) and has a collective agreement with the Union. Employees in each of the Greenpeace Nordic offices elect representatives to our staff council. Greenpeace Nordic strives to give our employees in the four countries as similar terms of employment as law and regulation permits.

Greenpeace Nordic is also a member of Giva Sverige, the Swedish Fundraising Association (SFA), a professional membership body for non-profit fundraising organisations, which works to ensure transparent, ethical, professional and safe fundraising in Sweden. Greenpeace Nordic adheres to the SFA's Code of Quality.

## **Our Resources**

**At the end of 2021 Greenpeace Nordic employed 160 people in our four regional offices. This figure includes both temporary and permanent staff, but excludes the member recruiting staff in Fundraising (Direct Dialogue). In addition, many work voluntarily for Greenpeace. Our work is divided between departments; Programme, Fundraising, Finance, HR and IT. The programme department is further divided into units working on campaigns, actions and working with volunteers, digital output and communications.**

## **Staff and Volunteers**

People in Greenpeace are the heart of our work, and therefore it is key to focus on developing leadership, retaining talent, learning and development and increasing our capacity to better processes in our work and to strengthen the global organisation. We have a transparent and participatory implementation phase of our strategies in which all staff feel they have a stake. Greenpeace Nordic employees are working in an international environment and contribute to both local and global projects. We prioritise health and wellbeing, and make sure to work on stress related issues and diversity and inclusion with the ambition to be an attractive employer.

### **“Our people are highly skilled, ambitious and motivated”**

We continue to work with our leadership forum which serves as a common leadership platform and as a source of developing leadership and management capabilities of Greenpeace Nordic managers. This allows us to get a common understanding of the expectations of being a leader in Greenpeace, the principles of management and how we exercise our leadership.

The campaigners carry out political campaigning and coordinate the work within, and across the different Nordic countries. The communication officers support the campaigners and make sure we communicate our messages in the best way possible in order to increase the engagement of the public to create change.

The Nordic office utilizes its digital resources as a support function and as an additional channel to communicate its campaign messages online and engage with supporters and the general public. Our digital unit takes the lead regarding our online campaigning tools, such as our official webpage, specific campaign-sites and social media.

For offline strategies, we undertake different activities such as events and peaceful actions, as well as undertake investigations and expose environmental scandals, to add pressure on politicians and companies and engage with the general public.

Our street and door fundraisers are the face of Greenpeace. They talk to thousands of people every day advocating for Greenpeace’s work and engage people to take action for the environment.

Our volunteer network is the backbone for Greenpeace direct actions. Our volunteer network supports our public outreach work, talks to the public and brings Greenpeace much closer to the people. The volunteer unit consists of volunteer coordinators coordinating our local groups in each country. In total, we have about 16 local groups. The Covid-19 pandemic forced the Greenpeace volunteer community to explore and greater utilize online platforms for self-organizing, arranging events and recruiting new volunteers. In 2021, 155 external or public activities were held online, alongside internal training, meetings and inductions for new volunteers.



#### **Fossil Fuel Advertisement Protest in Stockholm**

**Greenpeace activists hand out oversized cigarettes to participants of Stockholm Media Week. In Sweden there is a sharp ban on tobacco advertising. Meanwhile, burning fossil fuel does not receive the same kind of attention, even though the toxic air pollution it creates kills more people globally than the tobacco industry.**

**Stockholm, Sweden 2021**

**Photo by: Christian Åslund**

### **Gender issues and equality in Greenpeace Nordic**

We work to achieve an even distribution between men and women, and other genders in Greenpeace, and people from different backgrounds. In 2021 41,56% of our employees were male and 58,44% were female. No staff member identified in 2021 identified as non-binary, or identified no gender. Among our member recruiters in Fundraising, the distribution is variable depending on the season, but are often represented by more women than men.

Our Volunteer Unit has increased their knowledge about Diversity & Inclusion and it has become a firmly anchored value in our Volunteer Coordination work. Our Volunteer Unit surveys the Nordic volunteer community annually. The last survey in November 2020 showed that 88% of volunteers *Strongly agreed* or *agreed* that GPN works to promote a diverse, open and inclusive volunteering programme.

The survey further showed that 65% of our volunteers are female, 30% male and 5% are non-binary. This is an increase in females/decrease in males, from the last survey in 2019.

Age data tells us that 57% of the volunteers are aged between 25 - 40 years. Outside of this range there is a fairly even age distribution of volunteers between the ages of 40 - 77 years.

The next survey, which will provide updated diversity data from our volunteer network, is scheduled for the fourth quarter of 2021.

**“Embracing diversity, means celebrating the similarities and differences that make each person unique. Inclusion is the means by which we put diversity into action, Equity means treating people in such a way that everyone has the potential for the same outcome, while acknowledging that there is social inequality requiring varying levels of support may be needed to access the same opportunities..”**

### **Why Equity, Diversity and Inclusion is important to Greenpeace**

We have clear guidelines on how we work with diversity, equity and inclusion and we ensure our communication is reflecting the diversity of the organisation and have a norm-critical perspective to broaden the perception of our organisation.

We strive to be an organisation that invites and speaks to everyone no matter their background (ethnicity, appearance, religion, gender, socioeconomic class, disability, sexual orientation, etc).

- The planetary crisis with climate change and mass extinction affects everyone, and we are convinced that only through a diverse set of minds can we find solutions to the issues we are dealing with.
- We believe that a diverse and inclusive Greenpeace is essential to delivering effective campaigns, sparking a billion acts of courage, and achieving our mission of creating a sustainable and peaceful planet.
- Diversity and inclusion reflects [our core organisational values](#) and our moral values as human beings.
- We are committed to attracting, developing and retaining a diverse and talented community of volunteers, crew and staff.
- We create a safe and inclusive culture where all people treat each other with respect and dignity.
- We value and rely on collaboration based on the diversity of our ideas, perspectives, and experiences to make wise decisions and create effective outcomes.
- Everyone is supported to learn, lead and grow.

### **Fundraising and Finance**

Greenpeace Nordic is financially sound and stable, and Fundraising income continues to grow year on year.

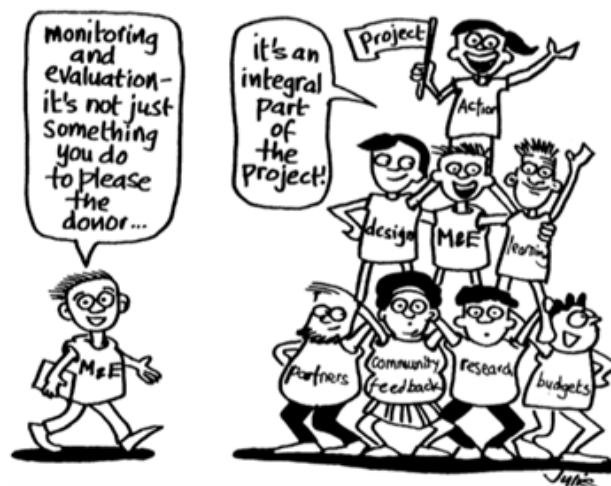
Greenpeace Nordic informs Greenpeace International about our budgets and plans, after approval from the Greenpeace Nordic Board. The Board and Greenpeace International receive quarterly budget and key performance indicator reports including an analysis of the political and geo-economic framework in which we operate. The organisation does not take on any new obligations and does not enter new commitments or activities without strictly evaluating the risks at hand. We do not invest in shares or other financial instruments and do not jeopardize 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. We also hold a few shares in a Danish wind power cooperative.

In 2021, **140,868 donors** - including family foundations, the Swedish Postcode Lottery and individuals - gave their support and donated money to Greenpeace Nordic, contributing over **227,3 million SEK**.

In **Denmark** 20,030 people donated to Greenpeace, in **Finland** 19,461 , in **Norway** 17,395 and in **Sweden** 83,982.

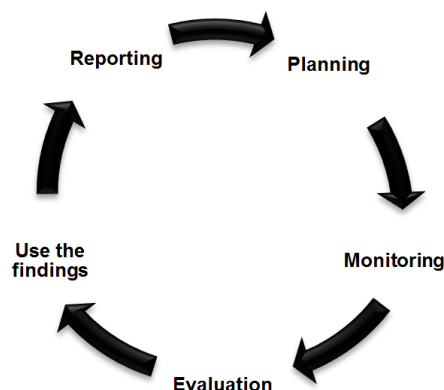
Greenpeace thanks all of our donors – without them Greenpeace would not exist. Our donors make politicians and business leaders listen to our demands. They are the People Power that is sorely needed in this time of disruption. They have the power to amplify our calls to hold governments accountable to protecting our oceans. Their voices are heard by the Norwegian authorities that would like to open up the Arctic for oil platforms. It is their power that will save the Amazon rainforest and speak truth to power against excessive logging in the great Northern Forest. It is only through their donations that we can continue our joint work going across the globe. To stop climate change we need to work for a clean energy future from China to Argentina, from Russia to the United States, from the corridors of the European Union to villages in India. **Together, with 3.3 million other financial donors from all over the world, our donors are what make Greenpeace the single biggest independent force for the environment. They give hope for the future.**

## Monitoring and evaluating our progress, learning and innovating



Our Programme work is organised in projects that define the desired outcome with SMART goals (Specific, Measurable, Achievable, Relevant, Time-bound). Project cycles start with a check of significant learnings from other projects and end with an evaluation of the project. The evaluation will not only check if the SMART objectives have been achieved, but typically also give recommendations on improvements that require management to consider how the organisation will act to improve based on the recommendations. A separate Unit in the central global organisation (PAL: Performance, Accountability, Learning) provides support with tools for evaluation, monitoring and tracking of progress. For the overall 3-year plan we have set up a separate MEL (Monitoring, Evaluation and Learning) Plan which specifies how we track our progress not only towards our programme goals, but also our organisational and Fundraising

goals on a quarterly basis. We write quarterly progress reports to our board and convene all managers in quarterly management forums to discuss progress and learnings from implementing our 3-year strategic plan.



## Significant events and milestones during 2020

### Oil, gas and coal

2021 has seen the Fossil Ad ban movement gain great momentum in the Nordic. 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. Our 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.

In Finland, a number of actions were organized to stand up to companies who benefit from fossil fuels. In August, activists unfurled a banner saying ‘no fossil ads please’ on top of a Finnair billboard in the centre of Helsinki as a response to the state-owned airline promoting cheap flights to countries affected by raging wildfires caused by climate change. Action was also taken against Finnish energy giant Fortum in November, when activists dropped a banner on top of one of their major billboard ads.

In Norway, Greenpeace activists turned up to confront the politicians in the weeks leading up to the national election in September 2021. 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. 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, Greenpeace turned up every single day for over two weeks calling for a just, green transition and an end to oil exploration as the new Government discussed their new political platform.





#### **Fossil Ad Ban Action in Helsinki**

**Greenpeace activists hang a banner opposing the advertising of fossil fuel companies over Finnair's advertisement in Helsinki's Kaivokatu.**

**Helsinki, Finland, August 2021**

**Photo by: Matti Matikainen**

### **Nuclear**

Since our nuclear campaign in Sweden against the lifetime expansion of old risky reactors in 2012, no less than five power plants have been shut down and are being replaced by renewable energy, mainly wind power. In 2021, one more reactor was closed as a result of owner Vattenfall deciding that the necessary security feature upgrades were going to make the electricity from this reactor economically unviable. Meanwhile in Finland, the nuclear reactor in Olkiluoto is continuing to face delays and problems.

### **Meat**

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".

These 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 posting 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.

As a result of our efforts, Danish supermarkets stopped selling products with the Danish Crown's "climate-controlled pig" label. Danish Crown eventually 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 stores."



#### **Action Against Danish Crown Greenwashing in Denmark**

**Greenpeace Denmark activists block a feed factory in the Port of Aarhus - the country's main port for imported soy animal feed - to protest pork and beef giant Danish Crown's greenwashing of its climate and forest-wrecking production and to withdraw its misleading marketing campaign.**

**Aargus, Denmark, September 2021**

**Photo by: Will Rose**

## **Oceans**

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. 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 and offered grants to people from coastal communities and local NGOs

around the Indian Ocean, who produced firsthand accounts of the impacts of destructive fishing, pollution and climate breakdown.

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.



### **Protect the Oceans**

**Climate activist Shaama Sandooyea holds a sign in support of the climate strike during a visit of the Arctic Sunrise to the Saya de Malha bank in the Indian Ocean. Located between Mauritius and Seychelles, the Saya de Malha Bank is the largest seagrass meadow in the world and one of the biggest carbon sinks in the high seas.**

**Saya de Malha Bank, Indian Ocean, June 2021**

**Photo: Tommy Trenchard**

### **Forests**

In Sweden we focused our forest campaign 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 submitted 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.

In Finland, Greenpeace supported people from around the country to mobilize and map several thousand hectares of natural forests. The results of the mapping work will be presented in early 2022. This work is vital, as only 6% of Finnish forests are protected, with only 3% protected in the south of the country. Despite this, Finnish authorities have so far been reluctant to map these last natural forests.

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. Throughout the year, we did rapid responses in three forests that are threatened and partly logged by the state forestry company.



**Forest and Deforestation Documentation in Muonio, Sweden**  
Greenpeace activists examine logs cut down by Sweden's largest forest company, Sveaskog, in the Muonio Sámi village. Sveaskog has repeatedly ignored Sámi rights and logged old growth forest in areas vital to reindeer husbandry around Muonio, in the north of Sweden.

**Muonio, Sweden, August 2021**

**Photo: Jason White**