

2024



GREENPEACE

NORDIC





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# Message from the Board Chair and the Executive Director

For years, we focused on defending the climate, even if the impacts of global warming were still theoretical. Since day one, we have been fighting for democratic space and human rights. In 2024, it all started to feel even more urgent. Democracy and basic human rights are being threatened globally, and the impacts of the impending climate disaster are becoming increasingly visible.

In this moment, apathy is our greatest enemy. In a polarised world, it can feel like we are alone with our concerns, but we are not. Ultimately, we all share the same fundamental desires: clean air, access to safe food and water, security from conflicts and natural disasters, and a promising future for our children.

Amid rapid and seemingly inevitable change, imagination becomes a scarce natural resource. It is harder to imagine humanity choosing a safe and just future, than the collapse of civilisation. But it doesn't have to be. We all have the choice, and together we have the power to change the course of history.

In 2024, we halted what seemed inevitable only a year before and stopped deep sea mining in the Arctic waters. We made the fossil fuel companies everywhere feel the pressure and pushed them to take responsibility for their actions. We were instrumental in launching a new global food campaign that is aimed at reducing emissions by game changing amounts, while providing people with healthier food.

To every person who supports Greenpeace financially and remains steadfast in solidarity during these times of economic pressure, we offer our deepest thanks. Your essential contributions, which underpin our independence from corporate and government influence, are the driving force behind our ability to challenge environmental destruction and tirelessly pursue planetary protection. Your commitment to a more environmentally just world provides us with profound hope, affirming that transformative change is not merely possible – it is an unfolding reality driven by your support.

The inspiration of action is what best breaks the apathy of hopelessness. It is people power that can win over the narrow interests of corrupted powerholders. These are the building blocks of Greenpeace.

Your support fuels our fight for a better future, and for that, we are incredibly grateful.



  
SINI HARKKI  
Executive Director



  
DAN HINDSGAUL  
Board Chair



# OUR WORK

GREENPEACE

"We successfully expanded our creative partnership with the Deep Sea Mining ship tour, collaborating with both Aurora and Sigrid, two Norwegian artists, with an international audience. The collaboration with Aurora and Jacob Collier generated the most engaging content for Greenpeace International channels last year, supporting the Deep Sea Mining campaign to travel far and wide."

FRODE PLEYM  
Programme Manager, Norway





## Arctic Victory: Deep-Sea Mining Halted!

After a year with strong campaigning, lobbying, ship work and actions, we succeeded in stopping Deep Sea Mining in the Arctic!

Norway had planned to grant the first deep sea mining exploitation licenses in early 2025, and hoped to become the world's leading nation on deep sea mining. This will no longer happen.

By placing deep sea mining high on the public agenda and through massive external pressure, the Norwegian Socialist Left Party got the backing they needed to secure an agreement with the Norwegian Government that no licenses will be issued in either 2024 or 2025!

This was a well earned victory built on a campaign where the team utilised all the tools in our toolbox. We conducted a science expedition on deep diving whales in the mining area, saw Nordic actors join Non-Violent Direct Actions against mining companies, watched extraordinary artists going viral from the Arctic, had volunteers and staff doing multiple activities including open boat events along the Norwegian

coast and intense political lobby efforts together with our allies.

It is crystal clear from our political contacts that this win would not have been possible without the external and international pressure from Greenpeace and the broader movement we are a crucial part of.

Plans are now being made on how to leverage this significant victory against the mining companies and to persuade the Norwegian parliament to secure a global moratorium position. More to come in 2025!





## Nature Crime Files: Killed by Cardboard

One of the biggest milestones of our Forest campaign in 2024 was the groundbreaking investigation and report, *Killed by Cardboard*, part of Greenpeace's Nature Crime Series. This report sheds light on how Europe's last old-growth forests are being destroyed to produce everyday consumer goods—particularly disposable paper, pulp and cardboard packaging.

Our investigation focused on Sweden, where forest destruction not only threatens biodiversity and the climate but also jeopardizes the rights of the Sámi, Europe's only recognized Indigenous people. The report reveals how weak governance and self-regulation have allowed vital old forests to be logged rather than protected. Shockingly, the demand for throwaway packaging—especially from the e-commerce sector—is a major driver of this destruction.

Our investigation traced this issue back to nearly 200 global companies, including Zalando, Amazon, and HelloFresh, exposing their connection to unsustainable forestry practices. The fight to save our last remaining forests is far from over, and we will continue to push for real change.

In connection to the report release we launched the 'Ugliest Clearcut' competition as a way of showcasing the devastating impact of clearcutting through powerful images and public engagement. The campaign sparked national conversation, with major media outlets amplifying the issue.

As part of the Romanian Crime Files investigation, which exposed IKEA's sourcing of wood from some of Europe's last remaining old-growth forests in the Romanian Carpathians—including protected Natura 2000 areas—we joined the global effort to pressure IKEA to take responsibility. In Sweden, we organized a demonstration outside IKEA's oldest and largest store in Stockholm, amplifying the findings of the investigation, and facilitated a conversation with the company.

We also continued our work with a Sámi expert, who supported Reindeer herding communities in their negotiations with the forest industry and participatory planning process, and are planning a report release in 2025.



# Action Against Finnish Forestry Giants

There are two main problems in Finnish forestry: the loss of biodiversity and the disappearing forest carbon sink. With current forest management practices, the endangerment of forest species remains high and there are no signs of improvement. This is exacerbated by the fact that only 6% of Finnish forests are protected.

High logging levels have led to a catastrophic decrease of the forest carbon sink, with the latest estimation showing that the Finnish forests are actually a carbon source. This is an unbelievable situation in a country that is covered by forests, despite the forests being mostly in industrial use.

In January 2024, a wide coalition campaign against logging in natural forests was launched. Demonstrations were organised in front of all three forest corporation headquarters, including one which hosted a mobile sauna! As a result, logging has been halted and nearly all the threatened forests have been saved for the time being. Greenpeace has continued talks with all three major corporations in 2024, however, no

permanent solution has been reached. In October 2024, Greenpeace activists also demonstrated as guests arrived at the inauguration of the largest pulp mill in the northern hemisphere that was opened in 2023 in Kemi, Finland.

Our demand for increased forest protection is based on the Convention on Biological Diversity and the EU Biodiversity Strategy. Greenpeace demands that 30% of Finnish forests must be protected. At the same time, the logging of managed forests must be on a level that guarantees increasing carbon store and carbon sink. Greenpeace has recognised that the most important users - the giant forest corporations - are responsible for our forests, biodiversity and climate. These corporations are also global players with activities on other continents. As such, we will continue to leverage our voice to apply pressure and ensure that these corporations are held accountable for their actions and move towards protecting Finnish forests.





# Exposing Denmark's Agricultural Pollution

In 2024, we led a campaign to transform agriculture and save Denmark's marine environment. The campaign included expeditions documenting the collapse of our marine environment, critical analysis of government agreements and creative public outreach.

In April, we held a funeral for Vejle Fjord, sending a message that urgent action is needed to restore life to Denmark's dead seas and fjords. A few months later, we also undertook an expedition to ten coastal areas across Denmark, pulling up samples of black, muddy, oxygen-deprived seabeds that should have been thriving with eelgrass and aquatic life.

The main cause of this underwater crisis is on land - nitrogen pollution from Denmark's oversized livestock industry. An enormous portion of the country is devoted to growing animal feed, and runoff from these fields leads to algae blooms that chokes the sea.

Our campaign has been crucial to build up pressure on the government and the so-called tripartite-negotiations on agriculture. During the

negotiations, we called on the government to act, demanding a reduction in animal agriculture and restoration of natural habitats on land. However, the government has been unwilling to transition Danish agriculture.

When the government announced a "historic" green agreement with industry and unions, Greenpeace published a satirical dictionary translating the deal's jargon and spin into Danish.

Through this multifaceted campaign - at sea, on land, in the media, and in the streets - Greenpeace and its allies gave a powerful voice to Denmark's embattled nature in 2024. The fight continues for the political action needed to end industrial agriculture's destruction and restore thriving ecosystems on Denmark's lands and in its waters.

Heading into 2025, we are left with a depressingly unambitious government, but also with massive public attention to the environmental consequences of Danish agriculture. And there is a larger majority of Danes than ever, that want to see real change, to bring back life in our land and sea.







## Legal Triumphs: Challenging Equinor's Climate Impact

Greenpeace is at the forefront of the movement for a just transition away from Norwegian oil and gas. We began the year with a significant victory, when Oslo district court established what we have argued for years: the government is obligated to assess the full climate effects of oil drilling.

As we demonstrated in court, this includes the premature deaths of tens of thousands of people, an increase in extreme weather events and risk of activating irreversible tipping points in the global climate system. The Norwegian government promptly appealed the judgement, yet it has already had international effects: the judgement was cited when the British Supreme Court ruled in the climate's favor in a similar case a few months later. The appeals process following the judgement will continue into 2025, and we have high hopes of victory. Regardless, the fight against oil and gas is not confined to the court rooms.

This year, we have escalated our resistance against Equinor's global oil and gas projects. For the first time ever, we decided to protest outside Equinor's CEO's house, placing debris from a devastating flood in Brazil in his yard. It is long overdue that we talk about the personal responsibility that big oil CEOs hold for the climate crisis.

Furthermore, we have objected to Equinor's Rosebank field in the UK, which we have shown is tied to an Israeli energy conglomerate known for violating human rights and international law in Palestine and elsewhere. Together with movements in Norway, the UK, Brazil, Argentina and Canada, we have strengthened the opposition to these and other of Equinor's potentially catastrophic plans for new oil and gas. We have done this through legal complaints, public protests, direct confrontations and dialogue with stakeholders. We remain as committed as ever in stopping Equinor and climate chaos.





"Greenpeace, together with Fossil Free Future (Fossilfri Fremmtid), kicked off 2024 with a demonstration against the Danish government's plans to open the Hejre field in the North Sea for oil exploitation. Activists laid out a banner in the shape of an oil rig with the words 'Stop Drilling, Stop Hejre', in front of the Danish parliament building, Christiansborg, in central Copenhagen. Shortly after we filed a legal complaint over the license's validity, which was well covered in the media and took the front page of Information."

SUNE SCHELLER  
Programme Manager, Denmark



# Holding Big Oil Accountable: Profits vs. Planet

Globally, we have to halve oil and gas production by 2030 against the resistance of the oil and gas industry, who have all but dropped their climate targets and openly strategize for production increases again.

The climate change bill is already huge: The economic cost from weather and climate events in 2023 was estimated at USD 301 billion. Very soon, even rich governments will be confronted and overwhelmed with the cost of climate change: Adaptation, extreme weather events, insurer of last resort, shifting communities off floodplains. The central question is - who pays the cost of a warming planet? Greenpeace and a growing public believes that rich elites and those who have profited from the pollution they have caused should be held accountable for paying up, both for the damages and the just transition. We have therefore continued to highlight the link between the ever increasing profits of the oil industry and the ever increasing costs to people from climate change damage.

In the spring, when the oil companies published their profits, we protested at their headquarters, for Norwegian Oil Company Equinor in Oslo, juxtaposing the smiling CEOs with images of people suffering from extreme weather. During the summer we highlighted the threat of oil companies suing us in order to suppress free speech and their blatant attempts to crush opponents to their harmful activities. In the autumn we took direct action in Norway, where we confronted the CEO of Equinor with a crib and battered toys from a recent flood in Brazil, personalising the link between their profit and the human suffering yet again. In Denmark, we highlighted the responsibility of the international oil and gas giants for climate-enhanced extreme weather and the climate crisis by dumping debris from flood events at the headquarters of Total in Esbjerg.

Greenpeace faces several intimidation suits that could cost hundreds of millions USD if not billions. But their bullying tactics will not intimidate us, on the contrary, it will make us stronger and we are grateful for the solidarity we have received from all over the world.





# Turning Up the Heat on Methane Emissions

We need to reduce the emissions of methane by decreasing the production and demand of meat and dairy and at the same time transform the food system.

In Sweden, where 3 million meals are served daily in the public sector, we mapped all 290 municipalities and their work with reducing their climate impact, as well as setting clear demands. This became the most detailed mapping of its kind, as well as the one with the highest response rate in Sweden, gaining interest from governmental instances to use our data. We also created a toolkit for public use to put democratic pressure on municipalities.

We drew a line against the intensification from "big agriculture". In Sweden we have a unique law that protects the cows' right to graze for a minimum number of hours during the summer. In the Swedish climate, grazing can be important to keep open landscapes and is good for biodiversity and reducing methane emissions from cows. Right now, it is being threatened!

We amplified an already existing coalition of experts in the area with our voice and made this headline news in all media channels, moving the topic from under the radar into a nationwide debate.

We carried out many activities, including a demonstration outside of parliament, handing in over 110 000 signatures which secured a meeting with the ministry of agriculture. We launched the global report "Turning down the heat", that showed different pathways we could take as humanity to either speed up or slow down global heating through the meat and dairy sector. In Sweden we focused our spotlight on Arla, the world's 4th biggest dairy producer.

In Finland, the focus on the meat and dairy campaign was also in municipalities. Together with allies Animalia (animal justice NGO) and Finnish Nature Association (youth environment NGO) we ran a campaign called Puolet Parempaa (half better). The aim was that at least 30 Finnish municipalities' local politicians submit an initiative in the city council demanding that the use of animal-based products is halved by 2030. We achieved this goal on February 3rd 2025. These initiatives were lobbied by volunteers that we have trained throughout the year. In 2024, we trained almost 200 volunteers and they in turn contacted and lobbied local politicians in over 60 Finnish municipalities.

In early December we achieved another major win when the city of Kouvola decided to start serving vegetarian food on a daily basis and halve the use of animal based products!







## Volunteers

Volunteers have played a critical role in our campaigns over the past year. Their dedication, energy, and passion have amplified our reach, enhanced our community engagement, and strengthened our investigations and advocacy efforts.

Our transition to a volunteer specialist team structure was completed last with the launch of our Artivism team in April 2024. This gives us the following specialist teams: Greenspeaker, Lobby, Investigations and Artivism. Some examples of our specialist team volunteers during the past year:

The Greenspeaker team was central to our Activism is Democracy work in Sweden and helped us to reach new audiences and inspire people to take action.

The Lobby team secured over 20 municipalities in Finland to halve their meat and dairy procurement as part of the Superheaters campaign.

The Investigations team supported Nordic campaigns across all of the countries with a skilled and able team of volunteers.

The Artivism team was responsible for creating the majority of the public engagement materials within the Witness ship tour as part of the successful Stop Deep Sea Mining campaign in Norway.

Volunteers remain at the heart of our organisation. Their contributions not only extend our capacity but also bring a diversity of experiences and help to deepen our connection with the community. We are immensely grateful and committed to empowering them further in the years ahead.

### Volunteering 2024 in numbers:

**680**

people volunteered with us in 2024, giving us a total of

**11 578**

volunteer hours.

**387**

volunteer activities took place in Greenpeace Nordic last year.

### Superheaters

was the campaign with the most volunteer activities, 79 activities in total. While

### Oceans

was the campaign with the most volunteer hours, 4 122 hours in total.





## The Movement Hub

With the fight for climate justice raging on many fronts and in many ways, 2024 was a packed year for the Movement Hub team. In addition to running over 20 trainings, mainly the well tested interpretation and movement ecology concepts, the Hub also developed and launched new types of trainings, “Toxic behaviour in Activist Spaces” - exploring what toxic behaviour means and how it can be addressed, and “Political Ecology of the Far Right”, exploring the historical and contemporary connections between nature and environmental protection movements and far-right ideologies throughout Europe. The Hub also co-launched the SingTheWay project, providing a library of songs and poetry, and inviting the creation of new songs, to inspire the climate movement.

While continuing to moderate and grow the Legally Green network (a European community of practice for those working on climate justice activist legal support and repression, such as lawyers and grassroots legal support teams), the team increased other types of anti-repression work: conducting four anti-repression trainings (at Les Soulevement de la Terre camp in France, at the Swedish Climate Festival, at the

Eastern European Climate Camp in Ukraine and at the Rotterdam Climate Camp in the Netherlands), the team developed the “Activist Legal Support Team’s How-to” resource, the Holistic Security in Activist Groups (co-authored by movement trainers from the Ulex project), and organised two cross-European educational webinars - one, co-organised with Amnesty International and Global Climate Legal Defense, focused on an overview of repression and strategies to counter it, and another on organising against repression and using trials for leverage.

The Hub also provided behind-the-scenes-support for cross-European movement collaboration. Examples include the Beyond Gas conference in Poland, as well as an offline tour with French grassroots groups in the Netherlands and Belgium to connect them on land, water, and logistics expansion. The Hub was also a main facilitator at the United for Climate Justice strategy call.

Finally, the team continued its support to the three European Greenpeace campaigns through continuous networking & coalition work as well as strategic advice on movement collaboration.





**THANK  
YOU**





## Sustainability and Governance

Greenpeace Nordic is committed to ensuring that the environmental footprint of the organization is always as low as possible, enforcing strict 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, prioritising ferries powered by LNG.

Greenpeace globally invests in maintaining a high quality video conferencing system to reduce our need for inter-office travel even further. For the third year running we have decreased our overall emissions across Nordic in 2024, including a drop in paper consumption and overall travel.

Greenpeace Nordic only serves plant-based food to participants in training events and meetings. Food sourced is organic and locally grown whenever possible.

### Board Members 2024

The Board of Directors of Greenpeace Nordic consisted of seven members during 2024: Andrea Cederquist (Germany), Carl-Henrik Monrad-Aas (Sweden), Dan Hindsgaul (Denmark), Ingrid Skjoldvær (Norway), Per Rosander (Sweden), Jussi Nuortimo (Finland) & Sandra Butoyi (Norway).

Dan Hindsgaul is the Board Chair while Andrea Cederquist is the Trustee, representing Greenpeace Nordic at the International Annual General Meeting. In 2024 there were five board meetings in addition to the Annual General Meeting (AGM).

In 2024, Sini Harkki was officially appointed Executive Director of Greenpeace Nordic following a robust recruitment process led by global leadership consultancy, Oxford HR, and a diverse internal recruitment panel. She replaced Celeste Stewart, who had filled the role on an interim basis for the past year.





## Greenpeace Nordic Emissions

Metric tonnes CO2 equivalent, direct and indirect emissions

Source	2024	2023	2022
Office electricity*	9.87	9.54	19.91
Server electricity	0.00	0.00	0.00
Paper consumption	0.03	0.61	0.57
Vehicles*	11.43	4.6	33.95
Boats, Ships, Marine Transportation	0.24	0.23	0.0**
Air Travel	68.59	56.08	49.03
Other Travel	9.39	39.41	62.1
<b>TOTAL</b>	<b>99.55</b>	<b>110.47</b>	<b>165.56</b>

\*Retrospective figures are higher than previously reported due to the inclusion of both direct and indirect emissions (both from sources we own and those not owned, but related to our activities), reflecting our updated accounting methodology.

\*\*Greenpeace Nordic organized a number of activities using marine transportation in 2022. Due to issues with reporting emissions, our 'Boats, Ships and Marine Transportation' emissions have been reported as 'Other Travel'.





## Our Funding

YOUR SUPPORT is essential to our independence and the driving force behind impactful actions. Greenpeace champions positive change through action, from petitions and political pressure, to rigorous research and peaceful demonstrations, Greenpeace is dedicated to amplifying the voice of our fragile planet and driving impactful change for future generations.

Only through the generosity of supporters like you can we turn our commitment into concrete action. We maintain our independence by not

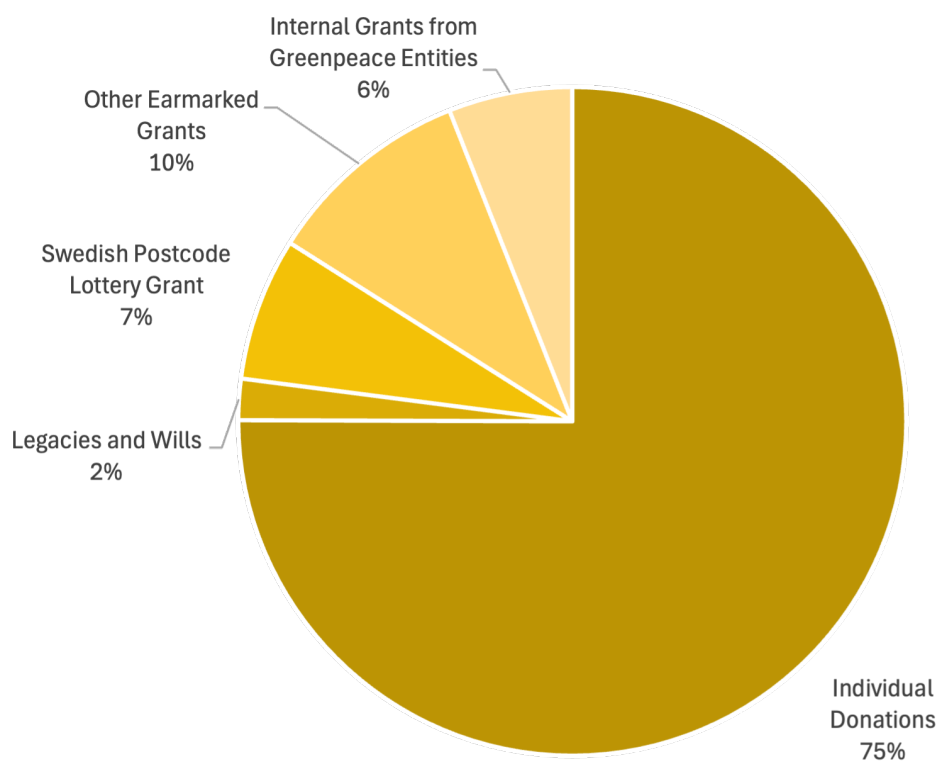
soliciting or accepting donations from governments or corporations. Instead, we pledge to use every donation you make with the greatest care and diligence.

We are profoundly grateful to the 133 729 people in the Nordic region who stand with Greenpeace through their financial support. We are so grateful for your contributions, which are instrumental in our efforts to safeguard the environment. Thank you for your unwavering solidarity with us and our planet.

DONORS	31 DEC 2024	31 DEC 2023	CHANGE 2023-24
Sweden	75 818	78 292	-3.16%
Denmark	21 349	20 035	6.56%
Norway	15 964	15 360	3.93%
Finland	20 598	20 707	-0.53%
<b>TOTAL</b>	<b>133 729</b>	<b>134 394</b>	<b>-0.49%</b>



# Where our money comes from

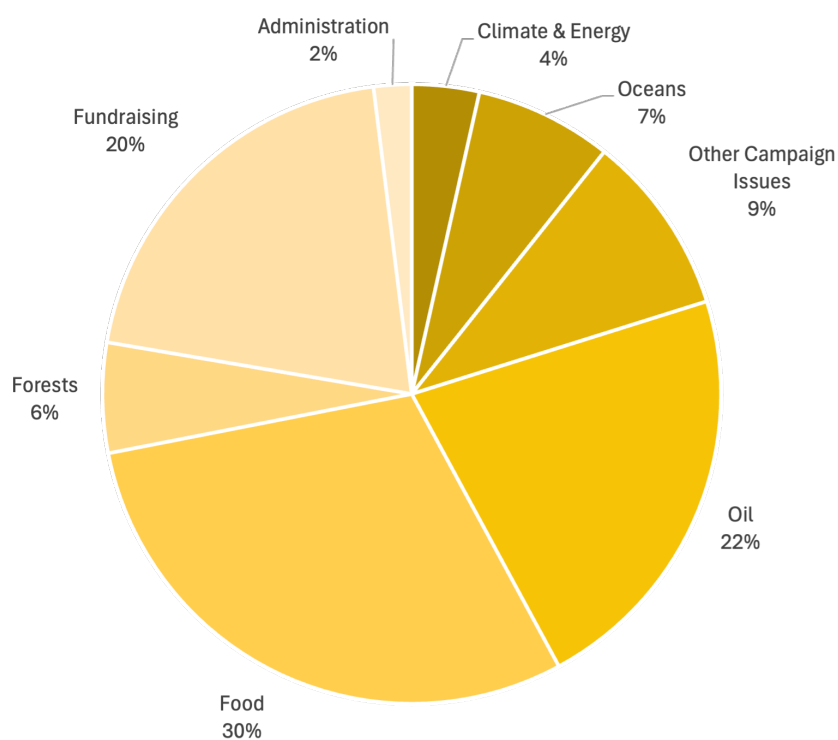


Figures are presented per 1000 SEK

Donations from individuals	195 342
Legacies and Wills	5 185
Grants from the Swedish Postcode Lottery	18 000
Other earmarked grants	26 134
Internal grants from other Greenpeace entities	15 608
Other income	48



# What we spend it on



Figures are presented per 1000 SEK

Climate & Energy	8 871
Oceans	18 088
Other Campaign Topics	23 844
Oil	55 294
Food	75 150
Forests	14 476
Fundraising	51 263
Administration & Others	4 993



# Statement of operations

Figures are presented per 1000 SEK

	2024	2023
Donations	218 527	219 202
Earmarked Contributions	41 742	26 044
Other income	48	0
<b>Total Income</b>	<b>260 317</b>	<b>245 731</b>
Campaigning Expenditure	195 723	197 397
Fundraising Expenditure	51 263	59 571
Administration Expenditure	4 993	5 439
<b>Total Operational Expenditure</b>	<b>251 979</b>	<b>262 407</b>
<b>Result from Operations</b>	<b>8 338</b>	<b>-16 676</b>
Interest Income and Similar Items	943	539
Interest Costs and Similar Items	212	1
<b>Result after Financial</b>	<b>9 069</b>	<b>-16 138</b>
Taxes	183	608
<b>Surplus / (Deficit)</b>	<b>8 886</b>	<b>-16 746</b>





"Receiving large-scale, unrestricted funding allows us to prioritize campaigns based on urgent needs and adapt to the ever-changing world in which we operate. Thank you for being a key partner in protecting the planet!"

**SINI HARKKI**  
Executive Director, Greenpeace Nordic

## The Swedish Postcode Lottery

Greenpeace Nordic has been a beneficiary of the Swedish Postcode Lottery since 2008, receiving more than 340 million SEK, including 45 million SEK for Dream Projects. In 2024, we were granted 18 million SEK in unrestricted funding. This vital support allows us to allocate resources where they are needed most and respond swiftly to urgent environmental challenges.

2024 was the final year of our hugely successful Swedish Postcode Lottery funded project, Planet One. Launched in 2021, the project saw collaboration with organisations around the world with the aim of creating spaces for youth to get engaged in the fight for climate justice. We set out to create hope and ownership, and with 49 235 participants aged 15-25 years old engaging in 4 366 activities initiating 7 469 youth-led initiatives,

we not only met, but exceeded many of the goals we set to achieve.

We created a comprehensive Planet One Toolkit and a shorter handbook, packed with knowledge, resources and learnings from the project, to support makerspaces and similar initiatives. We also created a short documentary to showcase the project's impact.

The project was a huge success in connecting thousands of youths and has played a pivotal role in shaping resilient, capable changemakers ready to influence systemic change for climate justice and environmental action - all made possible by the support of the Swedish Postcode Lottery.

**Makerspaces had a significant impact on youth participants:**

91%

connected with new people

85%

changed their self-perception and future outlook

82%

felt empowered to address local climate and environmental issues





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