

The background image shows two large, realistic blue whale sculptures positioned in a grand, multi-story museum hall with a high, arched wooden ceiling. The whales are painted in shades of blue and grey, with detailed textures on their skin. They are resting on a large blue fabric base with a white wave pattern. The museum's architecture features red-brown wooden beams and arches, with natural light streaming in from high windows. In the distance, other museum exhibits and visitors can be seen.

GREENPEACE NORDIC

EFFECT REPORT 2020

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 nonviolent 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 favor 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 so far 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.”¹

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.

¹ 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. It'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 is industrialized, controlled and modified by big corporations. They are growing our food on huge monoculture farms, spraying genetically modified 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, chemical fertilizers and GMO seeds.

Eco-farming combines modern science and innovation with respect for nature and biodiversity. It ensures healthy farming and healthy food. It protects the soil, the water and the climate. It does not contaminate the environment with chemical inputs or use genetically engineered crops.

"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.

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

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 vision². **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.

² [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.

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

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.



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 the Nordic 3-year strategic plan (2017-2019). We measure the outcome and our success by reflecting on the strategic initiatives and ongoing objectives. Due to exceptional circumstances brought about by the Covid-19 pandemic, the Nordic 3 Year Strategic Plan scheduled for 2020 was postponed until 2021.

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

Greenpeace Nordic has been controlled by the Swedish Fundraising Control (Svensk Insamlingskontroll) since its launch in Sweden, and has three 90-accounts. 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.

Accountability and transparency is key to our organisation. International Non-Governmental Organisations (INGOs) play an increasingly influential role in shaping global policies today and public opinion surveys show higher trust in NGOs than in government and business. At the same time, the nonprofit sector is coming under scrutiny, both from those who want it to flourish and those who seek to curtail NGO activities. In response, Greenpeace International together with 9 other leading international Civil Society organisations, including development, humanitarian, environmental, rights-based and advocacy organisations, publicly launched and endorsed the first global Accountability Charter for the nonprofit sector in June 2006.

The INGO Accountability Charter, which is now called Accountable Now, is a membership network that works with civil society organisations from across the world on improving accountability practices through a comprehensive annual reporting process. As a member of this network, Greenpeace International reports on behalf of the whole global Greenpeace organisation.

Our Resources

At the end of 2020 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 2020, 56 external or public activities were held online, alongside internal training, meetings and inductions for new volunteers.



Black Friday Activity in Oslo

Greenpeace volunteers place anti Black Friday stickers on shop windows on a main shopping street in Oslo. The initiative aimed to shut down the message of overconsumption promoted by Black Friday sales around the world.

Oslo, Norway, November 2020

Photo by: Henri Kugler

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 2019 46,88% of our employees were male, 51,88% were female, and 1,25% did not identify as a 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

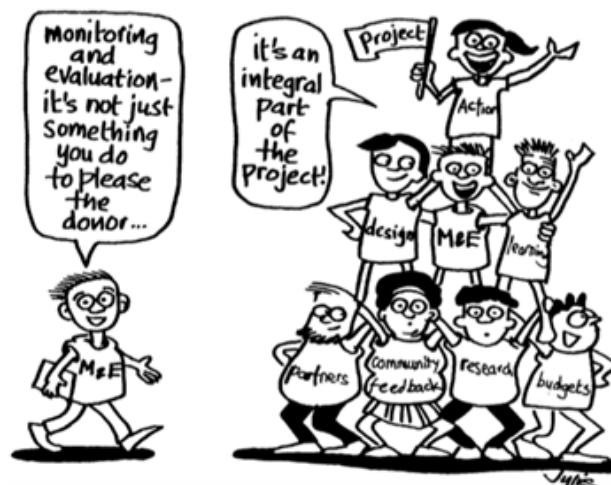
at hand. We do not invest in shares or other financial instruments and do not jeopardize valuable donations by investing speculatively. For campaign reasons Greenpeace Nordic holds a small number of shares in some corporations thus enabling access to information and participation in shareholder meetings. We also hold a few shares in a Danish wind power cooperative.

In 2020, **147,420 donors** - including family foundations, the Swedish Postcode Lottery and individuals - gave their support and donated money to Greenpeace Nordic, contributing over **219,4 million SEK**.

In **Denmark** 21,774 people donated to Greenpeace, in **Finland** 19,194 , in **Norway** 18,187 and in **Sweden** 88,652.

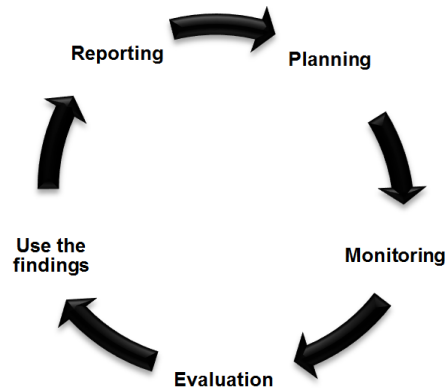
Greenpeace thanks all of our donors – without them Greenpeace would not exist. Our donors make politicians and business leaders listen to our demands. They are the People Power that is sorely needed in this time of disruption. They have the power to amplify our calls to hold governments accountable to 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

Climate

In 2020 we could see a substantial shift forward in the climate debate in the Nordics. Media reporting on both climate issues in general and Greenpeace in particular has gone up substantially (65-85%), sparked by Greta Thunberg and the broad climate movement, in which Greenpeace Nordic has been involved. We have also had several large media houses starting up specific “climate newsrooms” adding resources to report on climate issues.

In Sweden, Denmark and Finland we have new Climate Acts with high ambition levels agreed. Greenpeace played a key role in securing these through lobbying and mobilisation around making climate a central issue during elections. Targeted efforts now move toward making these ambitions transform into real climate action by using all the tools in the Greenpeace toolbox and making sure the Nordics step up to be the climate leaders we need.

Oil, gas and coal

The People vs. Arctic Oil court case against the Norwegian state went to court once again in 2020 and received a judgment by the Supreme Court. The judgment was uneven, with four judges believing that the oil licenses in the Arctic should be invalid for climate reasons, while the majority voted in favour of the Norwegian state. The full judgment (in Norwegian) can be found [here](#). Greenpeace together with our co-plaintiffs decided to bring the case to the European Court of Human Rights and sent an application in the summer of 2021.

In Sweden we targeted a Preem oil refinery expansion project in Lysekil together with locals, the youth movement, and other groups – and in the end, the plans were cancelled. It is an iconic case which tested how serious Sweden is about its climate targets. Halting the expansion of the oil refining project is a big step in ending oil in the North Sea and increasing Sweden's ability to meet

our climate targets. This in turn will empower Sweden to implement robust climate law, meet the EU's climate ambition and ultimately meet the standards of global climate negotiations.

In Denmark, we finally saw a ban on further oil licensing rounds in the Danish part of the North Sea, including cancelling the already announced 8th licensing round. We are using this win to strengthen our efforts for similar bans in other North Sea countries.



Kayakers protest against the expansion of Preem's oil refinery in Sweden
10 kayakers protest outside the refinery of Preemraff in Lysekil. They are part of a floating climate demonstration against the expansion of Preem's oil refinery on the west coast of Sweden.
Lysekil, Sweden, September 2020
Photo by: Edward Beskow

Nuclear

Since our nuclear campaign in Sweden against the lifetime expansion of old risky reactors in 2012, no less than four power plants have been shut down and are being replaced by renewable energy, mainly wind power. In 2020, 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 facing even more delays and problems.

Sustainable Finance

We had strong activities and momentum in our Nordic sustainable finance work in 2019, where we focused on demanding pension funds in Sweden, Denmark and Norway to divest from fossil fuels. Our hard work and actions saw results in 2020.

In December 2020, the large Swedish public pension fund, AP2, followed AP1 and divested from fossil fuels. AP1 cited financial arguments to explain their move in March 2020. On the contrary,

AP2 focused on the climate urgency and the importance of being aligned to the Paris Agreement in their reasons for divesting.

Meat

In Denmark, our work for a 50% reduction target on livestock production is gaining leverage. Greenpeace published a report in 2020 together with five other organisations, including the branch organisation for plant-based food producers. The report put forward 18 recommendations for transitioning Danish agriculture towards less meat and fodder production, and increasing the production of plant-based food for people as part of the agricultural sector's contribution to national climate targets. A broad alliance of organisations stand behind the demand for reducing livestock production by 50% and all supporting parties of the Government are now backing a demand of reducing livestock production.

Greenpeace continued to support local communities' fight against factory farms. In March, a new National Association Against Pig Factories was launched, and by the end of the year it had reached 600 members. We have protested side by side with local communities and their new organisation in front of the Danish parliament twice in support of a law proposal from one the supporting parties to give municipalities better possibilities to refuse applications for expansions and the establishment of new factory farms.

Greenpeace also advanced the work of toxifying the link between Danish industrial meat production and South American soya production. The production of soy in this region is one of the main drivers of forest destruction and forest fires, which again hit destructive new records in the Brazilian Amazon in 2020. We used a number of creative engagement tactics such as stickering on meat packages in supermarkets and crowdfunding throughout the year for several marketing tactics. Three campaign videos with key influencers were also launched in 2020.



Operation Climate Action in front of the Danish Ministry of Environment and Food
Copenhagen, Denmark, October 2020
Photo by: Mathilde Grafström

Oceans

Since 2017, Greenpeace Nordic has co-led the global Protect the Oceans campaign, with the aim of securing a strong Global Ocean Treaty under the UN to enable protecting at least 30% of the global oceans by 2030.

The final leg of our ambitious ship tour from the North to the South Pole ended in Antarctica in early 2020, with both the Arctic Sunrise and Esperanza engaged in ground-breaking scientific research. In September, we made a month-long expedition to the Arctic, where the sea ice minimum this year reached the second lowest ever recorded. Bearing witness to the event, and being one of the very few vessels present in the high Arctic this summer, allowed us to generate major media coverage worldwide from outlets such as the New York Times, Al Jazeera, National Geographic and TIME.

During the expedition, the British-Bangladeshi nature, climate and human rights activist Mya-Rose Craig staged the most northerly climate strike on an ice floe at 82 degrees North, as part of the Fridays for Future Global Day of Action.

Campaign work in all Nordic capitals has held governments accountable through media work, parliamentary hearings and creative offline activities such as the Disappearing Penguins in Finland and the stunning Sea of Hope exhibitions in Sweden and Denmark.

Despite the pandemic postponing international meetings, around 50 governments officially committed to protect at least 30% of the oceans by 2030. Many governments are increasingly acknowledging the need for an ambitious Global Ocean Treaty as a way to achieve this target in the global oceans. Likewise, there is a growing call from political leaders to finish the Treaty negotiations as soon as possible, with political leaders from 77 governments committed to taking a lead in concluding the Treaty negotiations at the next intergovernmental conference.



Youth environmental activist and campaigner Mya-Craig Rose poses on an ice floe as part of the most northerly climate strike in the Arctic. A Greenpeace team is in the Arctic to document the impact of the climate crisis and investigate marine life in the region.
Arctic Ocean, September 2020

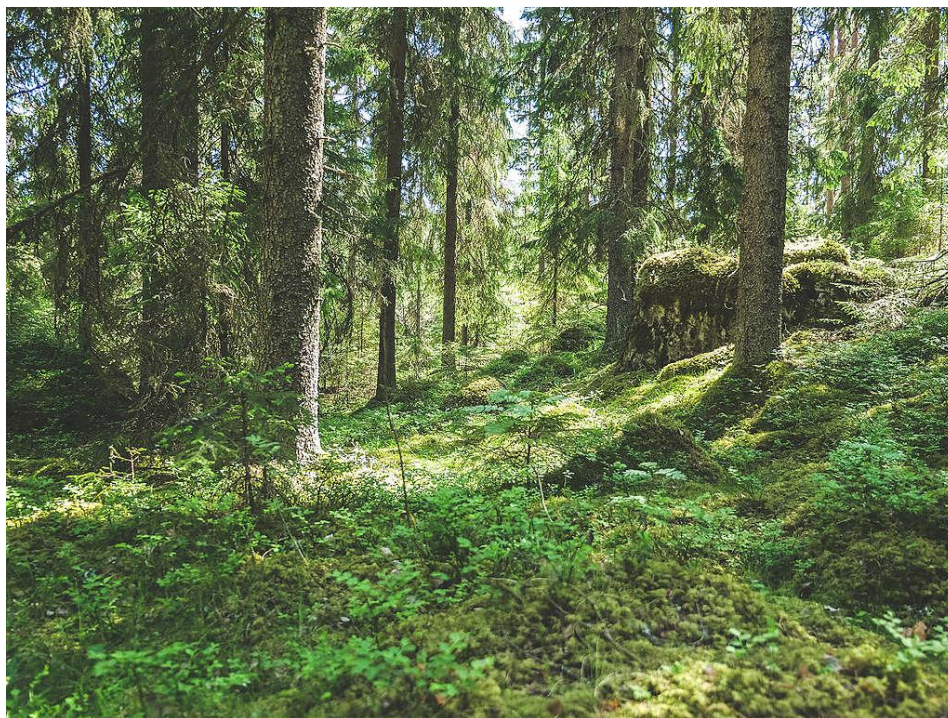
Forests

We continued our longstanding work for the protection of Nordic forests in 2020. The key focus of our work has been mapping high conservation value forests in Finland and negotiating their conservation with the national forest authority, Metsähallitus. So far, the negotiations have led to the cancellation or postponement of over a hundred logging plans. In addition, we published a report on 55 threatened state-owned forests, forcing Metsähallitus to put planned loggings on hold in all of the mentioned forest areas.

At the end of the year, we also started to focus on high value privately owned forest, resulting in the cancellation of loggings after pressure from major buyers Stora Enso and Metsä Group and widespread public debate. The Covid-19 lockdown in the spring of 2020 pushed a big increase of people spending their time outdoors. We used this as an opportunity to collect forest-related social media stories and content. Our activities during this time included hosting popular online cafés in Finland to discuss forest issues, and facilitating people's participation in parliamentary hearings around a clear-cut ban citizen's initiative for which we helped collect signatures.

We demanded an establishment of a new national park in Evo together with a coalition of NGOs and the University of Helsinki. We collected support from 16 000 individuals and 50 individual scientists, with the Ministry of Environment announcing Evo as a candidate for the next national park in November.

In addition to our work in Finland, we have continued our work to protect the rainforests of the Democratic Republic of Congo. A major breakthrough in this area was that we exposed a potentially illegal transfer of two million hectares of logging concessions to Chinese operators, asking for their cancellation and the resignation of the minister in charge.



Evo Science National Park

In November 2020, the Finnish Ministry of Environment announced that they would establish a new national park in Evo which would be an important project for the protection of forests in southern Finland.