

# Nordic Volunteer Activities 2021





# 2021

was the year we finally could begin to transition away from Corona lock downs and get back on the streets, the ropes, the seas and into the forests. For us in the Volunteer Unit, it was amazing to once again be able to meet volunteers face to face.

Even though we could see that the pandemic has taken its toll on the volunteer network, where many have had to prioritise other things, we started to see old volunteers re-engaging as well as new volunteers coming in with fresh energy and skills.

One of the absolute highlights for us in the Volunteer Unit has been seeing how volunteers have taken ownership of the Fossil Ads Ban campaign and how they've explored, developed and delivered numerous activities across Nordic to fight misleading and harmful advertising.

Another highlight is the amazing efforts the volunteers in Finland and Sweden made to safeguard our forests, spending weeks patrolling and mapping clear cuts to keep our forests safe from destruction.

These are just a few of the examples of the important and impactful work the Nordic volunteers have done in 2021. To really get the full grasp of the impacts and hard work of the Greenpeace Nordic volunteer network, please read the full report [here](#).

We hope you'll find it as inspiring and motivating as we do!

In solidarity;

- The Nordic Volunteer Unit 2021



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# 493

active volunteers

# 155

activities

# 16

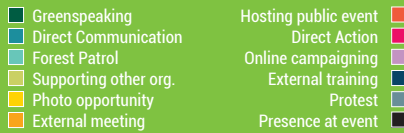
local groups

# 6215

volunteer hours

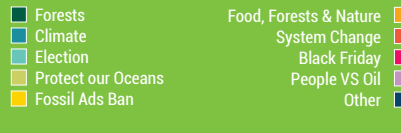
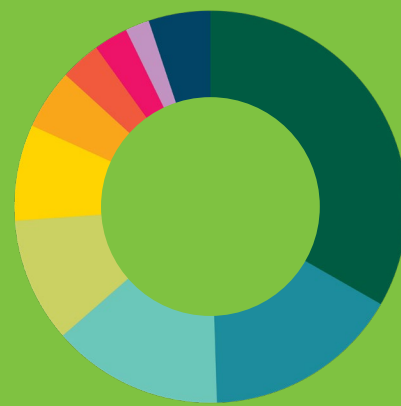
## Activities

Split into type of activity



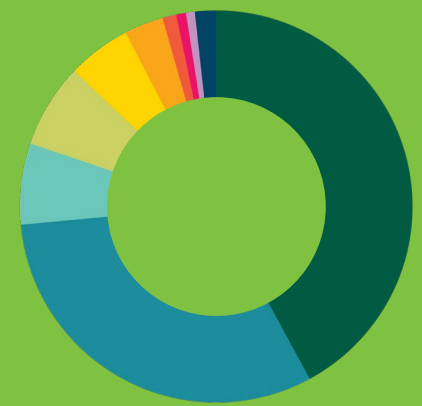
## Activities

Split into campaign



## Volunteer hours

Split by campaign



## Activities

Split into month of activity





# Nordic Volunteers

## Summary of Nordic activity

In 2021, more than **493 volunteers engaged with Greenpeace Nordic (GPN)** - according to numbers from the new online volunteer platform, Greenpeace Community. Due to the volunteer platform being launched in June, these numbers are expected to be well below the actual number of engaged volunteers. Many of the volunteers are also involved in one of the 16 self organised local groups or 11 skill based teams.

During the year, **Greenpeace Nordic volunteers arranged and/or contributed to a total of 155 public activities**, in addition to internal meetings and training. In total, **volunteers spent 6215 hours doing Greenpeace work** throughout the year - internal work not included. Due to the still ongoing pandemic, many of these activities took place online. However, when the infection rates allowed, offline activities took place in a total of 31 locations around the Nordic. The type of activity that was most frequent in 2021 was Greenspeaking with a total of 31 presentations, while the type of activity that volunteers spent most of their time doing was Direct Action, where 2 270 of the volunteer hours were spent.

The new online platform, that you can read about on page 9, was not the only new thing last year. The Volunteer Base Campaign, where volunteers took a more leading role in developing the campaign strategy and tactics was also launched. This was done in the Fossil Ads Ban-campaign, where volunteers from all four countries planned and delivered 12 activities. You can read more about this on the next page.

Greenpeace Nordic volunteers have been a vital part of the campaigns in all four countries. Highlights and more specific information on each country's volunteer engagements can be found on pages 12-27.



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## Volunteer Based Fossil Ads Ban

For a long long time, fossil companies like oil and car giants have known about their impact on the climate. Yet instead of moving with the green revolution, these oil and car giants have continuously campaigned to slow the much needed transition away from fossils and advertise on a massive scale to get people to use even more oil, gas and coal. Therefore, Greenpeace has launched a campaign to ban fossil advertisement and attack the social licence these companies have.

With a whole new approach to campaigning, this campaign was centred on engagement starting on a local level and building its strength from there. The spring was spent on building up this campaign with meetings, trainings and planning with a focus on inclusion. The campaign started with a Nordic Foundation Workshop - a one day training in campaigning. The participants from the training took the lead in spreading the campaign work in the four Nordic countries.

In the four countries, local initiatives and/or national workgroups were set up. Through the year they have

been working on creating local/national campaigns and activities to ban fossil fuel advertisements locally and collect signatures for the European Citizens Initiative, aimed at getting a full EU ban on fossil fuel ads. During the autumn, cross Nordic calls have made it possible for local groups to connect and share with each other and the year ended with a European volunteer call to start planning for next year.

Throughout last year, there were campaign activities related to the Fossil Ads Ban in all four countries. To name a few of the activities, the volunteers in Denmark met with the newspaper Politiken about the issue. In Finland, two banners were hung on huge fossil advertisements. In Sweden, the volunteers handed out reports rolled up to look like cigarettes to explain that more people die of air pollution than tobacco. In Norway and all of the other countries stickering actions took place. A total of 419 volunteer hours were spent on external activities for this campaign.



# Local groups

## Active in 2021

### Denmark

København  
Odense  
Aalborg  
Århus

### Finland

Helsinki  
Jyväskylä  
Lahti  
Oulu  
Tampere  
Turku

### Norway

Bergen  
Oslo  
Stavanger  
Trondheim

### Sweden

Göteborg  
Stockholm



### Local Groups

In 2021, Greenpeace Nordic had in total 16 local groups of volunteers that self-organised meetings and created campaign activities in their respective cities.

In addition, there are many volunteers engaged with GPN who are not involved in a specific local group.



# Locations

## Where activities happened in 2021

### Denmark

22 activities  
3 different locations  
and 4 online

### Finland

53 activities  
9 different locations  
and 28 online

### Norway

15 activities  
5 different locations  
and 2 online

### Sweden

65 activities  
14 different locations  
and 16 online



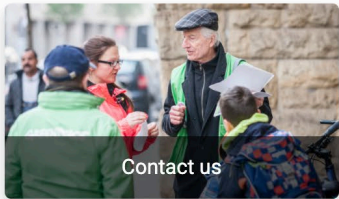
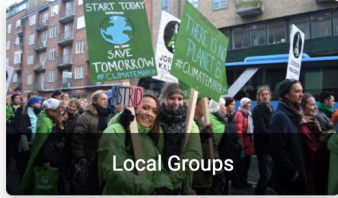
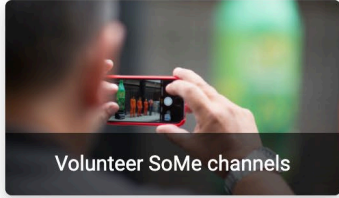
### Activities

Greenpeace Nordic held 155 public activities that volunteers made happen, or helped make happen in 31 different locations in 2021, as well as online.

# Welcome to Greenpeace Community!

I am interested in becoming a volunteer

I already am a volunteer and want to sign up to use Greenpeace Community



## Greenpeace Community

In 2021, the new online volunteer platform Greenpeace Community was launched, replacing the old platform Greenwire. Greenpeace Community <https://greenpeace.community> will be used for volunteers to self organise, arrange activities and find and share information.

When the platform switch happened there were 1636 users on Greenwire. Many of these users had not been active for a while and, as expected, not all of the users moved over to the new platform. Throughout 2021, 493 volunteers signed up to use the new platform in Nordic - a number expected to be slightly below the actual number of active volunteers.

The platform is still under development and in 2022 the expected developments include a mobile application and better functionality for users both on mobile and web browsers.

### Visit the pages

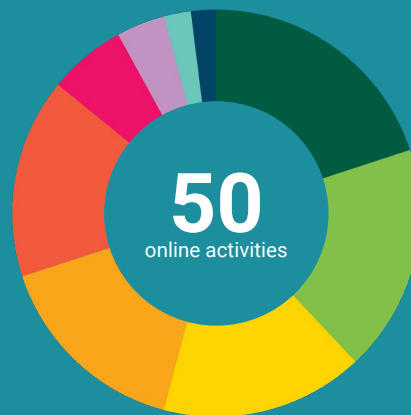
To follow the local groups on social media, scan the upper QR code to the right on the page, or go to the webpage <https://linktr.ee/GPNvol>

To visit Greenpeace Community, scan the lower QR code to the right, or go to the webpage <https://greenpeace.community>

## Online activities and social media

In 2020 the pandemic forced the Greenpeace Volunteers to explore and utilize online platforms for all kinds of activities. This trend continued through much of 2021, with a total of 50 online activities. The activity most frequently done online was Greenspeaking.

In addition to the online activities, all GPN local groups have social media channels to engage and educate the public. The groups had at the end of 2021 a combined follower base of 12678.



Local groups Social Media



Greenpeace Community

- Greenspeaking
- Photo opportunity
- External meeting
- Supporting other organisation
- Hosting public event
- Direct Communication
- Online campaigning
- Protest
- External training





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## Nonviolent Direct Actions

Greenpeace works on many levels to engage the public and influence politicians, governments and businesses. When other measures are not enough, Nonviolent Direct Action and Communication is used to put the spotlight on environmental crimes that can not go unnoticed. Skilled activists and volunteers are crucial for GPN to be able to do Direct Actions, below are some of the actions GPN did in 2021. You can read more about the other actions, as well as other activities, in the national sections on pages 12-27.

In Denmark in September, activists from all Nordic countries participated in an action to block a

feed factory. The activists were protesting Danish Crown's greenwashing of their climate and forest-wrecking meat production. The action took place in the Port of Aarhus, which is the main port for imported soy for animal feed. Activists chained themselves to barricades of tree trunks painted to depict salami sausages thus blocking the transport of trucks laden with soy to symbolise the link between Danish Crown's mass production of meat and the destruction of forests.

In Finland, in August and November, two actions happened to mark fossil advertisements as a thing





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of the past. In August, climbers scaled a building where a Finnair advertisement was hanging and hung a banner over it with the words, "EI FOSSIL-IMAINOKSIA KIITOS" - No Fossil Advertising. In November, the energy giant Fortum unveiled an advertisement at Helsinki airport Vantaalla. This advertisement was also covered with the same Greenpeace banner.

In Norway, in August, activists in kayaks confronted the ship Siem Day loading drilling infrastructure for the Cambo oil field. The action that was done in co-operation with Greenpeace UK, who were calling on Boris Johnson, the British Prime Minister, to block a permit for a new oil field at Cambo, west of Shetland. In December, the oil field was put on hold.

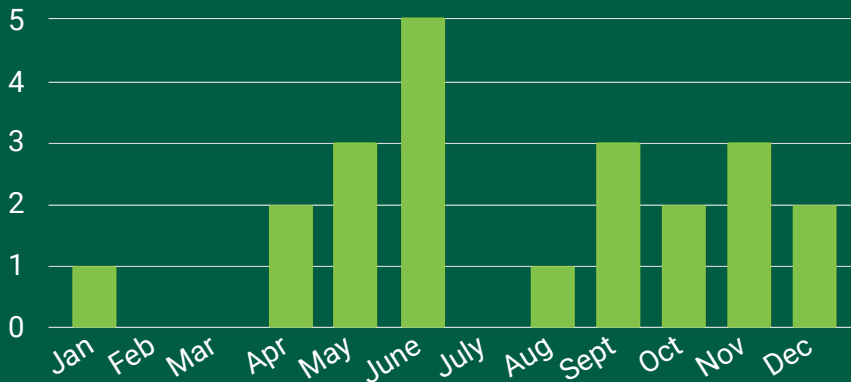
In Sweden, also in August, Greenpeace activists responded to Sveaskog beginning to log in areas of Muonio Sameby, where there should have been a consultation with the Sami community first. Activists walked into the safety zone of the harvester and subsequently set up camp there for a week. After this rapid response action, Greenpeace activists from across Nordic started patrolling a number of forest areas with applications to log in Muonio Sameby on an ongoing basis to ensure no logging was taking place. The Forest Patrol was there most days and gave a visible presence of Greenpeace in the area. It has been going since this first action in August and is still continuing in 2022.



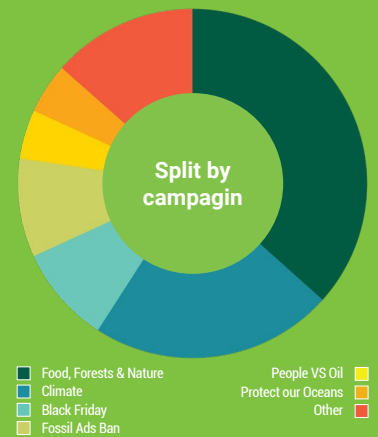
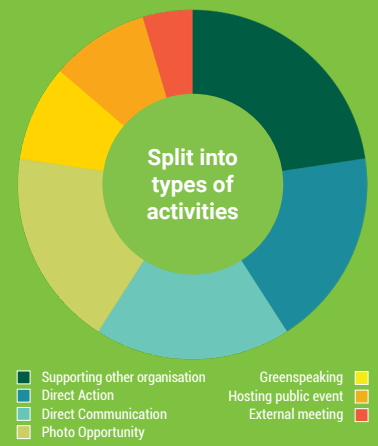
# Denmark



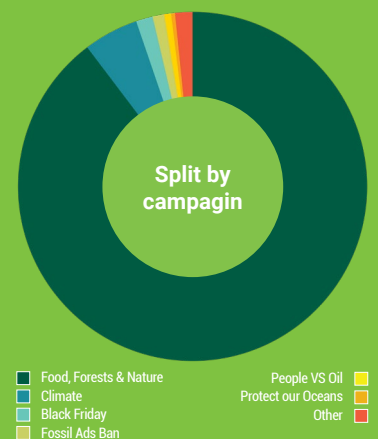
**22** Activities    **4** Local Groups    **163** Volunteers    **2168** Volunteer hours



## Activities



## Volunteer hours



Despite heavy corona restrictions, particularly in the colder months of the year, the volunteers in Denmark managed to do some great activities in 2021. The volunteers contributed meaningfully to both of Greenpeace Denmark's main campaigns; the Agriculture and Forests campaign and the Climate campaign and also launched the volunteer initiated campaign: Fossil Ads Ban.

2021 kicked off with the 'Climate Challenge'; an online event that encourages participants to eat plant based foods for the first 21 days of the year. Several volunteers supported this by being mentors for the participants.

The volunteers then continued their involvement with the Agriculture campaign by making 14 activist scarecrows that could protest, in lieu of real protesters, on the steps of the parliament in the lead up to the agriculture negotiations in Denmark. The story goes that the scarecrows traveled from their fields to the city to protest Denmark's enormously monocultural and pesticide driven agriculture and huge production of meat.

The volunteers then set their sights on contributing to stopping Danish Crown's scandalous greenwashing campaign. Volunteers visited supermar-





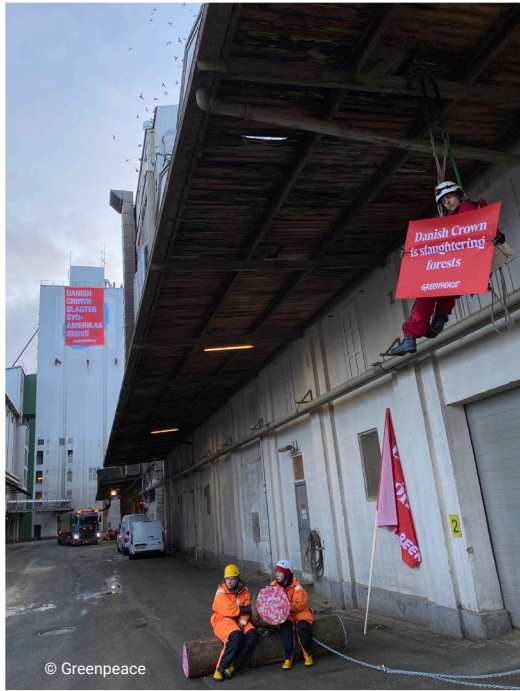
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activists across Denmark and put stickers reading 'greenwashing' and 'ukontrolleret klimasvineri' - a play on words which loosely translated means 'uncontrolled climate mess' over Danish Crown's misleading 'climate controlled pig' labels. This activity resulted in three of Denmark's largest supermarkets announcing that they wouldn't allow Danish Crown's climate controlled pig stickers in their stores. Later in the year, all Danish supermarkets followed suit.

Greenpeace activists put further pressure on Danish Crown by setting up a 'forest crisis' installation

with burning trees and high flames in front of the Danish Agriculture and Food Council. Then, a few months later, activists from Greenpeace Denmark carried out a huge action at Aarhus harbour as a continuation of the protest against Danish Crown's greenwashing of climate damaging meat.

The volunteers made a vital contribution to this campaign, which resulted in a huge win when Danish Crown announced that they would stop labelling their meat as 'climate controlled' because of Greenpeace's "massive counter campaign".





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The volunteers in Denmark have also been active in the volunteer driven Fossil Ads Ban campaign throughout the year. They organised a meeting with Politiken, one of the leading Danish newspapers, to explain the campaign and asked the media house to stop publishing fossil advertisements in their newspaper. They also went out one evening and decorated the city with stickers and posters about the campaign. During December, a group of volunteers created an eye-catching 'Christmas calendar' with a daily photo and text about the Fossil Ads Ban campaign. This calendar was shared on the Aarhus, Odense and Copenhagen groups' social media pages as well as Greenpeace Denmark's Instagram.

Also, in 2021, the Copenhagen volunteers hosted 'Culture Night' at Greenpeace Denmark's office. Visitors could experience the Arctic through virtual reality, learn about civil disobedience, paint their own banner, taste climate friendly food and delve into the world of environmental activism.

On the evening before Black Friday, volunteers in the Copenhagen and Odense local groups campaigned against the enormous overconsumption that is ruining our planet. The groups took to the shopping streets with stickers and stencils and plastered messages of 'If you don't need it, don't buy it' all over the cities. One of the Danish volunteers made a fantastic video of the activity, combined with images of the consequences

of overconsumption, which was used on social media. Several volunteers also used pixel sticks and long exposure photography to create a beautiful photo in Strøget, Copenhagen with the same message. This photo was used by Greenpeace International on their Instagram and received over 28,000 likes.

The Danish kayaktivists did a great action at the climate march in May. They used the early hours of the morning to write 'Ingen Grund til Panik' - No Reason to Panic - with chalk-paint on the canal next to the parliament to symbolise the well grounded fears that further climate inaction will lead to rising waters. The kayaktivists were busy again later in the year when they hit the water in Copenhagen during the climate march holding banners saying 'The Future is Green'.

The Greenspeakers team in Denmark did 2 talks, both of them at Gladsaxe gymnasium.

Additionally, in 2021, the Copenhagen volunteer group organised an online screening of the documentary film Sanctuary, several groups did rubbish pick up events throughout the event and Chris from the Aarhus group did a street stand in at Action Aid's 'Action Days'.

At the end of the year, just before winter truly hit Denmark, volunteers from across Denmark met on the beautiful Danish island of Samsø for a wonderful weekend of social activities, kayaking, climbing and boating.





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## A Greenpeace Veteran

*Interview with Steve Wiggs*

Steve Wiggs is a Greenpeace veteran, he has been a volunteer for 32 years. His Greenpeace journey started across the ocean, in North Carolina. On December 5th 1989, the then 31-year-old Steve sat aboard a Greenpeace ship off the coast of Florida, scouting for a U.S. Navy submarine. The submarine had been sent to the area to test blast the new nuclear missile called Trident-2, which at the time was quite a hot potato in U.S. media.

*'We sailed into the area where the nuclear test was to take place. There were several of the Navy's support ships around the submarine. They were expecting us. We were then contacted by the navy who warned us that they will not tolerate our presence. And that we must leave the area immediately. We refused. We were then attacked by one of the fleet's vessels, which drilled a hole into the side of our ship, sprayed us with water cannons and sailed away again. For a long time, we took in water and the engines were running out of power. Luckily, we managed to patch up the hole, get the engine running, and sailed back to the port. Otherwise, we would have drowned.'*

Steve Wiggs had worked in the Navy a few years earlier and therefore knew a lot about the military's

modus operandi at sea. For the same reason, he had experience in covering holes in ships – yet it's still the action that he remembers all too well.

***"The most important thing is the community. It's cool to be a part of a group that goes into these things and wants to try to make a difference"***

Even if Steve's journey started in North Carolina, the majority has been spent as a volunteer in Denmark. Where a large effort was made to make Denmark quit coal, an effort which gave results as Denmark has now phased out most of it. When asked about the importance of celebrating such victories Steve said,

*'The most important thing is the community. It's cool to be a part of a group that goes into these things and wants to try to make a difference. But the victories are of course also significant. They confirm that it is possible to move the big picture – probably little by little and at too slow a pace. But it still gives hope. The feeling you get when, for example, it is announced that a coal-fired power plant is closing down after you have helped to put pressure on the decision-makers is fantastic.'*

# Finland

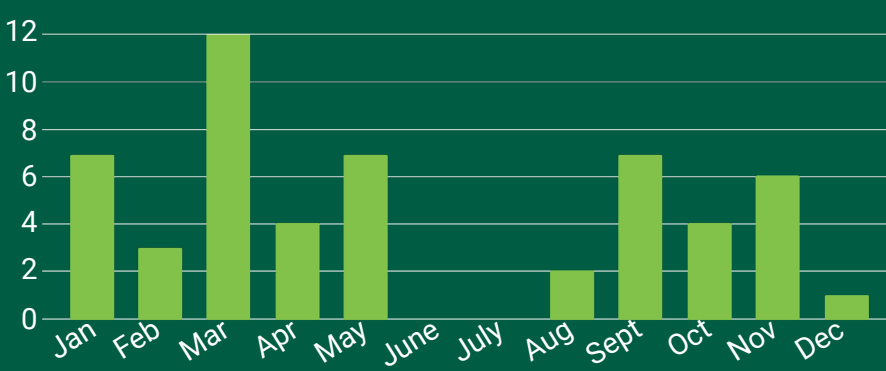


**53**  
Activities

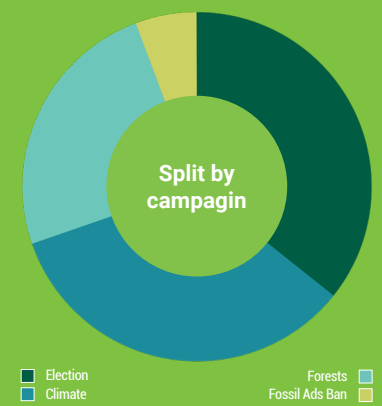
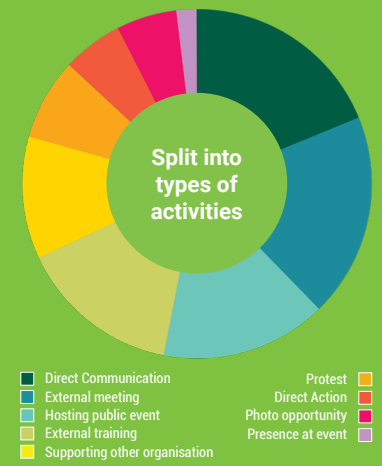
**6**  
Local Groups

**151**  
Volunteers

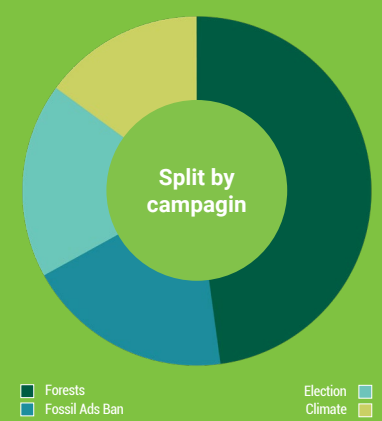
**1534**  
Volunteer hours



## Activities



## Volunteer hours



In 2021, Covid restrictions shadowed a lot of the volunteer work in Finland. In the first half of the year, most of the activities took place online but in the second half of the year, the volunteers were able to organise offline activities. Finland had four main campaigns in 2021; Forests and Climate, Climate Politics, Municipal Elections and Fossil Ad Ban.

### Forests

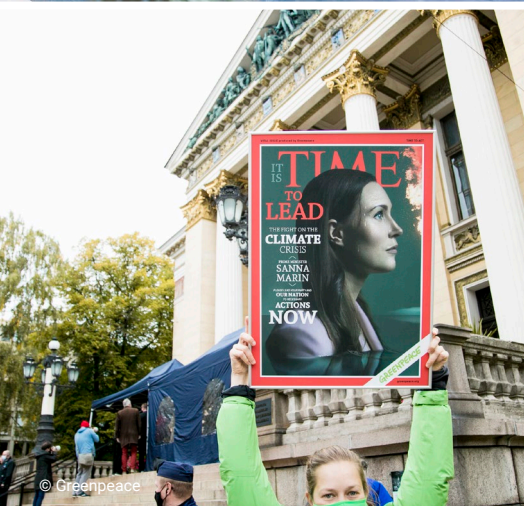
The biggest campaign of 2021 in Finland was the Forests campaign. The volunteer engagement started already in 2020 with an online biweekly Forest Activist training series in cooperation with Nature League forest group. The training lasted until April and was a kick-start for a new forest/biodiversity movement in Finland.

In the summer, almost 30 volunteers helped professional forest mappers to map the forests in Lapland.

In October, Greenpeace organised a two day Forest Camp in Riuttaskorpi in Ylöjärvi. On the first day, a discussion about current forest management with the state forest department, activists, journalists and scientists was streamed online. Several volunteers spent the night in the natural forest threatened by logging by the state. On the second day of the camp, a photo opportunity was staged on a clear cut site where a natural forest once stood.

In October and in November, activists from Greenpeace, Nature League forest group and Extinction Rebellion stopped government logging in Suomus-





salmi and in Parkano and continued to guard the areas. At the end of November, Greenpeace volunteers from Helsinki, Turku and Tampere brought demarcation signs to the forest in Parkano stating that the forest is a natural forest and should be protected.

### Climate Politics

The Climate Book Club project in cooperation with libraries, and supported by several unusual partners like The Mannerheim League for Child Welfare, started in January. The project lasted officially until June with almost 100 book clubs and hundreds of participants around the country. Several book clubs decided to continue permanently and are still active. Many Greenpeace volunteers took on the role of Book Club Coordinator.

In September, the yearly governmental Budget Negotiations took place. One day before the negotiations started, Greenpeace took a 2m x 3m mock up of the Time cover of Sanna Marin - the Finnish Prime Minister to the party office of the Social Democratic Party reminding them that it's Time to Act on Climate Change. The next day, the same banner frame

was displayed outside the budget negotiations.

On the first day of the budget negotiations, Greenpeace volunteers took part in a human chain demanding climate action together with volunteers from among others FoE, FANC, Amnesty, Plan International, XR and Nature League. The chants from the human chain totally drowned out the press statements by the government at the beginning of the meeting. Greenpeace volunteers were present in front of the budget negotiations for two days with smaller signs of the mock up.

### Municipal Elections

The Finnish Municipal Elections were supposed to take place in April, but due to Covid-19 they were postponed to June. As preparation for the local election campaigns, a biweekly training series on Local campaigning was organised together with The Finnish Association for Nature Conservation (FANC). The training series started in November 2020 and ended at the end of March. The sessions focused on topics including campaign planning, local policy and lobbying, craftivism, writing opinion pieces, winning arguments online and making memes.





The volunteers and local groups were encouraged to take an active role in the elections by contacting the candidates and taking part in discussions on (social) media. Inspired by this, the local group in Helsinki made two Instagram live sessions with local politicians and the Greenpeace Jyväskylä group had a street campaigning day with a musical cargo bike and leaflets.

In March, the Jyväskylä local group organised an online Energy Transition event with energy experts from Helsinki, Oulu and Jyväskylä presenting their solutions for the Energy Transition in Jyväskylä and with a panel discussion with representatives from all political parties currently in the Jyväskylä council. Around 80 people watched the Facebook Live.

In May, the local groups in Helsinki, Tampere and Turku organised three online Mayor Election Panels. The panels were organised in cooperation with Nature League's Climate Group and with Natur och Miljö. All of the candidates from the biggest parties accepted the invitation to join the panels and the panels were simultaneously translated to Swedish and English. All events were followed by tens of people on Facebook Live and watched afterwards between 1000-2000 times. The Helsinki Mayor Panel was also streamed by the biggest newspaper in Nordic, Helsingin Sanomat.

### Fossil Ad Ban

Just before the publishing of the European Citizens' Initiative (ECI) to ban fossil advertisements, Greenpeace climbers from several Nordic countries redecorated a huge Finnair Ad opposite the Helsinki railway station by adding a "No Fossil Ads, please" sign over the advertisement. The action got a lot of attention, which helped a lot with the ECI kick off. In November, Greenpeace climbers were out again, this time adding

the "No Fossil Ads, please" sign over a Fortum advertisement at the Helsinki-Vantaa airport.

Besides the climbing actions, the local groups in Tampere, Turku and Helsinki picked up the call to sticker fossil fuel advertisements in their cities in the autumn and especially in Tampere the stickering was very successful.

### Local group activities

Most of the local groups were also busy with their own local campaigns. The Jyväskylä local group worked closely together with the Jyväskylä Climate Action group and organised a discussion group with local politicians about Energy Transition after the Energy event in March.

The Lahti local group was, also this year, busy with the Evo National park plan and Hanna Rosti from the local group represented all environmental NGOs in the official working group compiled by the Environmental Ministry.

The Tampere local group wrote opinion pieces and contacted city politicians and authorities regarding the green city areas and public transport and worked a lot on energy issues in Tampere, loosely co-operating with Suomifesti (a group campaigning against peat production).

The Helsinki local group organised an online screening of the documentary More of Everything in March and online sessions about the Fossil Ads Ban and the local elections during the spring. In November, the group joined forces with XR, Climate Move, Friends of the Earth and the Helsinki Cyclists Association in a campaign against a planned car tunnel in Sörnäinen.

In Oulu, the local group was involved with defending a local forest area from logging together with XR and joined a campaign against a plan for a new mine nearby.





## Tampere back on track

Interview with Heli Heino and Leena Marjamäki

This was a busy year for the Tampere local group. They went from being inactive to arranging a string of activities such as stickering, polar bear petitioning and a local mayors' panel! Leena Marjamäki and Heli Heino are two of the volunteers in the group. Leena had been part of the Tampere local group in 2007-11, when it was really active. After living elsewhere for a while, she moved back to Tampere and decided to make the local group active again. There are now 5-6 people who are really active, to which Heli says, *'It doesn't sound very much but it's much better than zero. We are happy for every one of them.'*

When asked how they keep the group active Heli highlights Leena's efforts to make everything fully voluntary and pressure free. Heli also mentions keeping the amount of meetings low so as to not tire people out, so normally the group meets once a month and adds extra meetings if something is going on. *'And in these meetings even though we are very worried about this situation on our planet, nature is suffering and the climate is doing bad, we try to keep a happy atmosphere. We are not sad together, we are happy together.'*

As previously mentioned, the Tampere local group arranged a mayors' panel during the local elections. They invited the five biggest candidates and re-

ceived quick and eager responses from everyone, except the True Finn party representative.

***"...though we are very worried about this situation on our planet, nature is suffering and the climate is doing bad, we try to keep a happy atmosphere in these meetings. We are not sad together, we are happy together"***

When asked how come they focused on a mayor panel Leena says, *"The office told us that this is a possibility and I liked the idea so I made it happen. When someone says they can take the lead, the others are more comfortable to help out when they don't feel they need to take on a big responsibility. We had months to organise and it was no big deal. Just sending emails and keeping up what's going on. This was a good way to make the candidates think about climate issues, energy production, biodiversity in the city, greener transportation etc. I learnt loads about my city as well while formulating the questions."*

The Tampere local group's efforts managed to give the environment a bigger space in these local elections, Heli says, *"It was important because in other panels that I saw, environment was not a very big issue, so it was important we arranged this panel of our own."*



# Norway

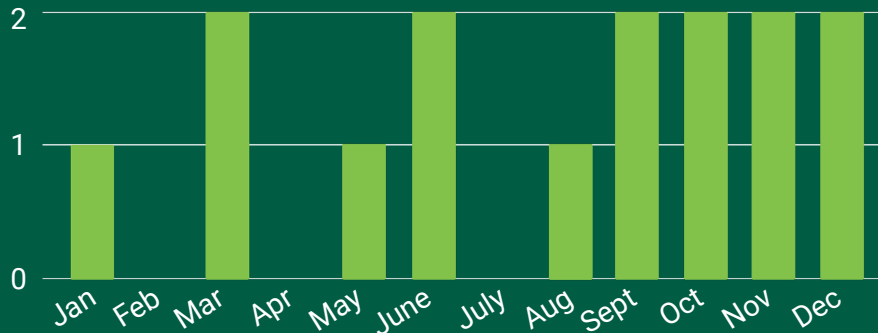


**15**  
Activities

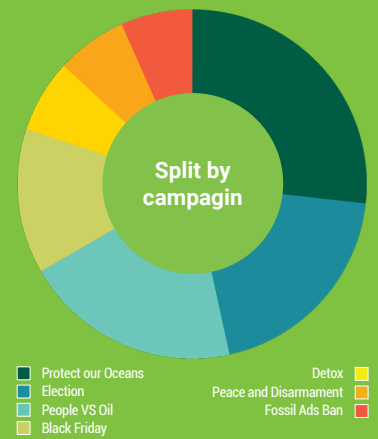
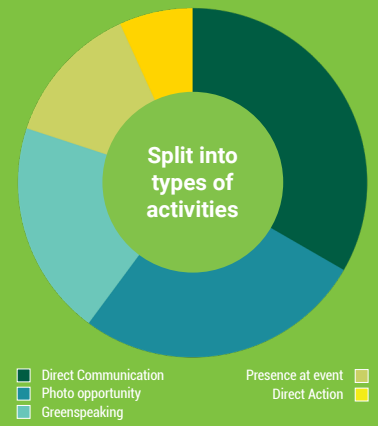
**4**  
Local Groups

**133**  
Volunteers

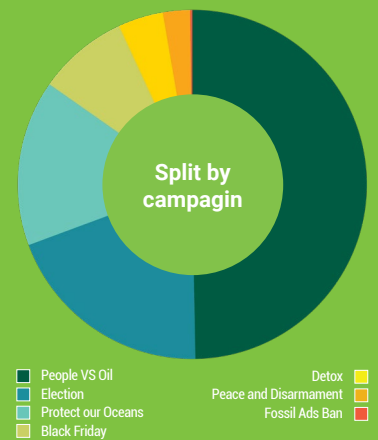
**349**  
Volunteer hours



## Activities



## Volunteer hours



This year was another challenging yet productive year for the volunteer community in Norway. With the coronavirus changing plans and ways of working, the volunteers moved to mainly online meetings and activities as well as small groups and socially distanced events where possible.

The main campaigns the volunteers worked on were the ongoing People Vs Oil campaign, as well as Amazon and Swedish Forests and the National General Election.

### People vs Oil

During 2021, the volunteers focused much of their efforts on the Greenpeace Norway campaign to end the age of oil. The year started off with a demonstration outside the Oil and Gas Conference in Oslo. The activists set the scene for a greenwashing display to call out the industry for increasing production and continuing business as usual whilst claiming to be sustainable.

In June, activists protested against the record





numbers of new oil licences that were handed out by the Ministry of Oil in Norway. Images of 'virtual' activists holding banners demanding 'No New Oil' were attached to the windows of their building in Oslo, while the small team of on-site activists then linked themselves to barriers, stopping access to the building.

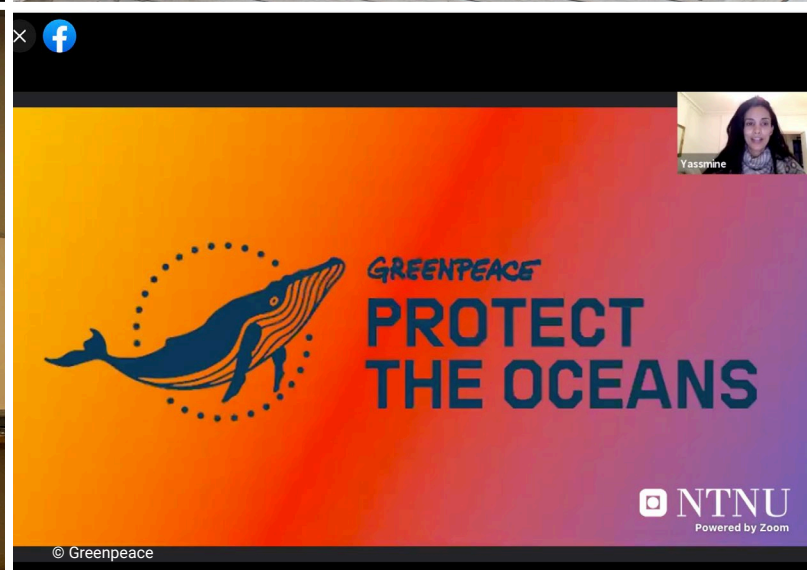
In support of Greenpeace UK, Greenpeace Norway staged a kayak protest in Stavanger where oil drilling equipment was being loaded onto a ship bound

for the 'as yet approved' Cambo Oilfield in Scotland. The activists called for Boris Johnson to stop the Cambo project. The photos were used widely in UK media and soon after the action the project lost all support and was abandoned.

### Forests

The destruction of the Amazon continued at record pace in 2021. At the same time, Norway was working on a new trade agreement with Brazil. To pressure the Norway government to ensure conditions





about stopping deforestation and indigenous rights were included in the agreement, the volunteers in Norway came up with the idea to hand over a golden chainsaw to the Norwegian government, together with 25,000 signatures from a petition.

In addition to the work to protect the Amazon, a Norwegian activist was supporting Greenpeace Sweden in the Forest Patrol in Mounio.

### Elections

The 2021 national election was the most climate-focused and discussed election in Norway's history. The volunteers were at the party leader debates in Trondheim and Oslo to remind the politicians that fossil fuels should be a thing of the past. The volunteers arrived dressed as dinosaurs and the costumes helped them gain attention and access to talk to the party leaders.

### Black Friday

In a counter campaign to the global marketing campaign 'Black Friday' the volunteer groups in Oslo and Trondheim arranged sticker demonstrations. The volunteers went out on the streets and put up

stickers reminding shoppers about the consequences that consumption has for the environment.

### Other

In addition to the campaigns above, the volunteers also joined several smaller pushes. In January volunteers joined a photo opportunity to commemorate the 50 years moratorium on nuclear weapons.

Online and offline presentations throughout the year helped to maintain momentum in the Greenspeaker program. Two newly trained Greenspeakers joined the team in Trondheim, which increased the audience reach of the Greenspeakers team. There are now Greenspeakers in Oslo, Stavanger and Trondheim.

Greenpeace Norway also joined the Inspire Change project again in 2021 and the volunteer representative, Henrik spoke about the benefits of a plant based diet.

In addition to their activities, the local groups have been active on social media and continued to grow their followers on their local group Facebook and Instagram pages.





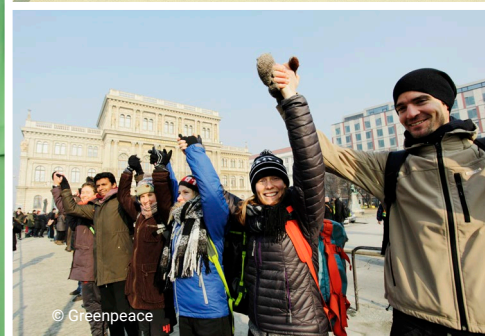
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# Hungary to Trondheim

*Interview with Norbert Schmidt*

Norbert Schmidt is one of the Norwegian volunteers who is active in the Trondheim local group. Before he started volunteering in Norway he was a part of Greenpeace in Hungary. In 2008, Norbert joined as a volunteer and immediately jumped aboard many different activist trainings. This led him to activities in a string of different countries in the region, such as Austria, Romania and Croatia. A few years later, he became Volunteer Coordinator in Hungary, *“Those years were my life’s most intense years but it was simply impossible to get tired because I got a lot of energy and motivation from the activists I could work with every day”*.

In 2019, Norbert and his family decided to leave Hungary, *“It was not an easy decision but we were fed up with the Hungarian government and we could no longer tolerate the political and social environment that was forced upon us”*. Later that year, they arrived in Trondheim. However, Norbert began to feel like something was missing in his life, *“Luckily it didn’t take too long for me to figure out what it was”*. That’s when he decided to contact the Norwegian Volunteer Coordinator Aaron and start up a local group in Trondheim. Later on, three more volunteers joined and started building up the group, all of which are still active today.

*“I think volunteering is a part of my identity. I can’t really imagine my life without volunteering. I used to be active in several organisations before and this is still an important part of my life. I feel unable to merely observe the environmental and social challenges of our time. I need to do something; it is the duty of all of us. I have two small daughters and I don’t want them to have to face environmental problems in decades that my generation has had the last chance to solve”*.

***“I feel unable to merely observe the environmental and social challenges of our time. I need to do something, it is the duty of all of us”***

When asked about favourite memories from this year, he recalls a photo opportunity action made to highlight the government’s bad oil policies. Norbert was called in as a boat driver and travelled to Stavanger, where he also got to meet a lot of activists and staff for the first time face to face. His task was helping kayakers and the photographer, *“I think this activity is a good example of how much work and how many volunteers with different interests and skills can stand behind a picture, all of whom are part of the success of a campaign, even if we can’t find them in that particular image”*.



# Sweden

- Activities
- Activities and local groups

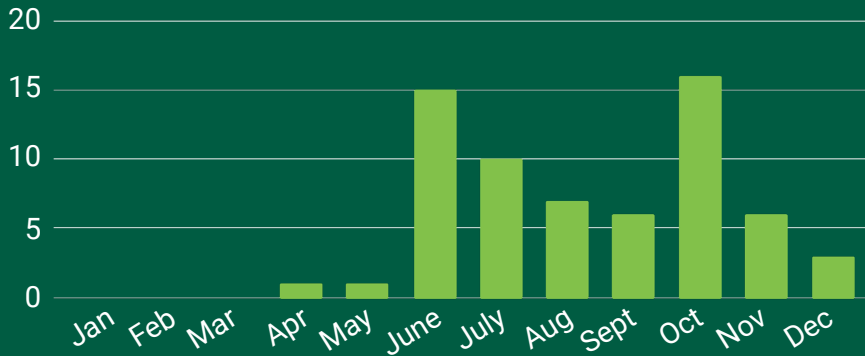


**65**  
Activities

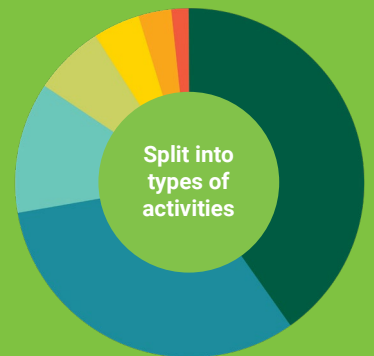
**2**  
Local Groups

**177**  
Volunteers

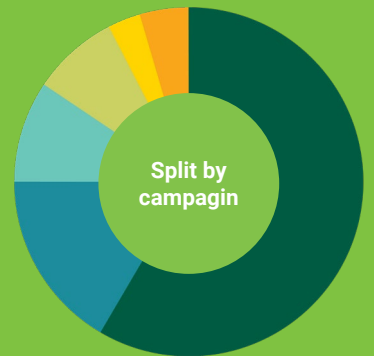
**2164**  
Volunteer hours



## Activities

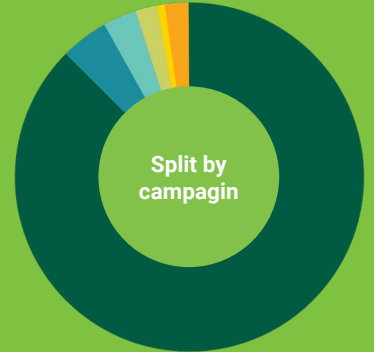


- Greenspeaking
- Forest Patrol
- Online campaigning
- Direct Communication
- Supporting other organisation
- Photo opportunity
- Direct Action



- Forests
- Protect our Oceans
- Fossil Ad Ban
- System Change
- Climate
- Other

## Volunteer hours



- Forests
- Protect our Oceans
- Fossil Ad Ban
- System Change
- Climate
- Other

As with most other countries around the world, Sweden experienced heavy covid waves and ripple effects during 2021, which also presented new challenges for offline engagement and local group work. The volunteer community in Sweden met this challenge tremendously, switching seamlessly to organising and engaging mostly online, but also offline when given the opportunity. The Forests and Fossil Ad Ban were the main campaigns.

### Forests

In 2021, the Forests campaign was again inten-

sified with the main objective to fight, scrutinise and toxify the practices of the Swedish forestry industry (particularly the state owned company Sveaskog) and how the destruction of the last natural forests in Sápmi are a direct threat to biodiversity and climate as well as Sámi livelihoods, culture and in violation of their lands and rights.

On the next page we'll deep dive into the two biggest engagement opportunities and contributions to this campaign by the volunteers and activists; the Greenspeakers tour in Northern Sweden and the Forest Patrol in Muonio sameby.





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### Greenspeakers Forests Tour

Last summer, four Greenspeakers took to the road and went on a Forests Tour in Norrbotten, in northern Sweden. They warmed up by running two forests webinars in June and when July came around they were off! In two weeks, they travelled more than 3000 kilometres and visited 10 towns for forests-talks.

The goal with the Forests Tour was to share Greenpeace's message with local people in the most affected areas while at the same time hearing their opinions and experiences. Early on, the volunteers

were made aware of the importance of simply creating a space for people, for whom forests are a great part of their identity, to share experiences and ultimately organise together in defence of the forests. The tour resulted in a few citizen initiatives and accelerated pressure on Sveaskog to stop logging of natural forests.

### Forest Patrol

Early on in the year, Greenpeace was invited by Sámi reindeer herders and representatives of Muonio sameby. The visit quickly led to a collaboration in writing a letter to demand Sveaskog halt all





logging of forests on their lands until proper consultations are resumed.

Following a rapid response action in early fall 2021, where Greenpeace activists took part in stopping an ongoing logging by Sveaskog in a forest area within Muonio sameby, a forest patrol was established to keep an even closer eye on the forests and Sveaskog's operations. Volunteers, mainly from Greenpeace in Sweden and Finland, joined forces with Skogsupprettet in a massive effort, taking shifts and successfully running the patrol and basecamp for 6 months, until Sveaskog announced that for now they will not log in the areas. This campaign is still ongoing.

### Fossil Ads Ban Campaign

The national focus in Sweden has been on creating awareness of the term "fossilreklam" and what a ban on them could mean. A national report was created during the first half of the year. The campaign team have leaned heavily on the local groups and thanks to them the output on social media and pressure achieved has been phenomenal. A commercial banner (BRA Flyg) was collected and sent to the action that launched the whole European campaign in October in Rotterdam. Towards the end of the year, the campaign team was invited to one of Sweden's biggest media events, SthlmMediaWeek, to a

panel discussion on exactly what we had set out to establish, the term "fossilreklam" and what a ban on them could mean. This was a huge milestone for the national campaign! On top of this, Sweden's contribution to the European Citizens Initiative was record high compared to other European countries, much thanks to the local groups' work and stories.

**The Gothenburg FAB team** supported a national launch video with a spoof-action where they pretended to be Scandinavian Airlines doing a commercial event in central Gothenburg. The local target was Göteborgsposten, the biggest local newspaper and the voice of Gothenburg. Lobby work has been ongoing during the autumn and an adusting stickering action was executed successfully.

**The Stockholm FAB team** chose to focus on the municipal politicians since there is a proposition on the table for a local fossil ad ban. Most autumn was spent doing rigorous lobby work, both emailing and calling of politicians as well as a presence outside the municipal building. A cigarette concept was created to show the health issue connection between tobacco smoking and fossil burning as well as the possibility of a similar ad ban. This proved to be a visual success and has since been exported and copied by other offices around Europe.





# A year for the forests

*Interview with Kajsa Falk*

During 2021, the forests campaign in Sweden was highly active and with it the Greenspeakers team. One of the team's big projects was the Forests Tour. For two weeks during the summer, four Greenspeakers travelled the length of Swedish Norrland and gave ten talks in ten different towns. The goal was to anchor the forests campaign with the locals most affected by it and, of course, to make the forestry company Sveaskog feel some pressure. One of the Greenspeakers was Kajsa Falk.

When asked why she chose to engage by Greenspeaking she says, *"Because I believe we need to spread the conversations we have in our little 'green-bubble' to the rest of society. I think it's important to follow up demonstrations and actions with conversation, to invite both curious like-minded people and opponents. I especially think this is important in an issue such as the forestry issue, which largely affects people in the north who carry a long history of being ignored in decisions that concern them"*.

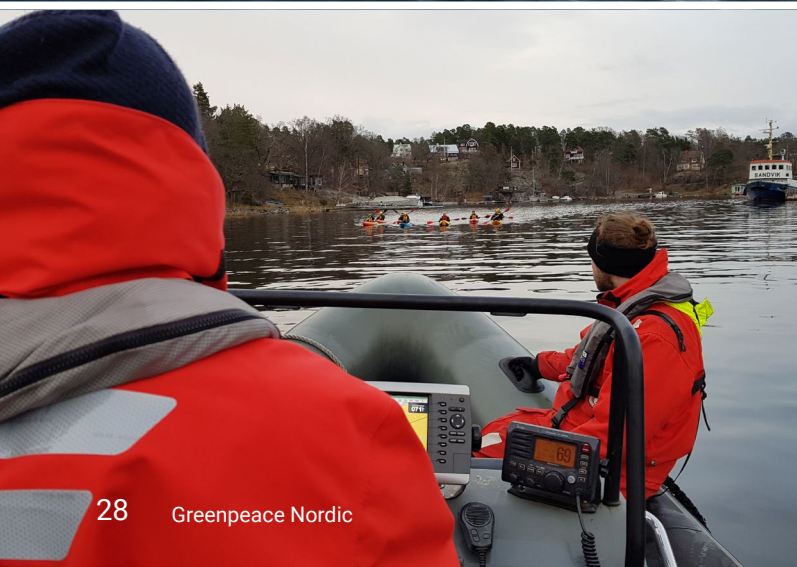
The Swedish forest campaign is collaborating with Muonio sameby to protect their land and the forests vital for reindeer grazing. Kajsa was one of the activists who joined the rapid response action to stop

logging in Muonio sameby in the late summer and, in the fall, joined the forest patrol in Muonio as well. She says, *"The forest has always been a matter close to heart, so maybe I would've joined anyway, but I think the Forest tour opened my eyes in many ways. Seeing clear cut after clear cut while at the same time hearing Sámi and other local people tell their stories on how the forestry industry impacts their lives and see how hard they fight - it made everything a lot more real and a lot more urgent"*.

***"Seeing clear cut after clear cut while at the same time hearing Sámi and other local people tell their stories ... it made everything a lot more real and a lot more urgent."***

When asked about her favourite memory from 2021, the Forests tour is again at the forefront of her mind, *"I think my best memory is from our speak in Korpilombolo. It wasn't a big crowd but it was an amazing conversation. They told us how the situation looked in the village and together we discussed difficulties and possibilities for engagement. And even though the situation was really severe, there was such anger and fight in everyone's eyes! And a good amount of humour. It just felt like a very real moment, and that's why I like it the best"*.





## Boating

The Greenpeace Nordic boat team has members based across the Nordic region. They bring their various boating backgrounds and skills together to train and skillshare in order to support Greenpeace campaigns as boat drivers, navigators or crew.

During 2021, the boat team had 20 active members. The Covid-19 mitigation measures continued to have a significant impact on the ability to conduct Nordic trainings. The boat team explored and tested alternatives to get out on the water where and when they could. Two boats were sent to Denmark to allow the Denmark based boat drivers to practise. These boats were used in one practice weekend as well as at the Danish Volunteer Away Days on Samsø. The Stockholm based boaters got together for a weekend training. At the end of the year, when the mitigation measures allowed it, two Nordic boat trainings were run. The team hopes that 2022 will give more wet and wild training and action opportunities.



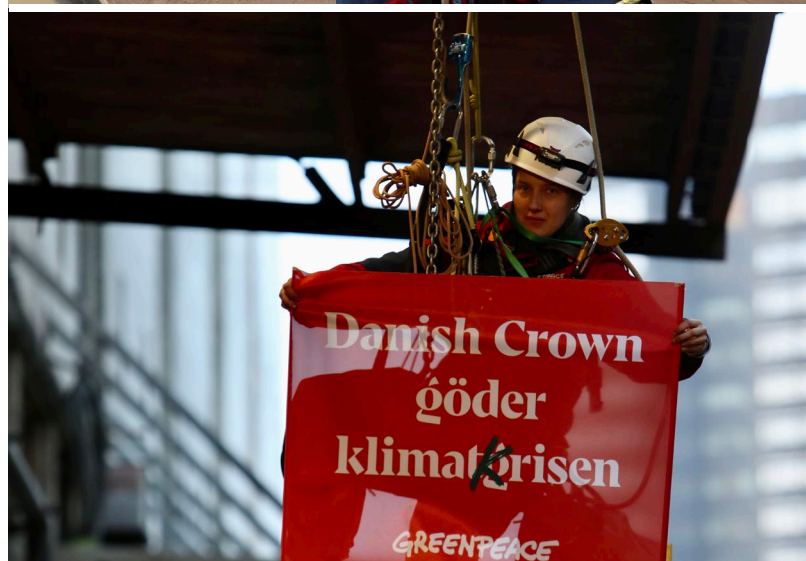
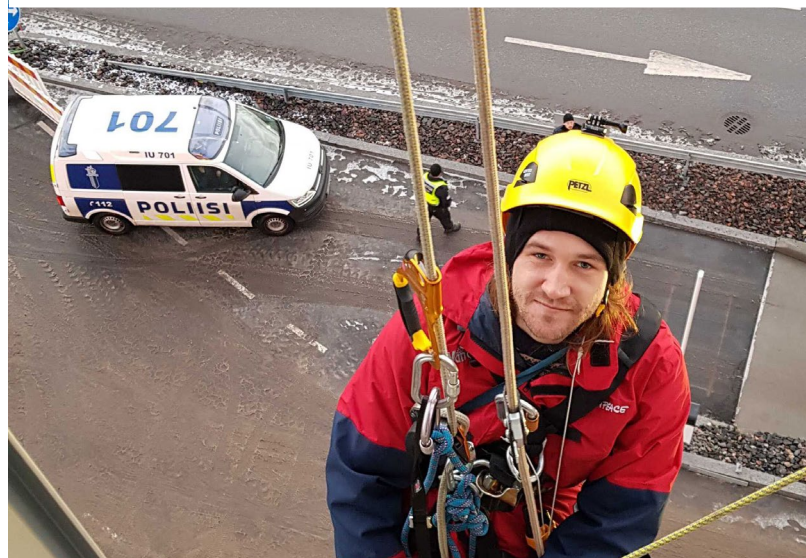
## Climbing

The Greenpeace Nordic climbing team consists of four national groups. The teams' purpose is to support Greenpeace campaigns with a base of well trained and skilled climbers, ready to reach the unreachable.

In 2021, Nordic climbers delivered climbing actions across Nordic, including two fossil ads ban actions in Finland, a big action in Denmark against Danish Crown as well as supporting/being standby for forests actions in Sweden and Finland.

During 2021, there were two Nordic climbing trainings - one Basic Climbing Training in August and one in November. This resulted in 18 new climbers across all Nordic countries.

There were also national climbing practices in each country throughout the year. Normally the teams strive to practice every month, but due to Covid-19 restrictions this has not been possible.







## Greenspeaking

Greenspeakers are Greenpeace volunteers who hold lectures and workshops to engage the public in Greenpeace campaigns; explaining how Greenpeace works and promoting solutions to change the world. The Greenspeakers program offers a good opportunity for schools, organisations and other groups to learn more about a particular topic as well as a great opportunity for Greenpeace to spread our important campaign messages and engage people to take action. 2021 started with the same covid challenges as the previous year but the Greenspeakers adapted tactics to still be able to reach out.



There are active Greenspeakers groups in three of the Nordic countries: Denmark, Sweden and Norway. During 2021, they held 29 Greenspeaks and reached around 1500 people directly.



A Greenspeaker tour was organised, possibly for the first time. This happened in Northern Sweden and, due to covid restrictions, the whole setup was adapted to a series of outdoor speaks in a new city every day for two weeks. The tour was about the Swedish Forests campaign.

During both spring and autumn, basic Greenspeaker trainings were held and the year ended with a full weekend of both advanced and basic trainings with the dual aim of getting new people on board as well as skill sharing and building the existing Greenspeakers team.





## Kayaking

The purpose of the kayak team is to support Greenpeace campaigns with a stable base of well trained paddlers who can go into direct actions in marine environments under diverse conditions on short notice.

During 2021, Greenpeace had active kayaktivists in all four countries. In November, a Nordic training took place in Stockholm to train new kayak-trainers. In addition to this Nordic training, there were practice days throughout the year in Denmark and Sweden.

In addition to training, the kayakers participated in several demonstrations. In Denmark kayaktivists did an action where the words 'INGEN GRUND TIL PANIK' [NO NEED TO PANIC] on the side of the canal next to the Danish Parliament. In Norway, activists in kayaks confronted the ship Siem Day loading drilling infrastructure for the Cambo oil field in August. In addition, two Nordic kayaktivists supported a Greenpeace Action in the Netherlands to get a European ban on fossil advertisement.





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