

GREENPEACE NORDIC EFFECT REPORT 2022



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Mission and Core Values

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

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

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

In developing our campaign strategies and policies we take great care to reflect our fundamental respect for democratic principles and to seek solutions that will promote global social equity. Greenpeace's cornerstone principles and core values are reflected in all of our work and enables us to work towards a more sustainable and green planet.

These are:

- We 'bear witness' to environmental destruction in a peaceful, non-violent manner.
- We use peaceful actions to confront and expose environmental destruction for the common good.
- We expose environmental threats and find solutions, and have no permanent allies or adversaries.
- We ensure our financial independence from political and commercial interests.
- We seek solutions for, and promote open, informed debate about society's environmental choices.

Our work includes:

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

Personal Responsibility and Non-violence

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

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

Financial Independence

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

Promoting Solutions

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

Our campaigns and long-term goals

Changing systems

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

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

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

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

Greenpeace's Long Term Global Programme sets out our view on the health of the global ecosystem and how we will respond to it. The Programme is more than a collection of campaigns, it also contains our fundamental and enduring values, our overall vision and mission, and the unique ways of working that underpin our campaigns. It describes who Greenpeace is and what it stands for. Taken together, the different components of our

Programme makes it possible for us to influence the course of events in favour of a sustainable and green future.

Climate and Energy

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

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

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

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>

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.

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

Forests

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

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

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

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

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

Goals:

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

Oceans

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

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

Goal:

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

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

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

Food for Life

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

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

Greenpeace is also looking at the drastic climate effect of agriculture related gases such as methane and nitrogen. By reducing the use of chemical fertilisers and the

consumption of especially cow meat and dairy, we can buy valuable time to stop producing carbon dioxide.

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

Goal:

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

Mindshift Change

To play our part in catalysing a green and peaceful future, Greenpeace, in addition to defending important environmental boundaries, must provoke long-term system change to permanently remove the threat. Changing mindsets is one of the most powerful ways to affect the system. We must not only challenge harmful mindsets many currently consider ‘normal’, but amplify and spread the mindsets that breathe life into the more beautiful world of our 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

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.

a nuclear bomb. Irving didn't know it then, but the Greenpeace trip would last for decades. And it would change the world.

Greenpeace has been campaigning globally against environmental degradation since 1971, when a small boat of volunteers and journalists sailed into Amchitka, an area north of Alaska where the US Government was conducting underground nuclear tests. The money for the mission was raised with a concert, and their old fishing boat was called "The Greenpeace". This tradition of 'bearing witness' in a non-violent manner continues today, and our [ships](#) are still a very important part of all our campaign work. This is where our story begins.

[Our Story](#) is that a better world is possible, and that brave individual and collective action can make that world a reality.

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.



Arctic Oil Case and European Court of Human Rights - Activists in Oslo

The Arctic Oil case takes big steps towards the European Court of Human Rights. The European Court of Human Rights (ECHR) has characterised the Arctic oil case as a potential "impact case", and has therefore requested that the Norwegian Government responds to the People vs. Arctic Oil application. Six young climate activists, along with organisations Young Friends of the Earth Norway and Greenpeace Nordic, filed this application with the Court in June.

Oslo, Norway, January 2022

Photo by: Johanna Hanno

Organisation

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

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

Greenpeace's funding structure is designed to reflect our aim to be "One Greenpeace": a truly global organisation, since environmental problems and their solutions are not restricted by national borders. Around 3.2 million people supported us financially and more than 80% of the donations are long term, enabling us to plan further for the future we want for us all. Each self-sufficient Greenpeace office pledges support to the international organisation in order to finance environmental work where it is needed the most. The global strategy of Greenpeace is agreed jointly at global level but decided by the national and regional offices individually.

Greenpeace offices around the world



Greenpeace Nordic

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

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

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

Governance

The Board of Directors of Greenpeace Nordic approves the annual budget and the audited accounts of Greenpeace Nordic, and also appoints and supervises the Executive Director. The Board members are elected for a three-year period by the voting members at the Annual General Meeting (AGM). A member of the Board may be re-elected to serve a maximum of nine consecutive years. Only if elected as chairperson may a current member of the Board be elected for an additional maximum six years. The Board reports annually to the voting members at the AGM. The Board of Directors of Greenpeace Nordic consists of up to seven members. The day-to-day operations are carried out by the organisation in the four Nordic countries headed by the Executive Director.

At the AGM, voting members appoint the auditor for the following year, decide on questions regarding indemnity for the Board of Directors and on acceptance of the Annual Report. The members of the Board of Directors, as well as the voting members, fulfil their duties without any form of remuneration. Costs relating directly to Board meetings and AGMs are however reimbursed.

Transparency and Accountability

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

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

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

Greenpeace Nordic in Sweden is a member of Fremia (formerly IDEA) and has a collective agreement with the Union. Employees in each of the Greenpeace Nordic

offices elect representatives to our staff council. Greenpeace Nordic strives to give our employees in the four countries as similar terms of employment as law and regulation permits.

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

Our Resources

At the end of 2022 Greenpeace Nordic employed 149 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. In 2022, 201 external or public activities were held across 35 locations in the Nordic as well as online. Alongside these activities, the volunteer unit also conducted internal training, meetings and inductions for new volunteers.



Peaceful Protest on Construction Crane Near the Swedish Parliament in Stockholm

Greenpeace Nordic activists in peaceful protest on top of a construction crane overlooking the Swedish parliament. The activists have mounted a 30 metre long banner with the message 'People Want Peace - Stop Fuelling War'

Stockholm, Sweden, March 2022

Photo by: Christian Åslund

Gender issues and equality in Greenpeace Nordic

We work to achieve an even distribution between men and women, and other genders in Greenpeace, and people from different backgrounds. In 2022 42% of our employees

were male and 58% were female. There were no staff members identified in 2022 identified as non-binary, or identified no gender. Among our member recruiters in Fundraising, the distribution is variable depending on the season, but are often represented by more women than men.

Our Volunteer Unit has increased their knowledge about Diversity & Inclusion and it has become a firmly anchored value in our Volunteer Coordination work. Our Volunteer Unit surveys the Nordic volunteer community annually. The last reliable survey conducted 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.

Age data from the November 2020 survey 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.

It is worth noting that the two Volunteer surveys conducted in 2021 and 2022 did not yield useful data due to difficulties in Greenpeace Nordic's volunteer emailing system, which meant that very few volunteers were able to participate in this survey. This issue has now been resolved, ensuring that we will be able to send emails to all our volunteers on our database and conduct a reliable survey moving forward in 2023.

“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

Greenpeace is an equal opportunity organisation. We believe that a diverse culture brings richness to any organisation and that inclusion is required to unleash the potential of diversity.

We have an ambitious Equity Diversity & Inclusion Action Plan that indicates our priorities and concrete steps we want to take to evolve our ED&I agenda. All our employees help drive this agenda, but we also have a specific group; the ED&I Task Force, that explores, discusses, develops and implements proposals that can make us advance on our journey to become a more diverse and inclusive organisation. All Greenpeace employees are required to attend courses on showing respect in the workplace, as well as an introduction to ED&I and more.

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 jeopardise 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 2022, 136 538 donors - including family foundations, the Swedish Postcode Lottery and individuals - gave their support and donated money to Greenpeace Nordic, contributing over 235,9 million SEK.

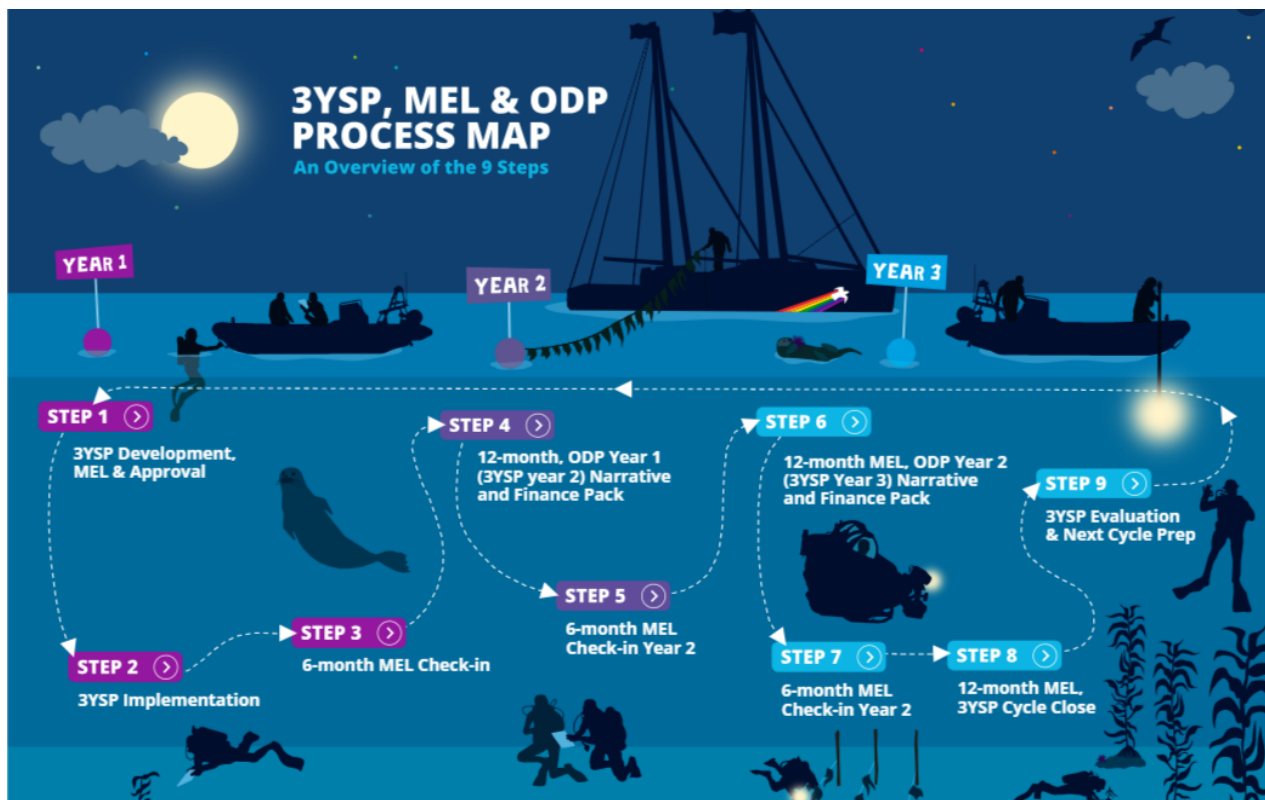
In Denmark 19,556 people donated to Greenpeace, in Finland 19,755, in Norway 17,493 and in Sweden 79,734.

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. They are the solidarity with the people of Ukraine and Russia in the fight to stop funding war with fossil fuel consumption. 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 help break our reliance on oil that fuels conflict 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 3.2 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 Leadership forums to discuss progress and learnings from implementing our 3-year strategic plan.



Significant events and milestones during 2022

CLIMATE AND ENERGY

Oil is War

Following the Russian invasion of Ukraine in early 2022, Greenpeace Nordic responded in solidarity with the Ukrainian people by creating the campaign 'Oil is War, People Want Peace'. The main goal of the campaign was to highlight the connection between the conflict and our reliance on Russian oil and gas.

The campaign began in Denmark, as activists, swimmers, kayakers, sailing boats and Key Influencers took direct action against tankers containing Russian oil and gas passing through Danish waters. In Finland, Greenpeace activists and allies painted messages on railway cargoes transporting coal from Russia into the Nordic, protested a trade meeting and occupied a coal power plant in Helsinki just as Russian coal was about to be loaded.

Learning from our earlier experiences in Denmark, we delivered a successful action in Norway against the Russian oil tanker Ust Luga. Greenpeace activists chained themselves to the anchor chain for eight hours, resulting in positive widespread media coverage. In Sweden, Greenpeace took action and blocked a ship with fossil gas from arriving in Nynäshamn, Sweden from Vysotsk, Russia. The action took place in response to the continued import of Russian oil to Sweden, despite the Parliament directing the Swedish government to terminate the import of Russian energy.

Evaluation and Key Learnings

As a relatively reactive campaign in response to the Russian invasion of the Ukraine, the 'Oil is War' campaign demonstrates that we can achieve great results when we put our mind resources to it. In Denmark, for example, the debate on oil imports from Russia was relatively insignificant prior to the campaign. Through our efforts, we were able to grow the public conversation on this topic and spread the 'Oil is War' message to a large number of people, although this was also aided by the situation in Ukraine worsening over time.

We experienced some challenges when it came to truly sustained NVDAs (non-violent direct actions) in relation to activist mobilisation and staff resources. In certain instances there was a sense that more information could have been shared when it came to people's roles in actions. Additionally, we gained a key learning around visibility and visual storytelling when it comes to sea-based activities. Based on this, we can change our communication to provide more focus on the campaign instead of just focusing on the action itself, allowing us to create materials that can be used in later communication.



Peaceful Action Confronting Russian Oil Transportation in Denmark

Greenpeace activists from Denmark, Sweden, Norway and Russia are blockading a shipment of Russian oil at sea in northern Denmark. Greenpeace calls for global divestment and phase out of fossil fuels and an embargo of Russian fossil fuels to stop funding the war.

Denmark, April 2022

Photo: Anton Verho

Norwegian Oil campaign

The Norwegian Oil campaign has focused on two key areas in 2022. The first was to prevent the approval of the Wisting oil field, which if greenlighted would become the world's northernmost oil field. Secondly, the campaign concentrated on changing the position of the Union Confederation (LO), who have great influence on Norway's oil policy. Throughout the year, we collaborated closely on key areas with the wider green movement.

In 2022, LO held their 4th annual grand meeting. Through the lobbying efforts of Greenpeace, the meeting decided on a new policy stating that some oil needs to stay in the ground, and that considerations for biodiversity should be made. As part of the campaign against Wisting, Greenpeace activists shut the doors to Equinor's Summer Party before proceedings commenced, resulting in two thirds of the 900 guests leaving the party.

Evaluation and Key Learnings

In November 2022, Equinor announced they were postponing their planned investment decision on the Wisting oil field. After a year of campaigning, this was a monumental win for the campaign against Arctic oil drilling, for the climate and for vulnerable biodiversity in the Arctic. The win demonstrated that Equinor is vulnerable to criticism that contradicts their own greenwashing narrative they are selling to the Norwegian public. Equinor needs a social licence to operate. The Wisting win showed that fact-based campaigning, combined with movement building and cooperation between NGOs and unions work to undermine that licence. In the end it became impossible for Equinor and the Norwegian government to ignore the flaring errors in Equinor's environmental impact assessment.



'Stop Wisting' Protest at Equinor Garden Party, Norway

Activists from Greenpeace Nordic stage a protest at the Equinor Garden Party in Norway, to call for a stop to Wisting, planned to be the world's most northerly oilfield.

Oslo, Norway, September 2022

Photo: Marthe Haarstad

Fossil Ad-ban work

In 2022, Greenpeace campaigned hard to put banning fossil ads on to the political agenda, both in the Nordic and EU. While we were unsuccessful in reaching our goal of one million signatures to make a Citizen's Initiative in the European Parliament, our efforts resulted in the Municipality of Stockholm becoming the first Nordic capital to ban fossil ads on all outdoor ad placements in the city.

Greenpeace volunteers organised various actions to engage politicians, companies and consumers about the importance of banning fossil ads. In Denmark we submitted an official complaint to the consumer ombudsman about Mercedes Benz and BMW ads in central Copenhagen, while in Sweden we developed a campaign video that was selected by the Swedish Klimatriksdagen (a grass root conference) to be put forward to politicians. In Finland, Greenpeace activists took over the country's annual advertising

gala and announced the winner of the worst fossil ad of the year.

On the European level, four Nordic activists from the European Fossil Ad Ban campaign joined the week of actions at the Cannes Lions Festival. At the festival's opening ceremony, Greenpeace Nordic activist and former winner of the Gold Lions Award Gustav Martner made a powerful statement about the importance of banning fossil ads, returning the award he won for his previous work advertising for Volkswagen's diesel cars while holding a banner reading "No Awards On A Dead Planet"

Evaluation and Key Learnings

The joint efforts from several Greenpeace offices across 2022 has made sure companies have felt the consequences of greenwashing their brands and showing their industries off in the public. We went up against huge companies that seemed untouchable but the debate emerging from us disrupting the system against the likes of Equinor and Mercedes has sparked an important discussion within the marketing sector. In Denmark, for example, a number of articles and debate pieces were continuously written about the relationship between greenwashing and advertising after our complaint to BMW. We were able to capitalise on this momentum, taking strategic action at the world's biggest advertising festival, the Cannes Lions Festival, to drive home that the fossil ad ban should be the focus of the Gold Lions Festival. Collaboration has played a central role in this campaign, which has allowed the FAB network to work alongside grassroots movements, musicians, actors and artists across Europe.

The FAB campaign has made major strides in 2022, but we acknowledge that there is still a while to go to make fossil ad bans a reality. We tried using the issue of greenwashing as a gateway to talk about a fossil ad ban. However, we observed that the fossil industry was able to respond to and slightly undermine our efforts with the new term 'green hushing'. We believe, however, that the consequences of greenwashing over time will be the first step to getting a fossil ad ban as more complaints and court cases are being processed. Structurally, we need the authorities to ban greenwashing and from this position we can argue that all advertisements that support fossil fuel industries (such as card) need to go.



Activist Crashes Cannes Lions Festival's Opening Ceremony in France
Greenpeace activist and former winner of the Cannes Lion award, Gustav Martner, interrupts the opening ceremony in Cannes to give back the award he won for his previous advertising work he had done for Volkswagen.
Cannes, France, June 2022

Food and Agriculture

Throughout 2022, the Food and Agriculture campaign focused on drawing attention to the connection between the nitrogen pollution in Danish coastal waters and Denmark's massive industrial livestock production. As one of the world's biggest meat producers per capita, the amount of nitrogen pollution caused by industrial farming is having a catastrophic impact on the coastal waters around Denmark. Excess nitrogen from manure and artificial fertilisers end up in drainage channels and rivers and gets carried by water streams to the ocean, leading to dead zones due to oxygen depletion.

In April, Greenpeace Nordic launched the documentary 'Desert under the Water', highlighting the current emergency faced by our coastal waters. Later in the year in September we carried out a ship tour to document widespread oxygen depletion on the ocean floor. Together with supporters, Danish nature and environmental organisations and local fishermen, Greenpeace called for political action to start taking agricultural lands out of production and transform the production on remaining lands from feed and livestock to plant based food for people.

Evaluation and Key Learnings

The Meat campaign has played a central role in raising awareness that there are depleted fish populations and dead zones in Denmark's coastal waters, both on the political level, the media and in the public. The term "desert under the water" was used by politicians from the opposition when questioning the Minister of Environment in the Parliament about the situation, and the minister has publicly used the term himself.

This demonstrates the value of using evocative messaging that strikes a chord with politicians and the public. Three major news media followed up in 2023 with extensive coverage of the ocean crisis.



Seabed Sampling Expedition in Denmark

Greenpeace expedition gets dead sea floor up in the light. The fish is disappearing and the ocean bottom has become a desert under the water. The environmental disaster is caused by nutrient pollution, primarily coming from the industrial meat and dairy production.

Funen, Denmark, September 2022

Photo by: Will Rose

OCEANS

2022 was an important year for the campaign to establish a UN Global Ocean Treaty. In the lead up to the Fourth round of UN negotiations in March we handed over 64 000 signatures to the Swedish delegation and the Ocean Ambassador of the foreign ministry. Around this time, the global petition, containing close to 5 million signatures, was delivered to the delegation leader and key ministers in Norway. While we were able to demonstrate widespread global support for ocean protection, world leaders failed to agree on a Global Ocean Treaty during the fourth negotiation round.

More direct outreach to ministers took place in all Nordic countries leading up to the Fifth Round of negotiation in August, although this also resulted in a failure to agree on a Global Ocean Treaty. In December, however, we saw progress move in the right direction as the 30x30 target (protecting 30% of the biodiversity of the world's oceans

by 2030) was confirmed as an international target under the Convention on Biological Diversity.

Down south, the Antarctic Ocean Commission (CCAMLR) failed to deliver long promised ocean sanctuaries at their annual meeting. On a more positive note, however, the Commission recognised eight new Vulnerable Marine Ecosystems (VMES) - unique Antarctic seabed ecosystems with high biological diversity. Seven of these VMEs were documented during submarine dives from the Greenpeace ship Arctic Sunrise.

In the Nordic, the Oceans campaign experienced a major victory. Back in 2009 Greenpeace placed 200 boulders in the Natura 2000 areas Fladen and Lilla Middelgrund in Kattegat to prevent bottom trawling. 13 years later our efforts have resulted in a total ban on bottom trawling and a full fishing ban in the majority of the area. To mark this win, Greenpeace' ship *Witness* conducted a diving expedition to document the positive impact the boulders have made in the Kattegatt area.

Evaluation and Key Learnings

In the lead up to the Global Ocean Treaty Negotiations (IGC4), the Oceans campaign experienced challenges in reaching direct pressure towards governments. This can be attributed to both external conditions such as the Russian war with Ukraine, and internal factors relating to our core team being stretched between Treaty negotiations and our Antarctic expedition (where we were still operating under tight Covid-19 restrictions).

However, we made significant progress in the fifth round of the Global Ocean Treaty, as we were able to frame the Global Ocean Treaty as a make or break issue in media stories about the oceans. Additionally, we were able to call out the double standards of many governments paying lip service to the ocean crisis and introduce a political risk/cost to failure. Combined with our global delegation present at the UN in August, frontline activists bringing their lived experience and expertise to conversations with decision makers, and a number of high profile activities played an important role in generating political pressure.

Another area where we gained some valuable learnings is in relation to ship tours. The results of the Antarctic seabed documentation delivered immediate and direct benefit for the seven Antarctic Vulnerable Marine Ecosystems that were protected later within the same year, highlighting that ship tours should include objectives towards impact that is not depending on media conditions of the time of delivery



UN Oceans Negotiations IGC5 Rally in New York

Experts, activists and community leaders joined Greenpeace's delegation to the fifth session of the Global Ocean Treaty negotiations at the UN Headquarters in New York, August 2022, and participated in an Oceans Rally outside the UN. New York, August 2022

FORESTS

Sweden

The Swedish forest campaign started 2022 by focusing on the state-owned forestry giant Sveaskog and its activities in Sápmi. Since 2021, Greenpeace has collaborated with the Muonio Reindeer Herding Community in their fight against Sveaskog, who broke off their mandated consultation process with the Sameby, and proceeded to aggressively log the remainders of the natural forests. After a sustained effort patrolling the forests of Muonio to prevent logging, Sveaskog finally agreed to the demands of the Sameby and announced they would decrease their total logging volume in Sweden by 20%.

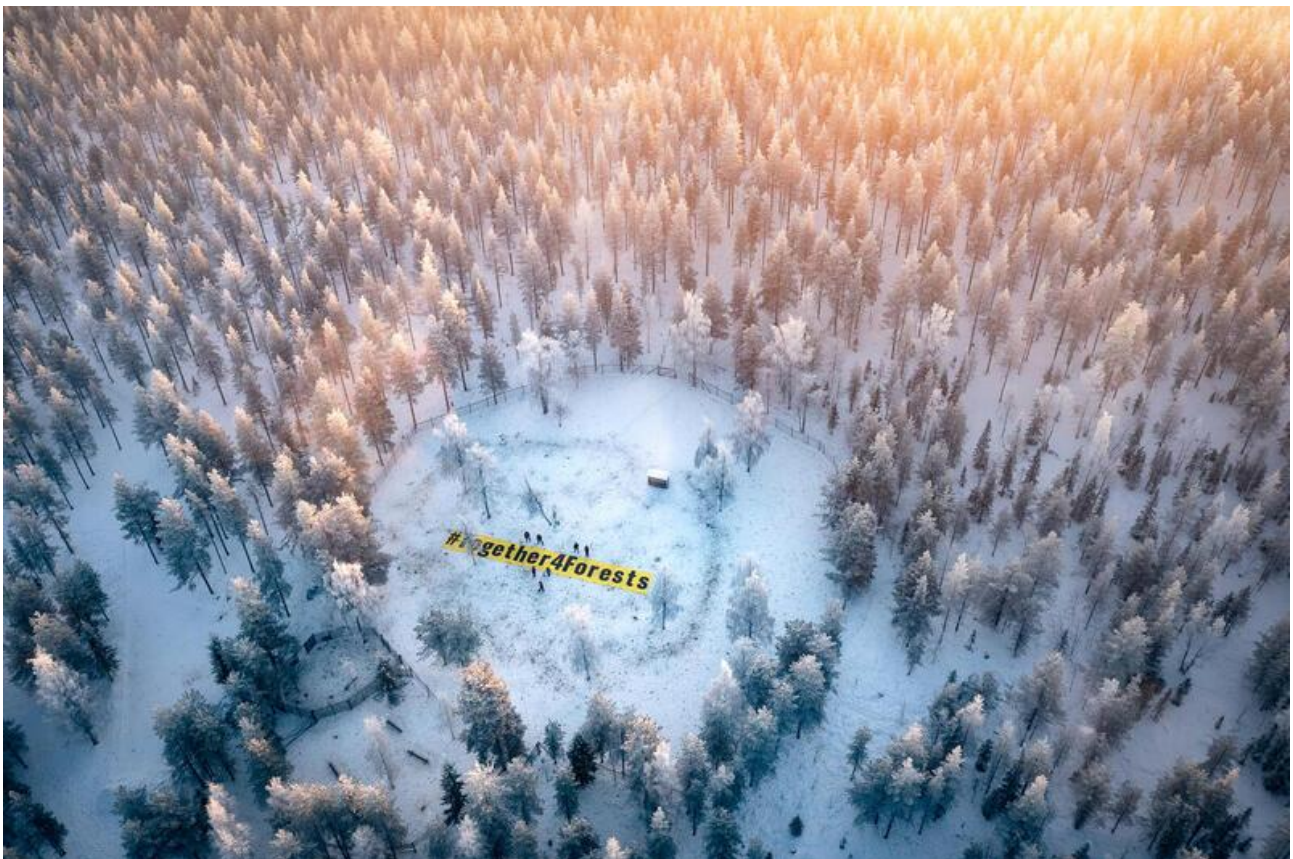
As part of the Forest campaign, the Swedish team has also engaged with the issue of biofuels. We publicly launched the campaign with a website, petition, and media package to challenge the Swedish EPA's narrative that climate emissions are decreasing by highlighting the impact of biogen emissions, which are currently not counted by the Swedish Environmental Protection Agency (SEPA) or the Swedish Bureau of Statistics (SCB). Our website www.sverigesutslapp.se is automatically updated when the SEPA and SCB update their biogen emissions figures.

Evaluation and key learnings:

One important learning that we gained during our activities in Muonio was the importance of working closely with Sápmi communities to support their efforts to

protect forests. Building on our experiences in Muonio, we conducted field trips to other Reindeer Herding Communities in Sápmi, gathering valuable input on how Greenpeace and the broader climate justice movement can support communities in their fight against companies exploiting Swedish forests.

Recognising the value of collaborating with grassroots forest movements, Greenpeace initiated a planning process with The Forest Rebellion, a branch of Extinction Rebellion. The process includes plans for a lecture tour and training weekends, specifically educating about the critical state of the Swedish forests and the effectiveness of non-violent civil disobedience. This and other planned work such as creating supporting structures for decentralised forest groups, aims to engage and enable the general public and the existing environmental movement to take a stronger stand for forests.



#Together4Forests Action in Sweden

Greenpeace Nordic activists stand with a banner that reads #Together4Forests, in a reindeer corral in a section of forest threatened with logging. The demonstration is taking place in Muonio Sameby in Pajala municipality, a Sami village that is strongly affected by deforestation through intensive forestry.

Muonio, Northern Sweden, January 2022

Photo by: Jason White

Finland

Greenpeace continued protecting natural forests and old-growth forests. We assisted in the creation of a Citizens Forest Movement by organising trainings on forest activism, and studying the needs of the new forest activists enabling us to offer support, information and launch initiatives. As well as this, we developed a network of forest guardians to prevent state-owned natural forests logging. Through our efforts, we were able to document logging activities in protected areas and sites, and exposed these in the media. Our negotiations with governmental forest service Metsähallitus on logging

plans in areas mapped by NGOs continued, which helped to improve the Finnish FSC-forestry certification standard.

Our efforts to support the mapping of natural forests continued throughout 2022. Working with the wider environmental movement, we collaborated with our German colleagues to organise an action in the port of Lübeck highlighting the ongoing destruction of forests in Nordic countries. We also commenced campaigning on Finland's carbon sinks (protected areas of Finnish forest), which have collapsed due to excessive forest loggings. While Finland's new Climate Change Act sets a target of reaching carbon neutrality by 2035, the goal is becoming unreachable due to the collapse of these carbon sinks. In response, we took the Finnish government to court due to their lack of climate action.



Photo by: Pyry Kantonen