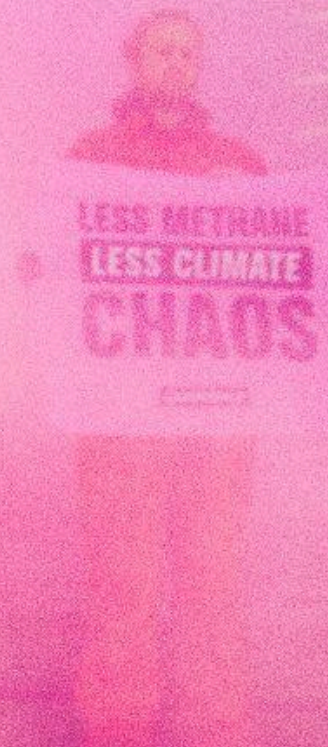


**GREENPEACE**

Effect report  
**Greenpeace Nordic**  
**2024**





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## Mission and Core Values

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

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

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

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

These are:

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

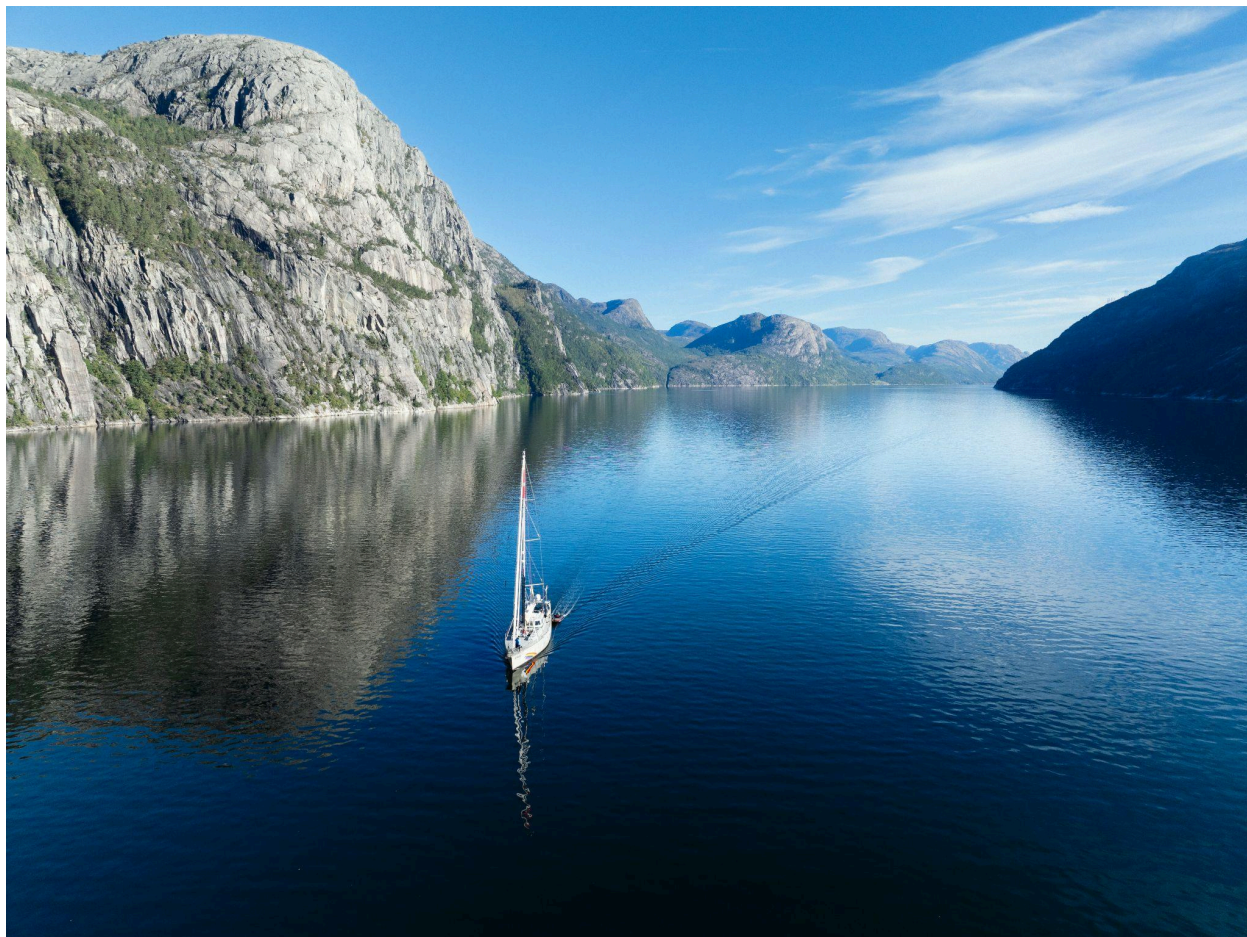
Our work includes:

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



## Personal Responsibility and Non-violence

We are committed to non-violence and taking personal responsibility for our actions. These principles are inspired by the Quaker concept of 'bearing witness', which is about taking action based on conscience – personal action based on personal responsibility. We are accountable for our actions, and everyone on a Greenpeace action is trained in non-violent direct action.



## Financial Independence

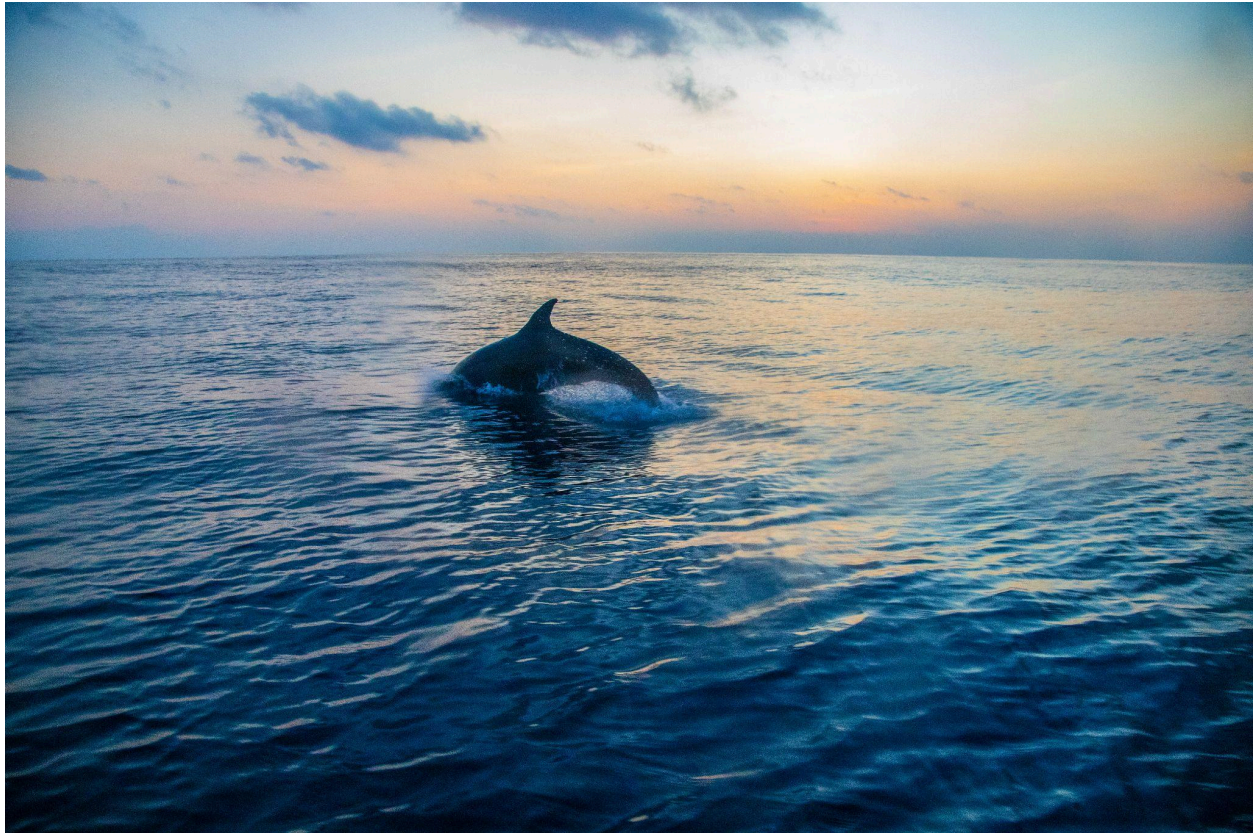
Greenpeace only exists because millions of people all over the world support our organisation financially. We ensure our financial independence from political or commercial interests. We do not accept money from either companies or governments. Individual contributions, together with foundation grants,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

## Promoting Solutions

We seek solutions for, and promote open, informed debate about society's environmental choices. We don't work to manage environmental problems, we work to eliminate them. That's why we developed our [roadmap to save the seas](#) through



the establishment of marine reserves, and an [Energy \[R\]evolution](#) blueprint that points the way to a clean economy. It's not enough for us to point the finger. We develop, research and promote concrete steps towards a green and peaceful future for all of us.



## Our campaigns and long-term goals

### Changing systems

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

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

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



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

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

## Climate and Energy

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

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

Fundamentally, emission cuts in this decade will need to be much bolder than what countries currently envision in their national contributions to the Paris Agreement. This is the time-window we have for making the shift. [According to Inger Andersen](#), UNEP's Executive Director, “our collective failure to act early and hard on climate



change means we now must deliver deep cuts to emissions – over 7 per cent each year, if we break it down evenly over the next decade.”<sup>1</sup>

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

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

**Goals:**

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

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

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.

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

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

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

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

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

### Goals:

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

## Oceans

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

Greenpeace works to establish a Global Ocean Treaty under the UN Convention on Law of the Seas to allow for protection of international waters outside national



jurisdiction. To this end, we have sailed all along the Atlantic, showing the threats and the beauty of the world's oceans. We have also confronted the emerging deep sea mining industry in the Pacific Ocean and worked with the communities around the coast of the Indian Ocean and Western Africa to show that protecting oceans is not only good for biodiversity; the coastal economies also depend on the end of overfishing that threatens to empty our global ocean of life.

**Goal:**

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

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

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

## **Food for Life**

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

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

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

**"A VISION OF SUSTAINABILITY WHERE FOOD IS GROWN WITH HEALTH AND SAFETY FIRST AND WHERE CONTROL OVER FOOD AND FARMING RESTS WITH LOCAL COMMUNITIES"**





## **Goal:**

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

## **Mindshift Change**

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

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

## **Changing Power Dynamics**

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

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



## Our Story

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

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

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

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

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





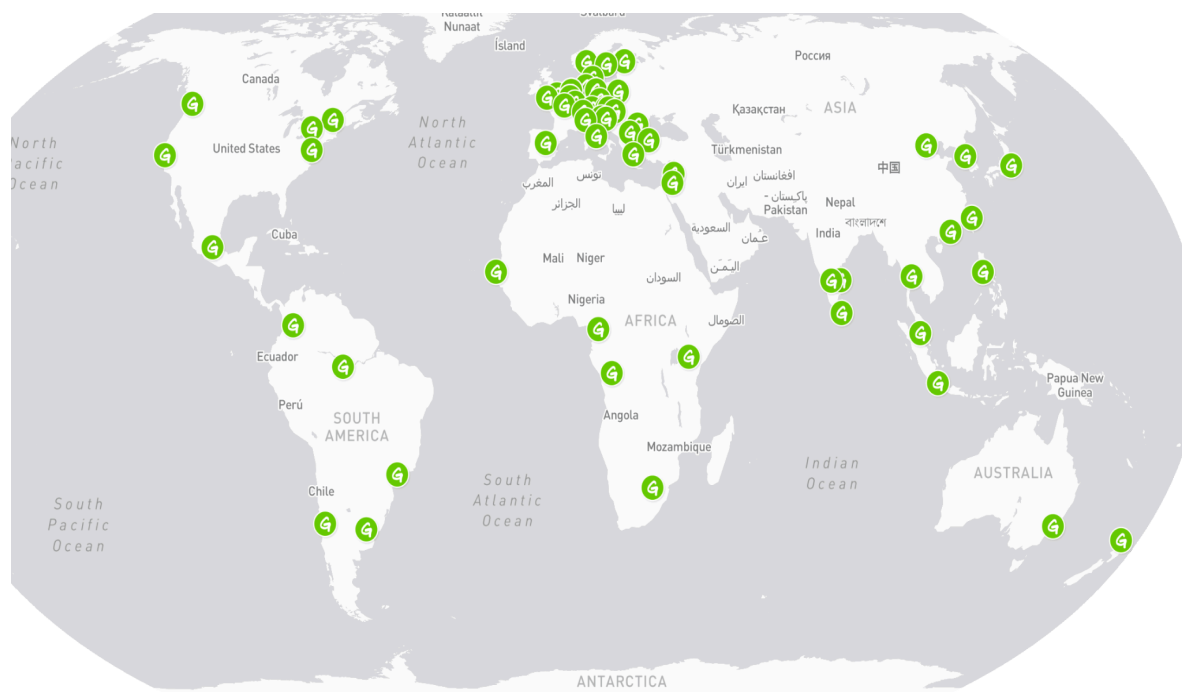
## Organisation

Greenpeace is a global organisation, consisting of Greenpeace International (Stichting Greenpeace Council) registered in the Netherlands, and 25 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 2.9 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 2024 Greenpeace Nordic employed 127 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.

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.

## **"OUR PEOPLE ARE HIGHLY SKILLED, AMBITIOUS AND MOTIVATED"**

The campaigners carry out political campaigning and coordinate the work within, and across the different Nordic countries. The communication officers work together with 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 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 volunteers are the backbone of the Greenpeace Direct Actions – as well as contribute greatly to other parts of our campaign work. The volunteers in our specialist teams extend the Greenpeace campaigns with public speaking, social media, artistic activism (artivism) and lobbying – as well as contribute with the investigations done in relation to the campaigns.

The Volunteer Unit consists of Volunteer Coordinators who support the specialist teams in their organising, and help arrange training and campaign activities. In 2024 a total of 364 volunteer activities took place across the Nordics.

## **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. As of December 31- 2024, 42% of our employees were male and 58% were female. No staff member in 2024 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 continued increasing their knowledge about Diversity & Inclusion and it has become a firmly anchored value in our Volunteer Coordination work. Our Volunteer Unit surveys the Nordic volunteer community annually. The last survey conducted in November 2024 showed that 91% of volunteers strongly agreed or agreed that GPN works to promote a diverse, open and inclusive volunteering programme. Age data from the 2024 survey tells us that the age of our volunteers range from 20-73.

**"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 jeopardize valuable donations by investing speculatively. For campaign reasons Greenpeace Nordic holds a small number of shares in some corporations thus enabling access to information and participation in shareholder meetings. We also hold a few shares in a Danish wind power cooperative.

In 2024, **133,729 donors** - including family foundations, the Swedish Postcode Lottery and individuals - gave their support and donated money to Greenpeace Nordic, contributing over **236,3 million SEK**.

In **Denmark** 21,349 people donated to Greenpeace, in **Finland** 20,598 , in **Norway** 15,964 and in **Sweden** 75,818.

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

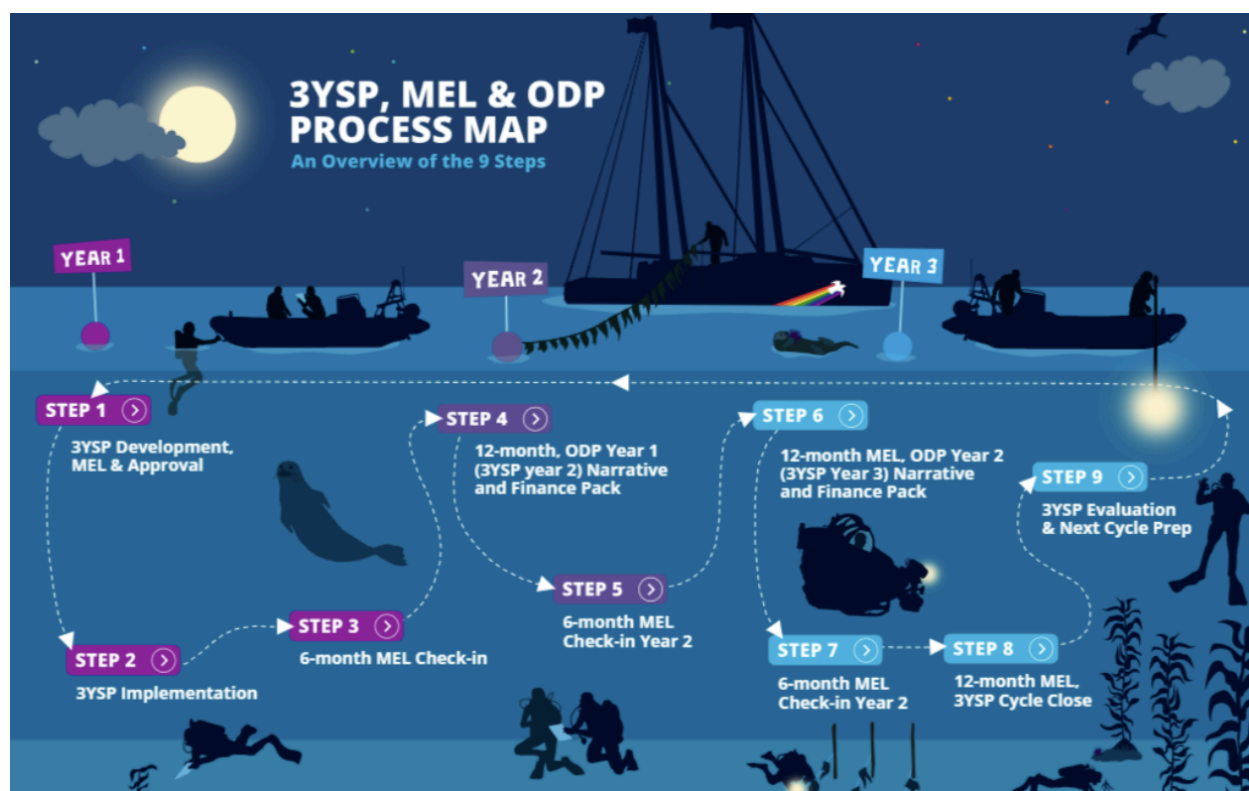




to villages in India. **Together, with 2.9 million other financial donors from all over the world, our donors are what make Greenpeace the single biggest independent force for the environment. They give hope for the future.**

# Monitoring and evaluating our progress, learning and innovating

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



# Significant events and milestones during 2024

For years, Greenpeace has focused on defending the climate, even if the impacts of warming were still theoretical. Since day one, we have been fighting for democratic space and human rights.

In 2024, it all started to feel even more urgent. Democracy and basic human rights are being threatened globally, and the impacts of the impending climate disaster are becoming increasingly visible.

In this moment, apathy is our greatest enemy. In a polarised world, it can feel like we are alone with our concerns. But we are not. Ultimately, we all want the same things: clean air, safe food, safety from wars and natural disasters and a future for our children.

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

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

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



## Victory for the oceans

### Deep sea mining plans stopped in the Arctic

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

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



Greenpeace protests with a projection 'Stop deep-sea mining' in the Lysefjord in southern Norway (east of Stavanger), near the Preikestolen (Preacher's Chair) rock. Greenpeace Nordic and Greenpeace Germany, together with scientists and campaigners launched an Arctic expedition in 2024 to study endangered marine mammals in the planned deep-sea mining area in Norway.

Photo: © Daniel Müller / Greenpeace

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

It is crystal clear from our political contacts that this win would not have been

possible without the external and international pressure from Greenpeace and the broader movement we are a crucial part of. This was a well earned victory built on a campaign where the team utilised all the tools in our toolbox.

We conducted a science expedition on deep diving whales in the mining area, saw Nordic actors join NVDA's (non-violent direct actions) against mining companies, watched extraordinary artists going viral from the Arctic, had volunteers and staff doing multiple activities including open boat events along the Norwegian coast and intense political lobby efforts together with our allies.

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

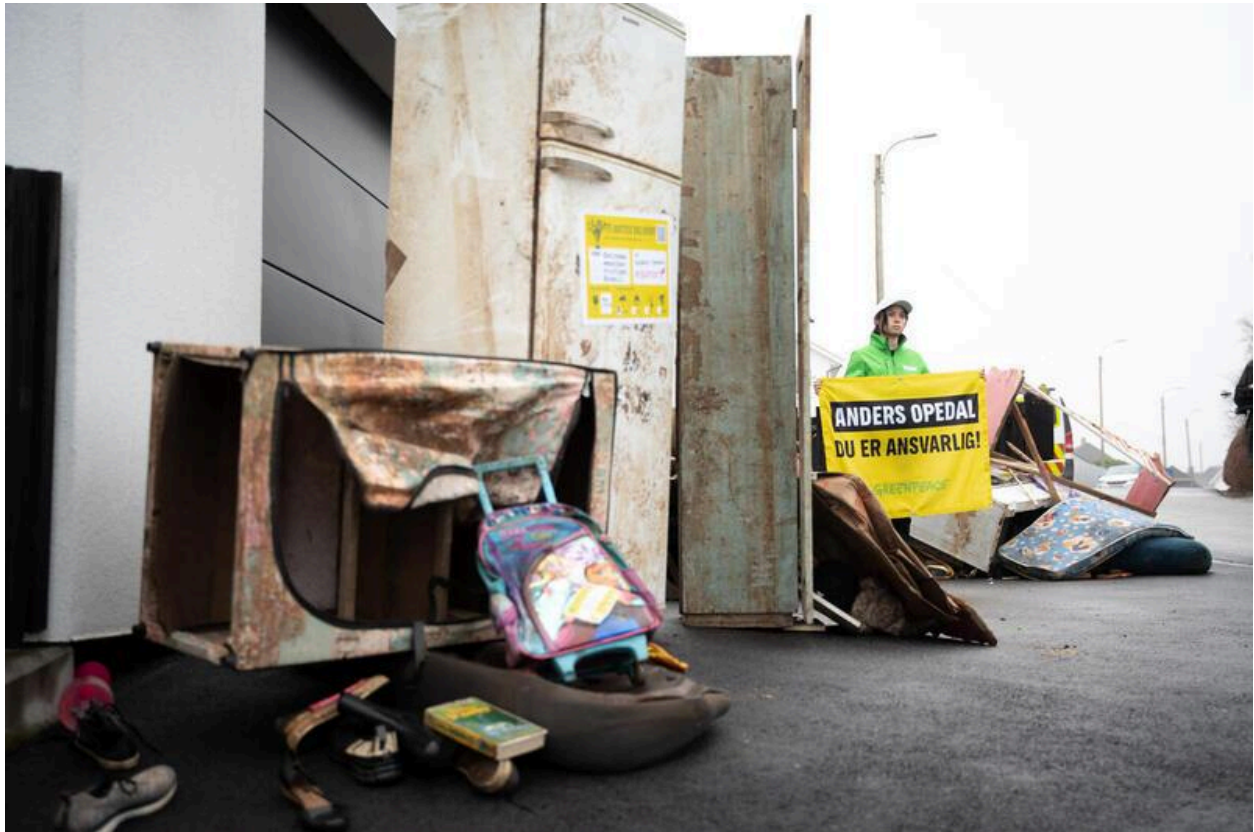
## **Norwegian oil campaign**

### **Landmark climate win in Norwegian court with global impact**

Greenpeace Nordic is at the forefront of the movement for a just transition away from Norwegian oil and gas.

We began the year of 2024 with a significant victory, when the Oslo district court established what we have argued for years: the government is obligated to assess the full climate effects of oil drilling. As we demonstrated in court, this includes the premature deaths of tens of thousands of people, an increase in extreme weather events and risk of activating irreversible tipping points in the global climate system.

The Norwegian government promptly appealed the judgement. Yet, it has already had international effects: the judgement was cited when the British Supreme Court ruled in the climate's favor in a similar case a few months later. The appeals process following the judgement will continue into 2025, and we have high hopes of victory. Regardless, the fight against oil and gas is not confined to the court rooms.



**Activists from Greenpeace in Brazil and Greenpeace Nordic delivered flood debris from an extreme weather event in Brazil, to the home of Equinor's oil executive Anders Opedal. © Jason White**

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

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



## Climate and energy

### “Stop Drilling, Start Paying” campaign

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

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



**Left: Dressed in green jackets and white caps with the "Climate Justice Delivery" logo, a group of Greenpeace Nordic activists deliver a pile of destroyed property from climate disasters around the world to the front door of the French oil giant TotalEnergies' Danish headquarters in Esbjerg. © Michael Hedelain / Greenpeace**

**Right: Greenpeace Nordic protests outside Equinor's headquarters with banners reading "Their profit, our loss" and "Our profit (Equinor's), your loss." © Rasmus Törnqvist / Greenpeace**

In the spring, when the oil companies published their profits, we protested at their headquarters, for Norwegian Oil Company Equinor in Oslo, juxtaposing the smiling CEOs with images of people suffering from extreme weather. During the summer we highlighted the threat of oil companies suing us in order to suppress free speech and their blatant attempts to crush opponents to their harmful activities.

Greenpeace faces several intimidation suits that could cost hundreds of millions USD

if not billions. But their bullying tactics will not intimidate us, on the contrary, it will make us stronger and we are grateful for the solidarity we have received from all over the world, including our supporters.

In the autumn we took direct action: in Norway we confronted the CEO of Equinor with a crib and battered toys from a recent flood in Brazil, personalising the link between their profit and the human suffering yet again. In Denmark, we highlighted the responsibility of the international oil and gas giants for climate-enhanced extreme weather

## Forests

### Fighting for forests, rights and responsibility in Sweden

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

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



Protest in front of an IKEA store in Sweden after the release of a new Greenpeace investigation revealing links between IKEA suppliers and the destruction of old-growth forests in the Romanian Carpathians. © Jana Eriksson / Greenpeace

Our investigation traced this issue back to nearly 200 global companies, including Zalando, Amazon, and HelloFresh, exposing their connection to unsustainable forestry



practices. The fight to save our last remaining forests is far from over, and we will continue to push for real change.

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

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

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

## **Standing up to the giants to protect Finnish Forests**

There are two main problems in Finnish forestry: the loss of biodiversity and the loss of the forest carbon sink. With the current forest management practices, the endangerment of forest species remains high and there are no signs of improvement. Only 6% of Finnish forests are protected.

At the same time the high logging levels have led to a catastrophic decrease of the forest carbon sink – the latest estimation shows that the Finnish forests are a carbon source. This is an unbelievable situation in a country that is covered by forests – even when the forests are mostly in industrial use.

Our demand for increased forest protection is based on the Convention on Biological Diversity and the EU Biodiversity Strategy. Greenpeace demands that 30% of Finnish forests must be protected. At the same time the logging of managed forests must be on a level that guarantees increasing carbon store and carbon sink.



A demonstration in front of UPM headquarters in Helsinki with a sauna to save natural forests from logging.

Greenpeace has recognised that the most important users – the giant forest corporations – are responsible for our forests, biodiversity and climate. These corporations are also global players with activities on other continents.

**In January 2024 a wide coalition campaign against logging in natural forests was launched.** Demonstrations were organised in front of all three forest corporation headquarters – one of them with a sauna.

**As a result nearly all the threatened forests have been saved for the time being.** Greenpeace has continued talks with all three major corporations in 2024. However, no permanent solution has been reached. In October 2024 Greenpeace activists demonstrated as guests arrived at the inauguration of the largest pulp mill in the northern hemisphere that was opened in 2023 in Kemi, Finland.

## Agriculture in Denmark

### A terrible political deal, but a momentum like never before

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

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



Local citizens, sport fishers, divers, students, and activists gathered for the funeral of the Vejle Fjord, a body of water off the coast of Jutland in Denmark. © Michael Hedelain / Greenpeace

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

Our campaign has been crucial to build up pressure on the government and the so-called tripartite-negotiations on agriculture. During the negotiations, we called on the government to act, demanding a reduction in animal agriculture and restoration of natural habitats on land. However, the government has been unwilling to transition our agriculture.

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

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



destruction and restore thriving ecosystems on Denmark's lands and in its waters.

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



Greenpeace in Denmark documented the local water crisis around Faaborg and other parts of the country as part of a week-long expedition. In 2023, Denmark experienced the worst season of oxygen depletion in 20 years, suffocating plant and fish life across vast areas of the country. Since then, the situation has worsened. © Greenpeace / Will Rose

## Agriculture in Sweden and Finland

### Holding the meat and dairy giants responsible

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

In Sweden, 3 million meals are served every day in the public sector. [We mapped out all 290 municipalities](#) and their work with reducing their climate impact, as well as setting clear demands. **This became the most detailed mapping of its kind**, as well as the one with the highest response rate in Sweden, **gaining interest from governmental instances to use our data**. We also created a toolkit that the public could use to put democratic pressure on their own municipalities.

**We drew a line against the intensification from “big agriculture”**. In Sweden we have a unique law that protects the cows’ right to graze for a minimum number of hours during the summer. In the Swedish climate, grazing can be important to keep open landscapes and is good for biodiversity. Outdoor-grazing also reduces the methane emissions from cows. [Right now, it is being threatened!](#)

**We boosted an already existing coalition of experts in the area with our strength** and made this headline news in all media channels, creating a nationwide debate and raising awareness. This went from happening under the radar, to becoming one of the bigger national discussions.

We did many activities around this, calling out [lobby groups](#) and [politicians](#).

**This culminated in a demonstration outside of parliament, [handing in over 110.000 signatures and gaining a meeting with the ministry of agriculture](#).**

We launched the global report [“Turning down the heat”](#), that showed different pathways we could take as humanity to either speed up or slow down global heating through the meat and dairy sector. [In Sweden we focused our spotlight on Arla, the world's 4th biggest dairy producer](#).



**Greenpeace Nordic activists protest at Arla's dairy in Stockholm, the largest of its kind in Sweden. The protest created attention to the Arla's methane emissions and responsibility in contributing to the climate crisis © Jana Eriksson / Greenpeace**

**In Finland the focus on the meat and dairy campaign was also in municipalities**, as publicly served food is one of the key battlegrounds where change towards a more sustainable food system can be driven forward.

Together with allies Animalia (animal justice NGO) and Finnish Nature Association (youth environment NGO) we ran a campaign called Puolet Parempaa (half better). The aim was that at least 30 Finnish municipalities' local politicians submit an initiative in the city council demanding that the use of animal-based products is halved by 2030.

We achieved this goal on February 3rd 2025. These initiatives were lobbied by volunteers that we have trained throughout the year. In 2024 we trained almost 200 volunteers and they in turn contacted and lobbied local politicians in over 60 Finnish municipalities.

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



## The final peak of the Planet One project

2024 was the final year of our very successful **Planet One project** that started in 2021 — a collaboration with organizations around the world with the aim to create spaces for youth to get engaged in the fight for climate justice. We wanted to create hope and ownership, and after the finalization of the project, we reached all of the project’s quantitative objectives — most were even exceeded— **with 49,235 participants** aged 15-25 years old engaged in **4,366 activities** and **initiated 7,469 youth-led initiatives**.

Some of the **highlights** put forward by youth participants are that **91%** of participants reported **connecting with people they would not otherwise have met**, showcasing the makerspaces' role in fostering diverse social and professional networks. Further, **85%** of participants reported that **the makerspaces influenced how they see themselves and their future**. Additionally, **82%** of the participants **felt they could influence climate and environmental issues in their local communities** thanks to the makerspaces, and **65%** said they would have had fewer opportunities to influence their communities without the makerspaces.



Internally, throughout the year we created an extensive [Planet One Toolkit](#) with all of our knowledge, resources and learnings from the project. This was created to support the makerspaces that continue after the project, but also to be used by Greenpeace and other organizations who want to start up something similar. We also created a shorter version of the toolkit; a [handbook](#) with focus on inspiration, which we printed and distributed to all the project partners. We also created a short [documentary](#) of

the project for Greenpeace International's YouTube channel to showcase the impact of the project.

All in all, the project and the makerspaces have played a pivotal role in shaping resilient, capable changemakers ready to influence systemic change for climate justice and environmental action. We are therefore very happy to announce that all **six makerspaces will continue their operations** during at least the first half of 2025. The makerspaces will collaborate in a [Global network](#) to which new makerspaces can connect to share knowledge, learnings and organize joint activities etc. The Planet One project was a slow burn with a number of challenges at the start, that ended up exceeding the set objectives and connecting thousands of youths together in the fight for climate justice.

## Supporting the European climate justice movement with everything we've got

With the fight for climate justice raging on many fronts and in many ways, 2024 was a packed year for the Movement Hub team. In addition to running 20+ trainings, the Hub also developed and launched new types of trainings, “Toxic behaviour in Activist Spaces” - exploring what toxic behaviour means and how it can be addressed, and “Political Ecology of the Far Right”, exploring the historical and contemporary connections between nature and environmental protection movements and far-right ideologies throughout Europe.

The Hub also developed and launched the [SingTheWay](#) project, in collaboration with The Artist Network and Radish radio, aiming to equip and inspire the climate movement with an accessible library of existing songs, poetry, and chants, from around the global climate justice movement as well as inviting and supporting the creation of new songs.



Interpretation team at a plenary of the French Les Soulèvements camp (left) and Movement Hub holding a workshop at the Ukrainian Climate Camp (right) in 2024.

While continuing to moderate and grow the Legally Green network (a European community of practice for those working on climate justice activist legal support and repression, such as lawyers and grassroots legal support teams), **the team increased other types of anti-repression work:** conducting four anti-repression trainings (at Les Soulevement de la Terre camp in France, at the Swedish Climate Festival, at the Eastern European Climate Camp in Ukraine and at the Rotterdam Climate Camp in the Netherlands), the team developed the “[Activist Legal Support Team’s How-to](#)” resource, the [Holistic Security in Activist Groups](#) (co-authored by movement trainers from the Ulex project), and organised two cross-European educational webinars - one, co-organised with Amnesty International and Global Climate Legal Defense, focused on an overview of repression as well as strategies different actors are taking



to protect themselves and push back and one, “Objection! Campaigning around Court Cases”, focused on organising against repression and using trials for leverage.

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

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

### **Building strength and specialization in the volunteer community**

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

A total of 736 people volunteered with us giving a total of 14043 hours.



Outside the court building for the Preem trial, we installed the letters TACK för OLYDNAD (Thank you for disobedience) where we also put up paintings with images of people who have contributed to the progress of society through their acts of civil disobedience.

Gothenburg, Sweden, 2024

Photo: Will Rose

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

Some examples of our specialist team volunteers during the past year:

- The Greenspeaker team was central to our Activism is Democracy work in Sweden and helped us to reach new audiences and inspire people to take action.
- The Lobby team secured over 20 municipalities in Finland to halve their meat and dairy procurement as part of the Superheaters campaign.
- The Investigations team supported Nordic campaigns across all of the countries with a skilled and able team of volunteers.
- The Artivism team was responsible for creating the majority of the public engagement materials within the Witness ship tour as part of the successful Stop Deep Sea Mining campaign in Norway.

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