

Greenpeace Nordic Effect report 2025



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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 is why we developed the [30x30: A Blueprint For Ocean Protection](https://www.greenpeace.org/international/publication/21604/30x30-a-blueprint-for-ocean-protection/)¹ and the [Beyond Extraction: Pathways for a 1.5°C-aligned Energy Transition with Less Minerals](https://www.greenpeace.org/international/publication/82073/beyond-extraction-pathways-for-a-1-5c-aligned-energy-transition-with-less-minerals/)² report as road maps towards a sustainable energy transition. 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.

¹

<https://www.greenpeace.org/international/publication/21604/30x30-a-blueprint-for-ocean-protection/>

²

<https://www.greenpeace.org/international/publication/82073/beyond-extraction-pathways-for-a-1-5c-aligned-energy-transition-with-less-minerals/>

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.

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 even 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 UNEP the world is set to cross 1.5°C global warming, but can still limit, adapt to and return from higher temperatures. "This summer's scorching heat, raging wildfires and deadly floods are a warning of what

lies ahead. We must make the overshoot above 1.5 degrees as small and short as possible. That demands an overshoot of ambition” said UN Secretary-General António Guterres.³

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

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<https://www.unep.org/news-and-stories/press-release/unep-world-set-cross-15degc-global-warming-can-still-limit-adapt-and>

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 mining 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.

After almost two decades of Greenpeace campaigning, a new UN treaty for the protection of biodiversity at the high seas came into force in January 2026. Greenpeace works to make the new Global Oceans Treaty instrumental in securing 30 percent protection of our oceans

by 2030 by establishing a network of marine protected areas. 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:

Enable the new Global Ocean Treaty to deliver real protection of biodiversity in 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.

People vs Big Ag

Industrial livestock production is blowing past more planetary boundaries than any other industry on Earth. It is the leading driver of deforestation and methane emissions. Cutting livestock numbers is our only path to getting global temperatures below 1.5 within our lifetime.

Our vision is a food system in balance with nature, not at its expense. Land-use change has slowed, pollution and emissions have fallen, and ecosystems and food security have improved. Smallholder farmers sustain livelihoods, culture, and local resilience. Regional supply chains thrive, supporting diverse plant proteins and ecological farming. Indigenous sovereignty is honoured, with Indigenous peoples leading stewardship of their lands. In high-consuming countries, diets have shifted toward far less meat and dairy, enabling healthier people, a stable climate, and a regenerative food system built to endure.

Goal:

A systemic shift from industrial meat and dairy production into a majority plant-based agroecological food system.

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 vision⁴.

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.

⁴ [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.



Activists from Greenpeace Sweden and Skogsupproret (Forest Rebellion) halt logging performed by forest company SCA on Ohredahke Sámi community's land. After having had enough of the forest company's extensive logging on their reindeer grazing lands, and also discovering that SCA had logged thousands of hectares without consent for several years, Ohredahke Sami community has withdrawn its consent for logging on its most important areas for reindeer grazing. Sweden, February 2025. Photo by: Christian Åslund

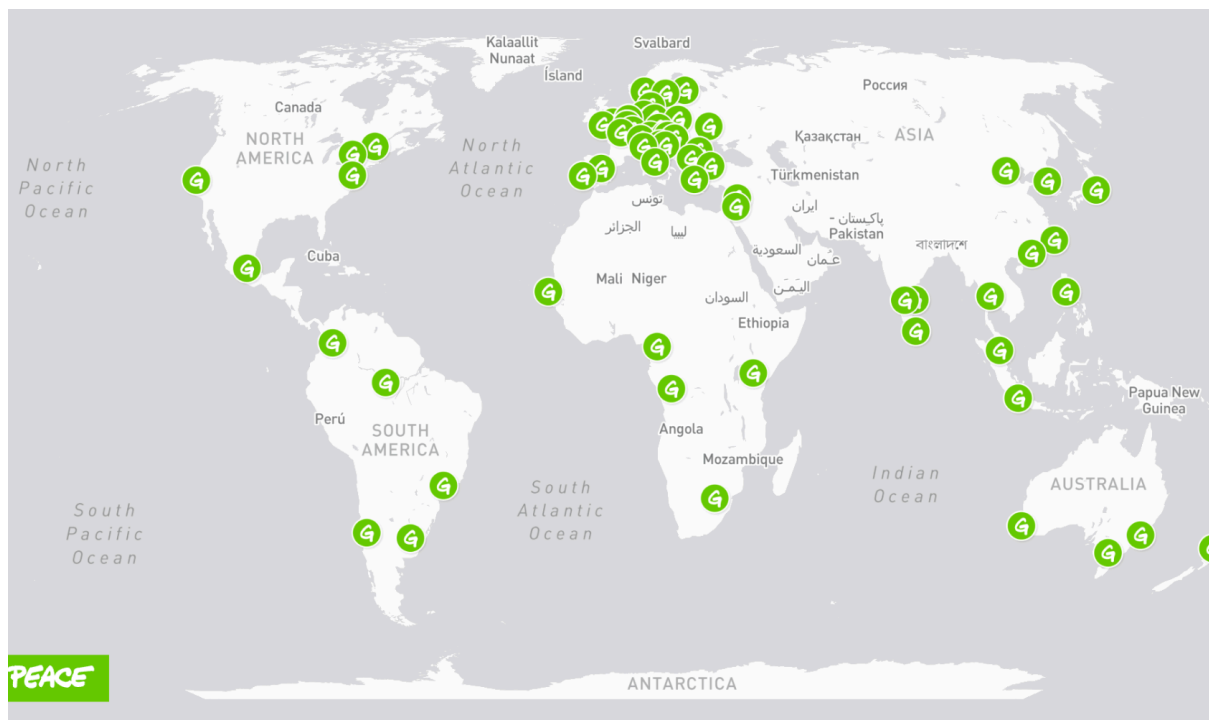
Organisation

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 over 50 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 2025-2027. 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 2025, Greenpeace Nordic employed 135 people across our four regional offices. This figure includes both temporary and permanent staff but excludes the member recruiting staff in Fundraising (Telefundraisers). In addition, many people 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 and actions, working with volunteers, and digital output and communications.

We have also been hosting staff in Nordic who are working for the Global Office, on projects, and for other NROs.

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 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, 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 2025 a total of 578 people volunteered with Greenpeace Nordic, and a total of 10,140 hours across 273 volunteer activities took place across the Nordics.

Gender issues and equality in Greenpeace Nordic

GP Nordic has been consistent in its gender composition over the past couple of years, with 42% of our employees being male and 58% being female. We continue to work towards achieving an even distribution between men and women, as well as greater representation of other genders and people from different backgrounds across Greenpeace.

No staff member in 2025-26 has identified themselves as non-binary or not wishing to disclose their gender.

Among our tele-fundraiser recruiters in Fundraising, the distribution varies depending on the season, but there are often more women than men represented.

From an equity perspective, the **adjusted pay gap** at Nordic level is **0.1%**, indicating that, when comparing like-for-like roles, women and men are almost at the same level.

“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 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 a financially sound and stable organisation, with steady Fundraising income. 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.

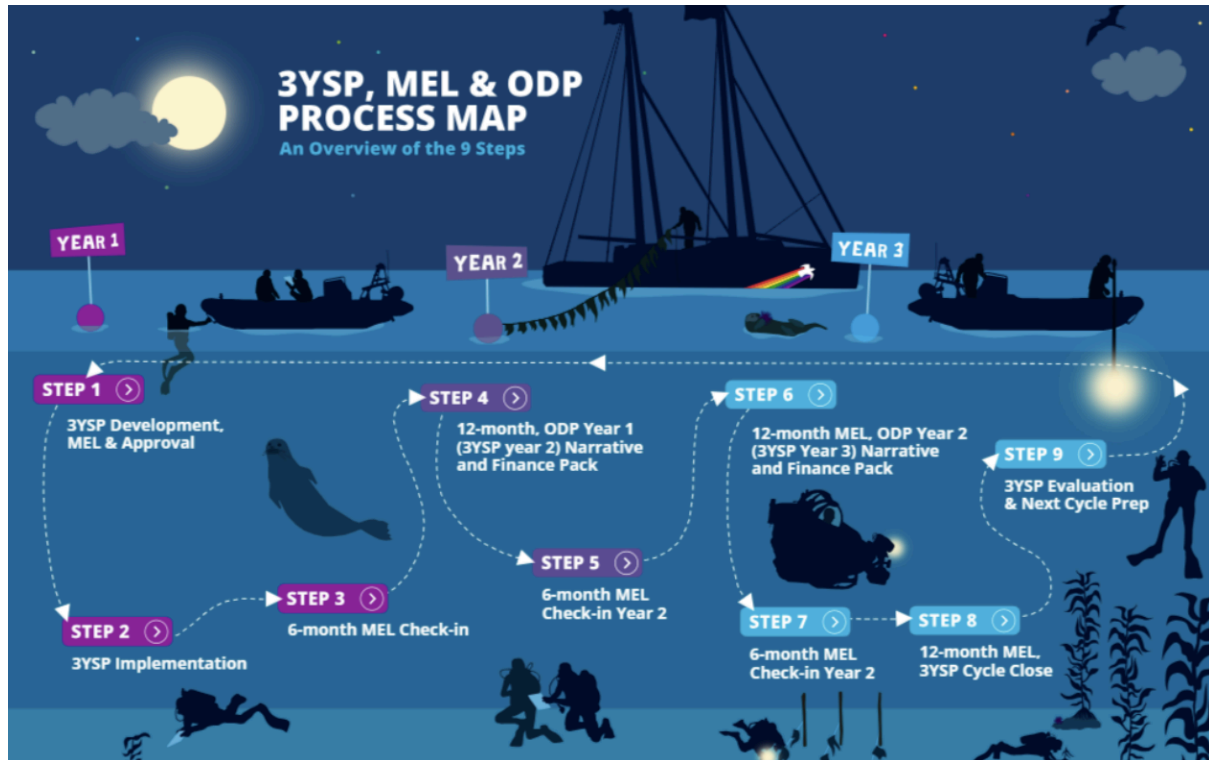
In 2025, 130 707 donors - including family foundations, the Swedish Postcode Lottery and individuals - gave their support and donated money to Greenpeace Nordic, contributing over 260 million SEK.

In Denmark 21 069 people donated to Greenpeace, in Finland 15 090, in Norway 15 090 and in Sweden 74 246.

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 2025

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 2025, 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.

2025 began under the shadow of a massive legal threat, which attempted to put a price tag on our right to protest. In March, a North Dakota jury delivered a verdict in a meritless lawsuit by a fossil fuel giant against Greenpeace entities in the U.S., claiming hundreds of millions of dollars of damages. The legal battle is far from over, but the message is clear: we have entered an era where the values and very existence of Greenpeace is being tested on a level unlike anything Greenpeace has ever experienced.

Despite the pressure, 2025 was a year of profound impact. Across the Nordics, Greenpeace Nordic mobilised to protect critical ecosystems. The work has safeguarded ancient forests in Sweden and Finland, halted deep sea mining in Norway and drove political progress towards cleaner waters in Denmark. This momentum carried into the courtroom, where two landmark climate lawsuits against new oil drilling licenses in Norway and Denmark were won.



Greenpeace Norway and Natur og Ungdom (Young Friends of the Earth Norway) are at the Supreme Court to face the Norwegian government. The NGOs appealed Borgarting Court of Appeal's removal of the injunctions on the three oil fields that followed the victorious judgement for the organisations in January 2024 at the Oslo district Court.. Photo: © Greenpeace / Jenny Marie Baksaas

Leading the Just Transition

Greenpeace has established itself at the forefront for securing a safe and just transition from fossil fuels to renewable energy. In 2025, we delivered an oil themed election campaign with strong engagement, including major climate demonstrations organised by an NGO alliance. Through thorough coordination around the election, we strengthened the coalition working on a just transition away from oil and secured significant legal victories in The Supreme Court, the EFTA Court and The Court of Appeal.

Additionally, the European Court of Human Rights reaffirmed that the global climate impacts of opening up new oil fields must be assessed before approval. Through the legal battles, we have mainstreamed the negative consequences of new oil fields, specifically that a single oil field can lead to tens and thousands of premature deaths, shifting the public and political debate in our favour.

We continued to highlight Equinor's problematic relationship with Israeli-owned Ithaca Energy on the Rosebank oil field, and our speech at the company AGM went viral. The intersectional angle also helped us continue to reach new audiences, boosting both awareness and fundraising. Notably, the Scottish Supreme Court also found the Rosebank field to be unlawfully approved.

Our EU project further highlighted how Norway is oversupplying the EU with oil and gas. We published a report at the political festival Arendalsuka that received extensive coverage.

We maintained direct pressure on decision-makers and at the beginning of the year, we confronted the energy minister for handing out new oil licences together with XR, securing high impact media coverage. In 2025, we ensured the environmental and human costs of oil remained impossible to ignore.



Greenpeace Nordic concluded a 2 day action against an international Deep Sea Minerals conference in Bergen, Norway. After initially turning the first day of the conference into a deep sea casino opening, the activists went inside and blocked the doors to the meeting room and took the stage until they were removed by police. Photo: © Will Rose / Greenpeace

Arctic Victory: Deep-Sea Mining Stopped 4 more years!

The resistance towards deep sea mining in the Arctic continued to grow in 2025, resulting in an even bigger victory than in 2024. During the year Greenpeace Nordic carried out several activities, including a series of actions during a mining conference in Bergen that was temporarily interrupted and turned into a Casino with the message to the industry to “Stop gambling with the Oceans”. For the second year in a row we also conducted a scientific survey on deep diving whales in the mining area with our sailing vessel the Witness. And after heavy campaigning, lobbying and hard negotiations from the green opposition, with support from the broad environmental movement, as well as the international community, we managed to stop deep sea mining another 4 years in the

budget negotiations and thereby secured a new major victory! The Norwegian government themselves called it "the biggest environmental victory in decades" for the environmental movement.

Exciting plans are now moving forward on how to best leverage this progress and use the upcoming Arctic Deep Expedition to take important steps towards long term protection of the Arctic deep sea.



Activists from Greenpeace Sweden and Skogsupproret (Forest Rebellion) halt logging performed by forest company SCA on Ohredahke Sámi community's land. Photo: © Christian Åslund / Greenpeace

Exposing the Swedish Forest SCandal

Through strategic campaigning, creative confrontation and strong Sámi / movement collaboration, the impact of the forest work in Sweden reached new heights during 2025.

Building on previous market-based campaigning such as the report Killed By Cardboard, linking international consumer companies and their products to the Swedish forest industry responsible for the destruction of natural forests, we focused this year on exposing Europe's largest private forest owner SCA. By scandalizing SCA's devastating impact on climate, biodiversity and breaches of indigenous rights as well as environmental legislation, Greenpeace together with allies successfully managed to pressure the world's largest food and beverage company Nestlé to cut ties with the forest giant. This created ripples in the media, industry, politics, unions and a hugely important crack in the 'facade of sustainability' the Swedish forest industry is trying to maintain.

Beyond the massive win of Nestlé boycotting SCA, our work together with artists, film festivals and movement allies to expose the scandals sparked extensive social media engagement, national debate and international coverage throughout the year.

Indigenous Rights SCAndal

Central to this year's success was the collaboration together with Ohredahke, a Sámi Community whose lands of majority are owned by SCA. After years of fighting the forest company's breaches in rights and conversion of the landscape, Ohredahke Sámi community openly protested by withdrawing consent to all logging in their central grazing areas and demanded SCA to improve the alarming situation for the reindeer herding. When taking this bold action, we stood by their side and defended the demands by establishing a over 2-months long presence in threatened forest areas guarding the forests lacking consent via NVDA and inventory. Together with Renskog we launched the report: The battle for the reindeer forests - An insight into forestry companies' lack of respect for the right to Free, Prior and Informed Consent and hosted a well-visited launching event together with Amnesty.



Greenpeace Nordic activists demonstrate outside Stora Enso's annual general meeting venue in Katajanokka, Helsinki. The organization has submitted an initiative to Stora Enso, demanding that the company develop credible and transparent guidelines to prevent wood procurement from forests with significant natural values. Photo: © Pyry-Pekka Kantonen / Greenpeace

Defending the last unprotected natural forests

Only 6% of Finnish forests are protected and the high logging levels since 2010 turned the forest carbon sink into a carbon source. Despite the fact that the forests are now again a minimal carbon sink, the high logging levels have made the Finnish climate goals unachievable.

The present government has shown no signs to improve neither the state of biodiversity nor the land use sector carbon sink. On the contrary, the government approved unscientific criteria for old growth forests that will be used when Finland fulfils the requirements of the EU Biodiversity strategy. The criticism against the criteria by the scientific communities was exceptionally harsh but that did not affect the government decision.

As the possibilities to influence the government have been very limited, Greenpeace has targeted the three biggest forest corporations, Metsä Group, Stora Enso and UPM. We have communicated that we do not accept purchase of wood from any natural forest, regardless of the government criteria. Greenpeace together with voluntary forest guardians have followed the logging announcements in natural forests that are scientifically defined by the Luonnonmetsä working group. In August and December we were able to find out that two of our target corporations had purchased wood from natural forests and we made the cases public. A special "Dirty Logging" reward was handed to UPM on the August logging case.

In order to put pressure on the forest corporations Greenpeace activists demonstrated at Metsä Group and Stora Enso annual general meetings. Our demand not to buy wood from natural forests was made known visually as well as with a loud voice at the Metsä Group annual general meeting. Besides the demonstrations Greenpeace negotiated with all three companies in order to find solutions.



Actor Kristian Halken plays the tour guide showcasing the many exciting natural experiences—captured here during a silent retreat in a bare field, undisturbed by wild nature or birdsong. © Finn Hageman Pedersen/Greenpeace

The Tourist Trap: Unmasking "Green" Denmark

In 2025, we turned Denmark's environmental crisis into an impossible-to-ignore story.

Our boldest move? Creating a fake tourism organisation inviting visitors to experience Denmark's "attractions": lifeless seas, industrial pig farms, and parking lots officially counted as protected nature. With Danish actor Kristian Halken as our sardonic tour guide, we placed billboards in Brussels Airport and central Warsaw, challenging decision-makers to see Denmark's environmental reality just as the country prepared to lead the EU.

But 2025 also marked the beginning of something bigger: our campaign to protect Denmark's drinking water. We uncovered an alarming truth - harmful chemicals are being sprayed directly onto areas meant to protect the water coming out of Danish taps. We documented spraying of so-called "forever chemicals" in supposedly protected zones right around drinking water wells.

We also mapped nitrate pollution across Danish drinking water - an increasingly urgent health concern in Denmark linked to serious illness. An international expert group, commissioned by the Danish government, has now recommended that we reduce the nitrate limit in Danish drinking water from 50 mg/L to 6 mg/L - a drastic reduction, which could lead to cleaner drinking water for many Danes.

Now we're pushing for real protection: groundwater parks covering 200,000 hectares where clean water comes first. Denmark has to stop treating its groundwater as an afterthought.



Activists raise an enormous 'climate bill' of 5 trillion US dollars outside Total Energies office in Copenhagen. The 'climate bill' lists the costs of global climate destruction that is a result of the fossil fuel activities of companies like Total. Greenpeace are asking Total to accept responsibility by accepting the bill. The activists use jackhammers to drill into a Total oil logo outside the Total office, the banner read "WE WILL STOP DRILLING WHEN YOU START PAYING". © Greenpeace / David Lundbye

Stop Drilling Start Paying

2025 was another year of "courtroom drama" and historic precedents for Greenpeace in the Nordics, and activists started to 'invoice' the oil companies. Here is a summary of the major wins and strategic shifts in Norway and Denmark.

In September Greenpeace activists delivered a giant bill to TotalEnergies headquarters and Parliament in Denmark. By unfolding this giant 'invoice' documenting the costs of

climate-driven extreme weather, the activist shined a bright light on the oil industry's accountability.

In a historic first, an independent complaint body overturned the license for the Hejre oil field following a Greenpeace submission. This marked the first time a Danish oil permit was revoked due to climate and environmental concerns, signaling an end to the "automatic approval" of fossil expansion.

Norway's year was defined by defending and strengthening legal barriers against reckless oil expansion.

Multiple victories in the Supreme Court, EFTA Court, and Court of Appeal confirmed that the state cannot approve oil fields without assessing global climate impacts. This resulted in three oil fields being ruled illegal.

Greenpeace successfully mainstreamed the use of attribution science in court, allowing for the precise measurement of climate damage caused by single oil projects.

The team highlighted the intersectional issues surrounding Equinor's partnership with Ithaca Energy. This led to a viral AGM speech and coincided with the Scottish Supreme Court finding the Rosebank field approval unlawful.



Changing Markets and Greenpeace Nordic pay a visit at Arla's headquarter in Aarhus, Denmark, to deliver and launch a new, critical report and ask the dairy giant to step up and take climate action. 'Dairytales: Arla's smokescreen for its lack of climate action' reveals the failure of the multinational dairy giant to take sufficient steps to mitigate its own emissions, alongside its ongoing efforts to delay and derail wider transformation of the dairy industry and food systems. © Will Rose / Greenpeace

The Heat is On: Superheaters Success Stories of 2025

In 2025, our Superheaters work intensified the pressure on industrial meat and dairy giants, challenging the climate and biodiversity impacts of "Big Ag" through a powerful blend of corporate accountability and grassroots mobilisation. We began the year by pulling back the curtain on industry greenwashing with our Dairytales report, which scrutinised how companies like Arla use misleading marketing to mask rising emissions. This culminated in a satirical "anti-award" Milkwash gala in December, where we "honoured" global dairy giants for their excellence in lobbying, greenwashing and creative accounting, following a public vote that turned the tide on corporate "milkwashing."

Simultaneously, we launched a major coalition in Denmark to challenge the systemic support of industrial farming. While the Danish government spends over a billion euros annually on agriculture, it remains the EU country that least supports green transitions. By uniting NGOs with progressive farmers, we are campaigning to redirect these subsidies and expose the authorities' failure to police greenwashing, demanding a shift away from industrial animal production.

Across the region, activists connected local consumption to global consequences. In Sweden and Finland, "warning stickers" on supermarket meat alerted shoppers to the link between industrial farming and Amazon destruction. This message was amplified as the

"Amazonia" letters toured Northern Europe, highlighting Big Ag's role in deforestation ahead of COP30 and fueling a petition for forest protection delivered to the Swedish government by a vibrant "parade of trees" and a samba band.

These efforts secured landmark victories: Sweden protected its grazing rights law, while in Finland, our Puolet Parempaa campaign led over 1,000 political candidates to pledge to halve animal-based product consumption in public catering, with major cities already adopting these targets into their climate goals.



From the 7th-10th of August, over 7000 activists descended upon the fields of Normandy, France in what I can only describe as a mix between a mass skillshare, networking event and festival. "Les Résistances Hub 2025" © Greenpeace

The Movement Hub

The Movement Hub is a support function with the European Collaboration that, under the current 3 year plan, focuses on improving Greenpeace collaboration with European movements as well as providing support to grassroots networks to encourage collaboration and learning across borders and movements.

The team has, via the three movement strategists, been embedded in each European Campaign area and worked to support and deliver campaign collaborations with grassroots movements, including but not limited to:

- Frontline community engagement in the Fossil Gas Ship tour, support for the Everyone Hates Elon action in Venice, coordinating Greenpeace activities with the Strike WEF coalition in Davos, networking European local struggles in the French

“Les Résistantes” camp, and much more.

- Providing ad-hoc support and trainings for NROs and GPI teams consulting on movement collaborations in Europe such as the run-up to the COP30 mobilisations and supported Time To Resist to coordinate the European Day of Action against SLAPPs (Strategic Litigations Against Public Participation)

At the same time, The Movement Hub continued building external relationships and trust building with grassroots movements through training on toxic behaviour, interpretation for movements and study circles on combating the rise of the far right. Facilitating and supporting networking spaces in key thematic areas. In particular we continued supporting activism initiatives, such as the Bolygo Makerspace in Budapest and Sing the Way song residencies for climate justice.

We also continued to moderate and grow the anti-repression groups through the Legally Green network - a European community of practice for those working on climate justice activism, legal support and repression, such as lawyers and grassroots legal support teams. We expanded our outreach work with our new monthly newsletter and co-organised the Legal in Action conference.



A speaker at the Greenpeace Nousu activism festival in Helsinki 2025" © Greenpeace / Mariella Nikkanen

Volunteers

Over the last year, the contributions of our volunteers have been indispensable to both the organisation and our campaigns. Their commitment and enthusiasm have successfully expanded our audience, deepened our connection with the community, and bolstered the quality of our investigations, advocacy and actions.

A total of 578 people volunteered with us giving a total of 10,140 hours across 273 activities.

Our volunteer specialist and action team structure is helping the organisation to focus our volunteer efforts for impact within our campaigns. This gives us the following specialist teams: Greenspeaker, Lobby, Investigations and Artivism. Our action teams consist of the NVDA Trained Activists, Boat, Climb and Kayak. Our teams have increased their skills and capacity to support campaigns and are becoming more integrated in the planning and delivery.

In 2025, volunteers were central to securing a positive outcome in the election campaign in Norway, through lobbying, public engagement and demonstrations. Volunteer offline engagement powered our Time to Resist campaign in Finland, delivering a series of poster, projection and creative protest activities to highlight the shrinking democratic spaces in

society. This culminated in our first Rise Activism Festival that was attended by over 600 people, partners and allies, that came together to stand up for activism and democracy.

Thanks to our volunteers, there have been significant forest wins in Sweden. A year with forest presence and patrolling, and AGM protests resulted in Nestle dropping suppliers of forest destruction. Not to forget our amazing Artivism team who created props for an Amazon forest petition handover to remember.

During 2025, we transitioned to an online volunteer organising platform and are seeing the results with increased numbers of new volunteers and engagement. Through this platform we are reaching new people with our messages of freedom of protest, personal responsibility, activism and sparking climate action.

At the core of Greenpeace are our volunteers. They do more than just expand our reach; they enrich our organization with diverse perspectives and anchor us firmly within the community.