



**GREENPEACE NORDIC**

**EFFECT REPORT 2019**

## Table of Content:

<a href="#">Mission and Core Values</a>	3
<a href="#">Financial independence</a>	4
<a href="#">Our Campaigns and long-term goals</a>	4
<a href="#">Our Story</a>	10
<a href="#">Organisation</a>	11
<a href="#">Greenpeace Nordic</a>	11
<a href="#">Governance</a>	12
<a href="#">Transparency and Accountability</a>	12
<a href="#">Our Resources</a>	13
<a href="#">Staff and Volunteers</a>	13
<a href="#">Gender issues and equality in Greenpeace Nordic</a>	15
<a href="#">Fundraising and Finance</a>	15
<a href="#">Monitoring and evaluating our progress, learning and innovating</a>	16
<a href="#">Significant events and milestones during the financial year</a>	17

**Föreningen Greenpeace Norden**  
**Organisation number: 857204-4280**  
**Not-for-profit Association**  
[info.nordic@greenpeace.org](mailto:info.nordic@greenpeace.org)

---

Njalsgade 21G  
2300 København S  
Tlf 33-93 53 44

Käenkuja 3 aB  
00500 Helsinki  
Puh 09-698 63 17

Postbus 33 Torshov  
0412 Oslo  
Tlf 22 20 51 01

Box 151 64  
104 65 Stockholm  
Tel 08-702 70 70  
Fax 08-694 90 13

[www.greenpeace.dk](http://www.greenpeace.dk)

[www.greenpeace.fi](http://www.greenpeace.fi)

[www.greenpeace.no](http://www.greenpeace.no)

[www.greenpeace.se](http://www.greenpeace.se)

## 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 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 next 10 years.

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

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

These are:

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

Our work includes:

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

## **Personal Responsibility and Non-violence**

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

## **Financial Independence**

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

## **Promoting Solutions**

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

## **Our campaigns and long-term goals**

### **Changing systems**

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

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

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

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

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

## Climate and Energy

Climate change stands today as the greatest environmental crisis faced by humanity. If we do not take urgent and immediate action to stop carbon pollution, we will meet a global disaster for all life on earth. Governments have acknowledged the crisis, but failed to cut greenhouse gas emissions appropriately so far.

**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 and continue to ratify the Agreement. 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 the coming 5-10 years 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. “The challenge is urgent: the investment choices we make even over the next 2-3 years will start to lock in for decades to come either a climate smart, inclusive growth pathway, or a high-carbon, inefficient and unsustainable pathway.”<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 in current fossil dependence.
- 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.

---

<sup>1</sup> Global Commission on the Economy and Climate, *The Sustainable Infrastructure Imperative: Financing for Better Growth and Development*, 2016:  
<https://www.un.org/pga/71/wp-content/uploads/sites/40/2017/02/New-Climate-Economy-Report-2016-Executive-Summary.pdf>

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.

### **The Arctic**

As global warming turns up the planet's thermostat, the healthy functioning of our climate system is undergoing fundamental change. Arctic sea ice is disappearing so quickly that the North Pole could be ice-free in mere decades. Villages of Indigenous communities who have lived in this region for millennia are disappearing into the sea, and ecosystems are being disrupted to such a degree that the future of iconic species, like the polar bear, is uncertain.



The tragedy of the vanishing Arctic is that these clear warning signs are not prompting urgent action from the global community. Quite the opposite. Major companies now see the far North as a business opportunity. The chance to open new shipping lanes around the top of the world to exploit previously untouched fish stocks, open giant mines and, most worryingly, searching for the vast oil reserves suspected to lie beneath the ice. The Save the Arctic campaign is focusing on engaging with people around the world to generate an even broader support for our call to protect the far North, and key to our success will be a continued focus on three Arctic demands.

#### **Goals:**

- **A ban on new off-shore oil drilling.**
- **A ban on destructive industrial fishing.**
- **A global sanctuary in the uninhabited area around the North Pole as part of a network of marine protected areas in the Arctic Ocean.**

In the long term, the campaign aims to achieve a full ban on the most reckless and damaging industrial development both inside the EEZs of Arctic states and within a future sanctuary in the international waters around the North Pole, covering the uninhabited area not currently owned by any nation.

## 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. In our forest campaign, the goal for many years has been to end the deforestation in the key tropical forested regions of Indonesia, the Congo Basin, the Brazilian Amazon and the Great Northern Forest by 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. It's incredibly rich and diverse ecosystem provides food, fresh water, shelter and medicine for tens of millions of people, and is home to many critically endangered species including forest elephants, gorillas, bonobos and okapis.

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

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

### 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.**

## Toxics

Chemicals are part of our everyday life. They are in our clothes, cleaning products, furniture and electronics - and in our bodies. Not all chemicals are dangerous, but unfortunately, we know with certainty that a wide variety of chemicals have serious, documented toxic effects on the environment and people. **Greenpeace works to reduce by half the releases of hazardous chemicals of industrial origin into water resources in the Global South by 2020, with a view towards the elimination of these chemicals within one generation.** We will do this by challenging the responsibility and accountability of global corporations who poison our water, destroy natural habitats and endanger the well-being and environment of billions of people. An important aspect is also to focus on the key governments who are turning a blind eye to this pollution.



## 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.

The work has started from the Southern Ocean where CCAMLR, the Antarctic Ocean Treaty, allows for establishing permanently protected areas. Greenpeace is campaigning for the establishment of a sanctuary in the Weddell Sea that would become the largest protected area on Earth. This will be followed by a push for a Global Ocean Treaty that would allow for conservation of other areas like this, which are outside national jurisdiction.

### Goal:

**Defend critical ocean hotspots for climate and biodiversity against industrial fishing corporates and the governments behind them, to accelerate the delivery of global ocean sanctuaries in the open ocean.**

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

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

## Food for Life

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



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

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

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

**Goal:**

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

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

### **Mindshift Change**

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

---

<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.

distributed. The exclusive power of some self-interested elites and the control they exercise over our institutions and our governments results in a system that serves to win greater power and wealth for those at the top, regardless of the cost to the rest of humanity and the planet.

## Our Story

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

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

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

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

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



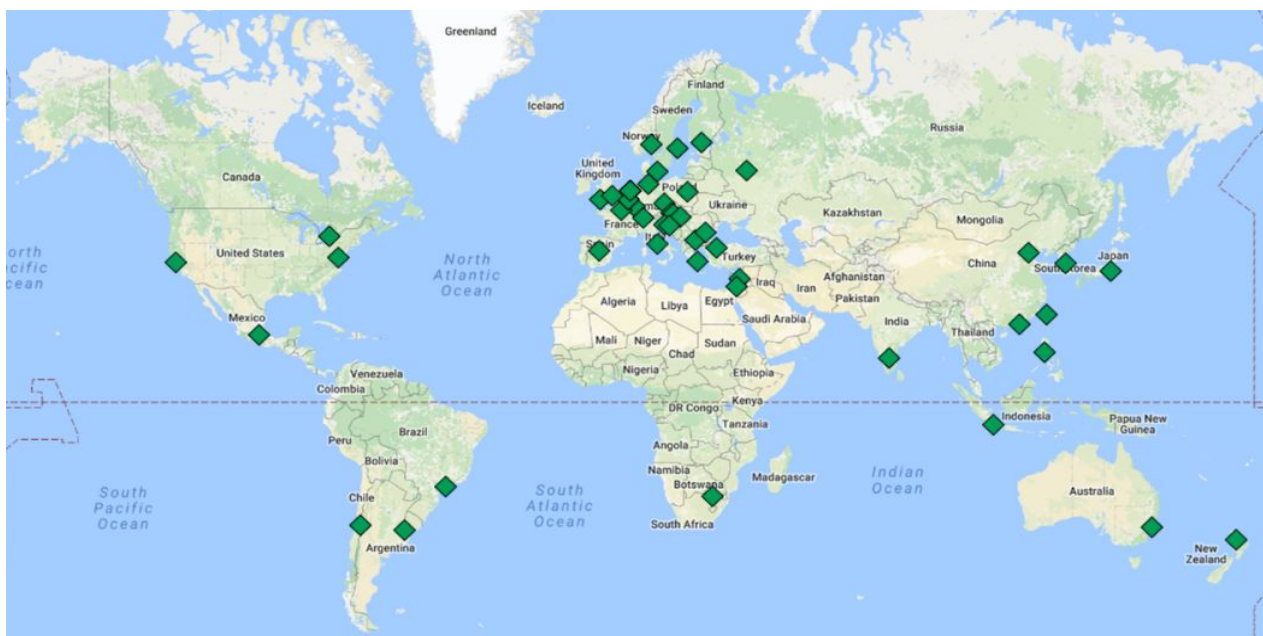
## Organisation

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

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

Greenpeace's funding structure is designed to reflect our aim to be "One Greenpeace": a truly global organisation, since environmental problems and their solutions are not restricted by national borders. Around 3.3 million people supported us financially and more than 80% of the donations are long term, enabling us to plan further for the future we want for us all. Each self-sufficient Greenpeace office pledges support to the international organisation in order to finance environmental work where it is needed the most. The global strategy of Greenpeace is agreed jointly at global level but decided by the national and regional offices individually.

## Greenpeace offices around the world



### Greenpeace Nordic

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

Within the Global Programme, Greenpeace Nordic works on all the issues with a focus on Climate & Energy, Oceans, Food for Life and Forest. Greenpeace Nordic is supporting Greenpeace

globally with strong campaign output and with skilled staff delivering output and results also outside our region.

Greenpeace Nordic normally operates according to the Nordic 3-year strategic plan (2017-2019). We measure the outcome and our success by reflecting on the strategic initiatives and ongoing objectives.

## Governance

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

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

### Transparency and Accountability

Greenpeace Nordic is controlled by the Swedish Fundraising Control since its launch in Sweden, and has three 90-accounts. We have an open and transparent monitoring and accounting of our financial capital. We are also obliged not to spend more than 25% of our annual income on Fundraising and administrative costs. Our aim is to always seek the most cost-effective solutions that enable us to use at least 75% of our collected capital towards our campaigns.

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

Greenpeace Nordic in Sweden is a member of 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 Council (SFC), a Fundraising board for non-profit organisations which works to ensure transparent, ethical, professional and safe Fundraising. Greenpeace Nordic adheres to the SFC's Code of Quality.

Accountability and transparency is key to our organisation. International Non-Governmental Organisations (INGOs) play an increasingly influential role in shaping global policies today and public opinion surveys show higher trust in NGOs than in government and business. At the same time, the nonprofit sector is coming under scrutiny, both from those who want it to flourish and

those who seek to curtail NGO activities. In response, several NGOs, including Greenpeace International, publicly launched and endorsed the first global Accountability Charter for the nonprofit sector in June 2006.

The INGO Accountability Charter sets out core values and operating principles for international NGOs, covering the following areas:

Respect for universal Principles	Transparency
Independence	Good governance
Responsible advocacy	Ethical fundraising
Effective programmes	Professional Management
Non-discrimination	

All members of the INGO Accountability Charter are required to submit an annual accountability report. Since 2010, the reports are produced according to the Global Reporting Initiative's (GRI) NGO Sector Supplement. As a member of the charter, Greenpeace International reports globally on behalf of the whole organisation.

## Our Resources

**At the end of 2019 Greenpeace Nordic employed 143 people in our four regional offices. This figure includes both temporary and permanent staff, but excludes the member recruiting staff in Fundraising (Direct Dialogue). In addition, many work voluntarily for Greenpeace. Our work is divided between departments; Programme, Fundraising, Finance, HR and IT. The programme department is further divided into units working on campaigns, actions and working with volunteers, digital output and communications.**

### Staff and Volunteers

People in Greenpeace are the heart of our work, and therefore it is key to focus on developing leadership, retaining talent, learning and development and increasing our capacity to better processes in our work and to strengthen the global organisation. We have a transparent and participatory implementation phase of our strategies in which all staff feel they have a stake. Greenpeace Nordic employees are working in an international environment and contribute to both local and global projects. We prioritise health and wellbeing, and make sure to work on stress related issues and diversity and inclusion with the ambition to be an attractive employer.

### **“Our people are highly skilled, ambitious and motivated”**

We continue to work with our leadership forum which serves as a common leadership platform and as a source of developing leadership and management capabilities of Greenpeace Nordic managers. This allows us to get a common understanding of the expectations of being a leader in Greenpeace, the principles of management and how we exercise our leadership.

The campaigners carry out political campaigning and coordinate the work within, and across the different Nordic countries. The communication officers support the campaigners and make sure we communicate our messages in the best way possible in order to increase the engagement of the public to create change.

The Nordic office utilizes its digital resources as a support function and as an additional channel to communicate its campaign messages online and engage with supporters and the general public. Our digital unit takes the lead regarding our online campaigning tools, such as our official webpage, specific campaign-sites and social media.

For offline strategies, we undertake different activities such as events and peaceful actions, as well as undertake investigations and expose environmental scandals, to add pressure on politicians and companies and engage with the general public.

Our street and door fundraisers are the face of Greenpeace. They talk to thousands of people every day advocating for Greenpeace's work and engage people to take action for the environment.

Our volunteer network is the backbone for Greenpeace direct actions. Our volunteer network supports our public outreach work, talks to the public and brings Greenpeace much closer to the people. The volunteer unit consists of volunteer coordinators coordinating our local groups in each country. In total, we have about 16 local groups in the four countries, and these have been involved in 268 activities in the volunteer community.



**People vs Oil Embassy Support Protest in Sweden**

**Greenpeace volunteers in Stockholm, Sweden visiting the Norwegian embassy in support of the legal action being taken in Oslo, where Greenpeace and co-plaintiffs are taking the Norwegian government to court for continuing to sell Arctic oil drilling licenses.**

**Stockholm, Sweden, Nov 2019**

## **Gender issues and equality in Greenpeace Nordic**

We work to achieve an even distribution between men and women, and other genders in Greenpeace, and people from different backgrounds. In 2019 48,95% of our employees were male, 50,34% females and 0,69% didn't identify with a gender. Among our member recruiters in Fundraising, the distribution is variable depending on the season, but are often represented by more women than men.

Our Volunteer Unit has increased their knowledge about Diversity & Inclusion and it has become a firmly anchored value in our Volunteer Coordination work. Our Volunteer Unit surveys the Nordic volunteer community biannually. The last survey in April 2019 showed that 77% of volunteers *Strongly agreed* or *agreed* that GPN works to promote a diverse, open and inclusive volunteering programme.

The survey further showed that 60% of our volunteers are female, 35% male and 1,5% non-binary. This is an increase in females/decrease in males, from the 55/45 split in the last survey in 2018.

Age data tells us that 41% of the volunteers are aged between 18 - 30 years, 32% are aged between 31 - 40 years, and that there is a fairly even age distribution of volunteers between the ages of 40 - 80 years.

The next survey, which will provide updated diversity data from our volunteer network, is scheduled for the first quarter of 2020.

**“Embracing diversity, means celebrating the similarities and differences that make each person unique. Inclusion is the means by which we put diversity into action”**

## **Why Diversity and Inclusion is important to Greenpeace**

We have clear guidelines on how we work with diversity and inclusion and we ensure our communication is reflecting the diversity of the organisation and have a norm-critical perspective to broaden the perception of our organisation.

- We 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.

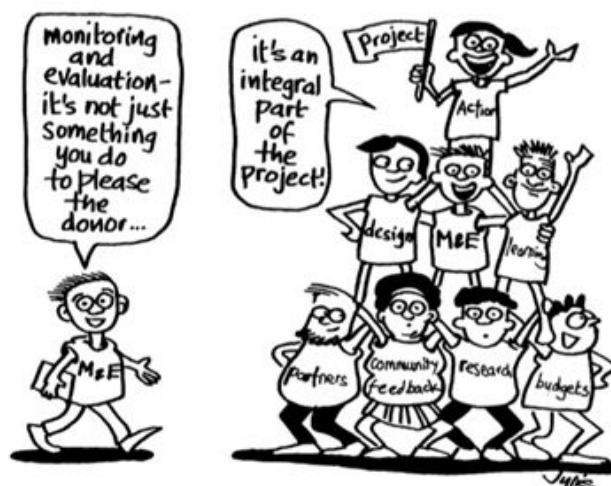
Greenpeace Nordic informs Greenpeace International about our budgets and plans, after approval from the Greenpeace Nordic Board. The Board and Greenpeace International receive quarterly budget and key performance indicator reports including an analysis of the political and geo-economic framework in which 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 2019, **150,497 donors** - including family foundations, the Swedish Postcode Lottery and individuals - gave their support and donated money to Greenpeace Nordic, contributing over **218 million SEK**.

In **Denmark** 21,996 people donated to Greenpeace, in **Finland** 19,707 , in **Norway** 17,390 and in **Sweden** 91,404.

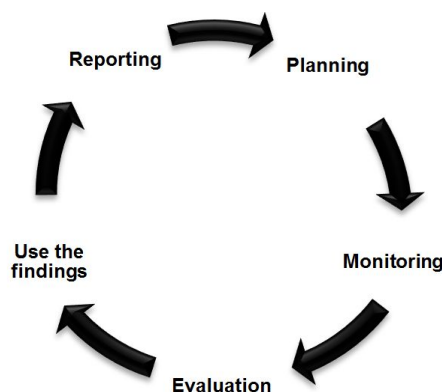
Greenpeace thanks all of our donors – without them Greenpeace would not exist. Our donors make politicians and business leaders listen to our demands. They are the people power that is sorely needed in this time of disruption. They have the power to amplify our calls to hold governments accountable to protecting our oceans. Their voices are heard by the Norwegian authorities that would like to open up the Arctic for oil platforms. It is their power that will save the Amazon rainforest and speak truth to power against excessive logging in the great Northern Forest. It is only through their donations that we can continue our joint work going across the globe. To stop climate change we need to work for a clean energy future from China to Argentina, from Russia to the United States, from the corridors of the European Union to villages in India. **Together, with 3.3 million other financial donors from all over the world, our donors are what make Greenpeace the single biggest independent force for the environment. They give hope for the future.**

## Monitoring and evaluating our progress, learning and innovating





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



## Significant events and milestones during 2019

### CLIMATE

In 2019 we could see a substantial shift forward in the climate debate in the Nordics. Media reporting on both climate issues in general and Greenpeace in particular has gone up substantially (65-85%), sparked by Greta Thunberg and the broad climate movement, in which Greenpeace Nordic has been involved. We have also had several large media houses starting up specific “climate newsrooms” adding resources to report on climate issues.

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

### Oil, gas and coal

Our People vs. Arctic Oil court case against the Norwegian state went to court once again in 2019 and received a judgment by the Court of Appeals. While it did not render further oil drilling illegal just yet, we did win a new partial victory when the Court confirmed future generations’ constitutional right to a healthy environment, not just as a guiding principle but as a material right. We also won another really important point that the greenhouse gas emissions from the oil that

Norway *exports* are indeed the responsibility of the Norwegian government and included in this right. This argument was previously used as an excuse for the District Court not to withdraw the oil drilling permits. The Court of Appeals also found that because this case is so important to test in the courts of law, we, the co-plaintiffs, will not have to pay the court costs of the state, neither in the District Court, nor the Court of Appeals.

Greenpeace and the Norwegian co-plaintiffs responded immediately to the judgment, pledging to appeal to the Supreme Court, which is expected to be taken to court in 2020.



#### **People vs Oil Court Case, Oslo - Day 1**

**Day 1 of the second court case in Oslo courts, where Norwegian youth environmental group, Nature & Youth, and Greenpeace are suing the Norwegian government for new oil drilling in the Arctic. Oslo, Norway, November 2019**

#### **Nuclear**

At the end of 2019 we could see the old Swedish nuclear reactor Ringhals 2 being shut down, with Ringhals 1 to follow in 2020. In an attempt to stop decommissioning, the right wing Sweden Democrats sent in a motion with support of the conservatives and liberals, that led to a vote in Parliament. Greenpeace responded by pushing a petition and lobbied politicians to stand by their previous promises to decommission old risky nuclear reactors. The right wing lost the attempt to revoke the decision of decommissioning Ringhals 1 and 2, by one vote, and the decommissioning is now going forward as planned. Since our nuclear campaign in Sweden against the lifetime expansion of old risky reactors in 2012, no less than three power plants have been shut down and are being replaced by renewable energy, mainly wind power.

#### **Sustainable Finance**

We had strong activities and momentum in our Nordic sustainable finance work in 2019, where we focused on demanding pension funds in Sweden, Denmark and Norway to divest from fossil

fuels.

In February 34.000 signatures were delivered to the Minister for Financial Markets in Sweden with the demand that the Swedish public pension funds phase out its fossil fuel investments. In November we scrutinized the investments of the funds, and found that even though new sustainability regulations are in place they still continue to invest in around 90 of the 200 largest fossil fuel companies in the world.

In Norway, the Norwegian Ministry of Finance made some significant announcements that the Oil fund shall divest from companies solely dedicated to oil and gas exploration and production. Norwegian Storebrand also made a public decision to divest from fossil fuels by the end of the year, moving a total of USD 24 billion from coal, oil and gas.

## Meat

In Denmark, the battle to tackle the massive meat industry has intensified, as we've investigated some of the biggest industrial farms and the huge local sacrifices connected to Denmark being the biggest meat producer per capita globally. As part of our campaign, Greenpeace created a 27-minute documentary which looked at an impacted community and highlighted the need for legislative changes, in collaboration with national news media. The minister has reacted by commissioning new research into health risks. Shoulder to shoulder with local communities in two locations in Denmark, we demanded an end to industrial pig farming with Non-Violent Direct Action against some of the biggest and most polluting farms, creating impressive visuals and anchoring our campaign among locals. We've performed complex calculations which have



Greenpeace places a 66-metre banner with the text 'Stop the pig factories' on the road at the construction of a new piggery in Funen, Denmark. Local citizens and neighbours to the farm join the protest with signs. Funen, Denmark, Dec 2019

enabled us to put forward a radical demand of halving the number of pigs and cows by 2030. This significant reduction in Danish industrial meat and dairy production would align Denmark with its commitment under the Paris Agreement to pursue efforts to limit global warming rising above 1,5 degrees Celsius. Our calculation includes how the land that will be opened up due to reduced feed production could be used for carbon absorbing forests, more nature and crops for human consumption, while lowering the problematic import of soy fodder from South America. On the consumption side, our lobbying has led to capitol Copenhagen passing a new food strategy to cut emissions by 25% by 2025 via meat reduction and an increase of plant based food in public meals.

## Oceans

Our oceans, and the animals that call them home, face acute pressures from climate change, pollution, industrial fishing and other human activity. Scientists document that if we are to avoid the worst effects of climate change and the biodiversity crisis **we need to protect at least 30% of our oceans by 2030**. Protecting large areas of the oceans in ocean sanctuaries will play a key role in maintaining and enhancing the ability of marine ecosystems to 'fix' and store carbon, at the same time as protecting biodiversity and increasing resilience of marine ecosystems to climate impacts.

In 2019 Greenpeace Nordic has led the global Oceans Sanctuaries campaign, including one of the most ambitious ship tours ever for Greenpeace, which went through the Atlantic, from the Arctic to the Antarctic. Onboard we have hosted multiple teams of scientists, international media and key influencers. The campaign researched, investigated, documented and exposed the many urgent threats that our oceans face and pushed the solution of a strong Global Ocean Treaty under the UN. The treaty seeks to protect 30% of the global oceans until 2030, and is set to be agreed and signed in 2020.



The Esperanza and Arctic Sunrise are in Svalbard on the first leg of one of Greenpeace's biggest ever expeditions: an almost year-long pole to pole voyage from the Arctic to the Antarctic known as the 'Protect the Oceans' expedition. Fram Strait, Arctic Ocean, May 2019

The ship tour sailed from the Arctic ice edge via Iceland, where we rejoined with the environmental movement and had the Icelandic president visiting the ship, to the Lost City, an area with hydrothermal vents on the seabed under threat from deep sea mining for minerals. The ship continued to the Sargasso Sea, where scientists documented the ecological importance of the sargassum seaweed and took samples of plastic pollution, and to the Amazon Reef, where deep sea divers for the first time in history explored the area of the reef 100 meters below surface. The ship tour also included an expedition to Mount Vema, a biodiverse seamount 1,000 kilometers off the coast of South Africa, where our investigations and documentation energised the global debate about how waste left by the fishing industry pollutes our seas and released an investigation into how destructive fishing is impacting shark populations. In Argentina we confronted illegal fishing and documented marine wildlife and whale migrations, before ending the expedition in Antarctica in 2020.

The third negotiation round for the UN Oceans Treaty took place in August in New York, where we had a full team of lobbyists on the inside while our ocean ambassador Javier Bardem took over Times Square on the outside.

In 2019 we have successfully re-established Greenpeace as a relevant and constructive stakeholder in Ocean protection. The Oceans campaign has mobilized considerable political momentum for the global oceans and has triggered calls for support of our overall demands of at least 30% protection by 2030 from ministers and heads of states in Europe. We have confronted the Swedish and the Norwegian governments in very public ways, getting a public statement in support of the core demand for the UN Oceans Treaty from Swedish foreign minister Ann Linde and exposing Norway's hypocrisy in conjunction with the international oceans conference they held in October.

**2019 also saw a big campaign win in Norway**, where we together with a broad coalition have called for the protection of Lofoten, a pristine island in the Arctic. In January the political majority shifted and established a de facto ban on oil drilling in Lofoten, Vesterålen and Senja. With this major milestone for the green movement reached in Norway, the discussion can move forward to protect more areas.

## **FORESTS**

We continued to work with logging and customer companies SCA and Essity to ensure they move closer to a commitment to protect old-growth forest.

In February we launched the [Our Forests](#) campaign in Sweden, a joint collaboration with NGOs and the broader environmental movement to increase forest protection *and* sustainable forestry in state-owned forests in Sweden. We also [launched a report regarding](#) how the state-owned forest company Sveaskog de-registers woodland key habitats within its own reporting in the Sveaskog Nyckelbiotop report.

In Finland the government declared that Finland should be carbon neutral by 2035. However this is impossible with the present logging levels. We have been communicating on forests as a natural climate solution, making the carbon store and the carbon sink of the forests one of the main political topics in Finnish media in 2019. We have also pointed out several loggings in High Conservation Value Forests to highlight the loss of biodiversity and the inadequate amount of

protected forests in Finland. Our support to the Sámi communities in northern Finland continued in 2019 with media visits to the Sámi representatives.

In August pictures of horrific forest fires in the Amazon shook the world, and Brazil's president Jair Bolsonaro was under heavy international criticism for the lack of response and his attempts to dismantle Amazon and Indigenous Peoples protection. Greenpeace responded to the fire crises and public outcry to engage with people to create pressure on Bolsonaro and the big agricultural sector, who were behind much of this crisis. We also worked on a political level, to demand a stop to the Norwegian-Brazilian trade deal and the EU Mercosur trade deals.

Greenpeace has also been a powerful voice calling out illegality and impunity in the logging sector in the Democratic Republic of Congo. We have pushed for donor countries - notably Norway and France - to demand that Congo Basin governments demonstrate commitment to climate and forest protection before disbursing money. In April we [published a brief](#) analyzing the legality of 24 logging concessions and called on the DRC Minister of Environment and Sustainable Development to return the titles to the state, and for the Central African Forest Initiative – to which Norway is largest donor – to condition further funding on cancellation of illegal logging concessions.

We have also continued to raise the importance of protecting the Congo Basin peatlands, supporting [scientific and media expeditions](#), [calling out greenlighting of oil exploration](#) from Central African Forest Initiative and developing a position paper with wide support from civil society in both DRC and the Republic of the Congo [demanding that the peatlands are deemed a no-go zone for industrial development](#).