

2014

NORDIC



**NO
ARCTIC
OIL**
GREENPEACE

GREENPEACE

Nordic

Greenpeace is an independent campaigning organisation that acts to change attitudes and behaviour, to protect and conserve the environment and to promote peace by:

- investigating and confronting environmental abuse
- challenging the political and economical power of those who can effect change
- driving environmentally-responsible and socially-just solutions that offer hope for this and future generations
- inspiring people to take responsibility for the planet

Greenpeace has been campaigning 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. This tradition of 'bearing witness' in a non-violent manner continues today.

To maintain its independence, Greenpeace does not accept donations from governments or corporations but relies on contributions from individual supporters and foundation grants. Greenpeace is present in over 40 countries across Europe, the Americas, Africa, Asia and the Pacific. Greenpeace International, registered in the Netherlands as Stichting Greenpeace Council, is the body that develops and coordinates the global strategies and policies and monitors the development and performance of national and regional Greenpeace offices.

Greenpeace Nordic is part of the global organisation, with offices in Stockholm, Helsinki, Copenhagen and Oslo. The organisation is registered in Sweden.

Cover photo:

Action at Statoil Rig in the Barents Sea.

Greenpeace activists from eight countries scale and occupy Statoil contracted oil rig Transocean Spitsbergen to protest the company's plans to drill the northernmost well in the Norwegian Arctic at the Apollo Prospect of the Barents Sea, close to the Bear Island nature reserve. © Greenpeace

Published by Greenpeace Nordic
Box 151 64, 10465 Stockholm, Sweden
t +46 (0)8 702 70 70 f +46 (0)8 694 90 13
www.greenpeace.se
info.nordic@greenpeace.org

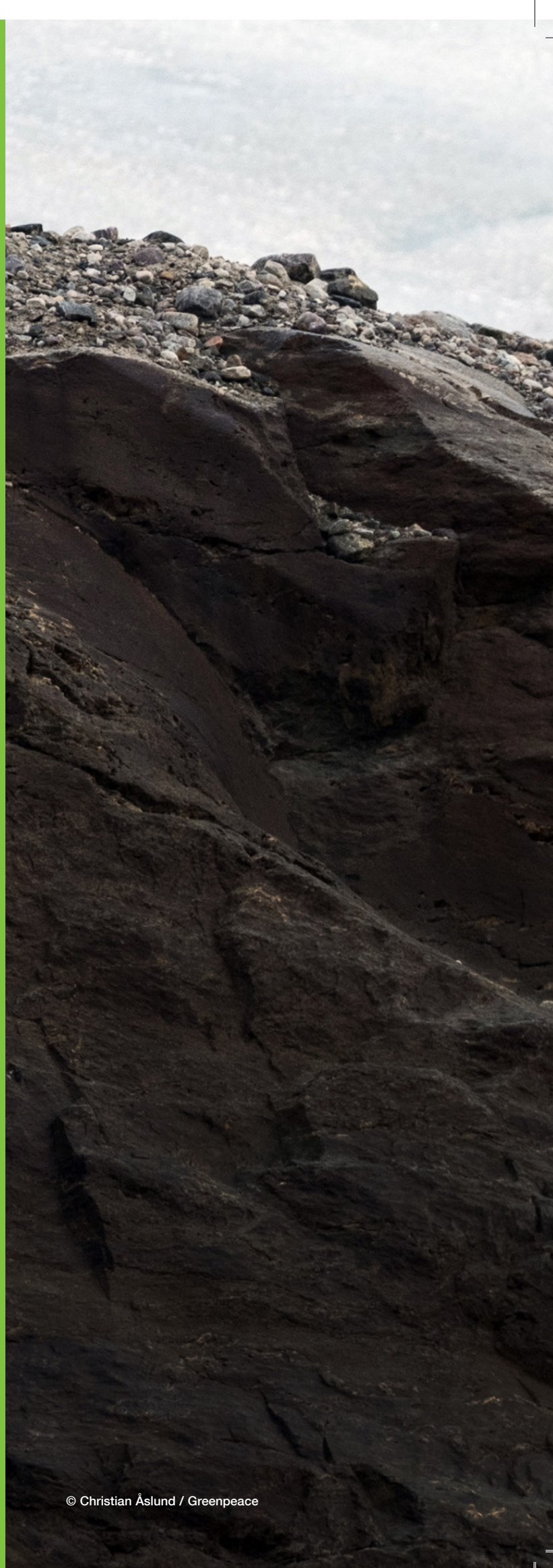
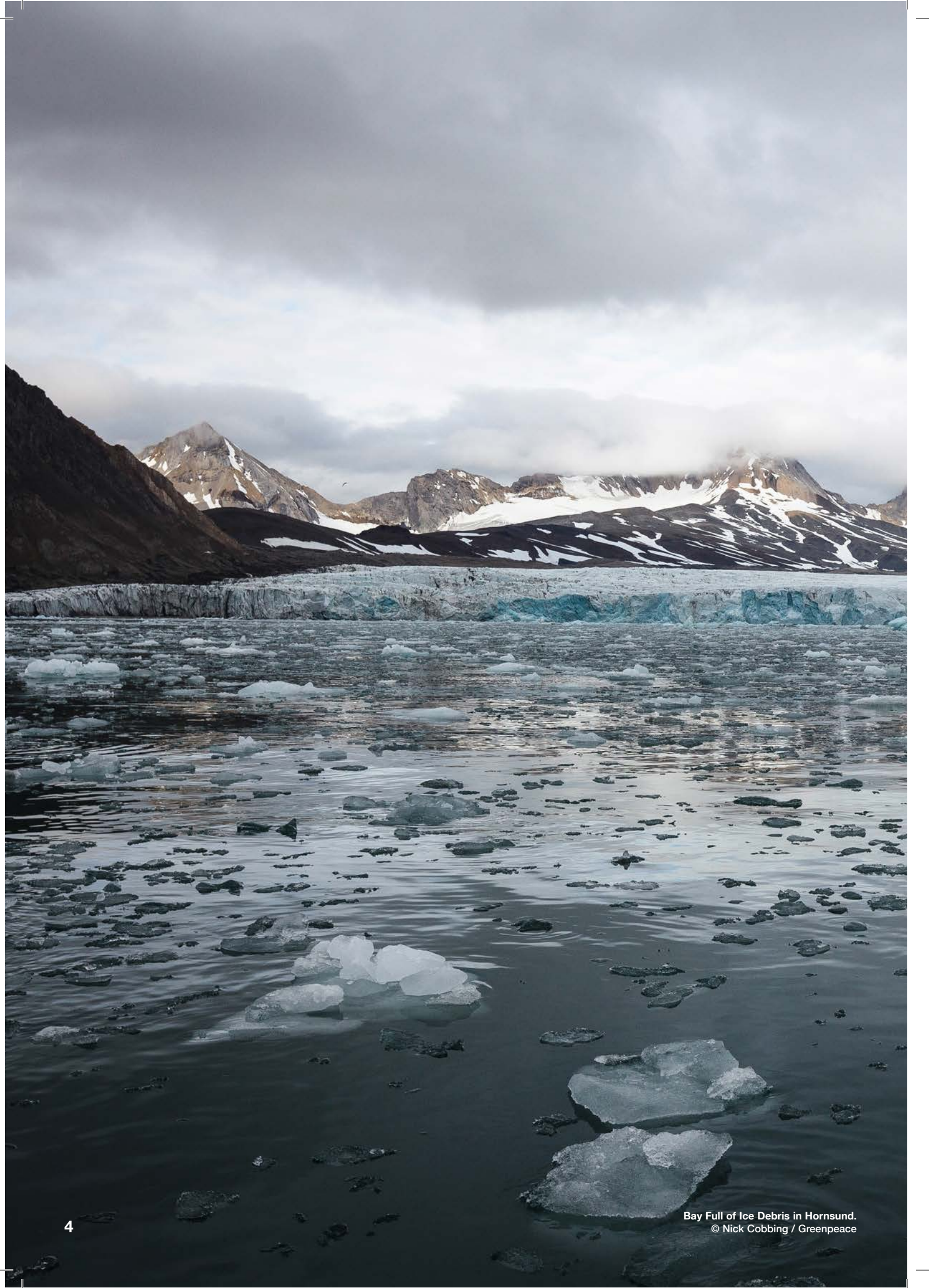


Table of contents

5	Message from the Board Chair and the Executive Director
6	Our Board of Directors
9	A New Way of Working
11	Our Year 2014
13	Taking Action to Protect the Indonesian Rainforest
14	Seeing Arctic From the Eyes of the Esperanza
17	LEGO Stops Playing with Shell
18	Vattenfall: Sweden's Worst Idea
20	Fennovoima – The Political Tragicomedy
22	Thousands Act for Arctic
25	Our Volunteers – The Backbone of Greenpeace
26	An Oil Spill Journey
29	Lottery Money Protecting Our Environment
30	Your Support Matters
33	Fundraising
34	Organisation Report
37	Financial Report
42	Environmental Report



Message from the Board Chair and the Executive Director



Kirsten Sander
Board Chair, Greenpeace Nordic
Kirsten Sander



Patrik Eriksson
Executive Director, Greenpeace Nordic
Patrik Eriksson

When you hear the word Greenpeace, what comes to your mind? Some of you may think of our ships sailing the oceans, promoting the protection of our planet. Others may think of actions with urgent messages painted on yellow banners hanging far up on the facade of corporate buildings or our RIBs, the fast inflatable boats carrying activists on their way to confront oil drilling in the Arctic. When we think about Greenpeace, we think about all the people who are behind our efforts and who we rely on for our successes. Our results would not have been achieved without the increasing number of donors in the Nordic countries and all over the world, the hundreds of dedicated volunteers giving their free time and passion, the many hundred thousands of engaged supporters that take action online and spread our message, and of course our skilled and talented staff.

Looking back at the achievements throughout the year, it is evident that the support and hard work pay off and the strength behind our power is people. During 2014, thousands of people around the world deepened their engagement and worked to further strengthen the global movement calling for Arctic protection, a movement for change. Together we highlighted the importance of a global Arctic sanctuary and we had a leading role in convincing Lego, one of the world's most beloved companies to take a step away from Arctic destruction. In a several month long ship tour we confronted Statoil's exploratory Arctic drillings. Our campaign to protect the Indonesian rainforest is another successful example of where the power of many is resulting in change. The campaign mobilised thousands of people to take action and was able to put pressure on companies to stop their trade in dirty palm oil, resulting in the commitment of several big Nordic and global brands to change their supply policies.

In December we could again see how the world leaders at the The United Nations Climate Change Conference failed to provide the

needed leadership by not being able to agree on sufficient mitigation targets. The road to the Paris Climate Summit in December 2015 is by no means an optimistic one and it makes our national and regional climate and energy work even more important. In 2014, several hundred thousand people engaged in our work to get the Nordic governments to shift from dirty fossils fuels to renewables. In Sweden it led to a government halt to coal expansion in the state-owned energy giant Vattenfall, as well as shelving of plans to build new nuclear reactors. In Finland, the public stood up against yet another nuclear reactor and there is now hope of a new movement pushing for a transition towards renewable energy.

Last year we could see that many more of you decided to support Greenpeace financially. In the Nordic countries we can celebrate the fact that 170,000 people were registered as financial donors at the end of 2014, representing growth of almost over 12 percent from the previous year. This increase in donors contributed to a 13 percent growth in income, reaching 191 million SEK. This will enable us to do and achieve even more in the future.

But now it is time to celebrate and reflect upon last year's work. We hope you will enjoy reading about some of our highlights from 2014 in this annual report. And remember, Greenpeace is just a word. The people behind it are our power. People like you.

At the end of 2014 our Executive Director Mads Flarup Christensen took on the role within Greenpeace International as International Deputy Director for a year, leaving us with some changes in management. Patrik Eriksson, who has been working as the Nordic Program Director the last years, was appointed as the Interim Executive Director until the end of 2015.

Our Board of Directors

Governance Structure

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.

Greenpeace Nordic's board members are elected for a three-year period at the Annual General Meeting (AGM) by the voting members of Greenpeace Nordic. Board members may be re-elected for two subsequent terms. The Board reports annually to the voting members at the AGM.

At the AGM, voting members appoint the auditor for the following year, and also decide on questions regarding indemnity for the Board of Directors and the acceptance of the Annual Report. The day-to-day operations are carried out by an organisation spread over four Nordic countries headed by the Executive Director.

The members of the Board of Directors, as well as the voting members, fulfil their duties without any form of remuneration. However, costs relating directly to Board meetings and AGMs are reimbursed.

In 2014, Greenpeace Nordic's voting members totalled 20 people, coming from all over Europe, Russia and Canada. The Board of Directors of Greenpeace Nordic consisted of six members. Arni Finnsson (Iceland) served as a member of the Board of Directors for three full terms, which is the maximum number allowed according to the Greenpeace Nordic bylaws. He stepped down at the AGM in April and was replaced by Kathleen McCaughey (Canada/Sweden).





Kirsten Sander

Board Chair (2002 – 2016)

—
Kirsten Sander was elected to the Greenpeace Nordic Board of Directors in 2002, and subsequently elected Board Chair in 2010. She has previously worked for Greenpeace in Denmark and internationally for twenty years, with the whales, forests and Antarctica campaigns. She is an architect by profession and is currently running her own business, which focuses on sustainable construction and solar energy. Kirsten lives in Denmark. Presence at board meetings in 2014: 6/6



Agneta Rythén Martin

Board Member (2009 – 2015)

—
Agneta became a member of the Greenpeace Nordic Board of Directors in April 2009. Before this she was one of the voting members of Greenpeace Nordic, and she also worked for Greenpeace on a project called Greenkids for five years until 1994. Agneta has done a lot of work in the field of education and is currently a consultant at Afema AB. Agneta lives in Sweden. Presence at board meetings in 2014: 5/6



Mats Knapp

Board Member (2010 – 2016)

—
Mats Knapp was elected member of the Greenpeace Nordic Board of Directors in 2010. Mats worked for Greenpeace, mainly within the Toxic Campaign, as a campaigner and coordinator for seven years. He was also involved in establishing and then working for the International Chemical Secretariat (ChemSec). Mats' background is as an electronics engineer and biologist, and he is currently employed as Chief Technology Officer at Kommunikera Communications. Mats lives in Sweden. Presence at board meetings in 2014: 6/6



Dag Kühle-Gotovac

Board Member (2012 – 2016)

—
Dag Kühle-Gotovac was elected to the Greenpeace Nordic Board of Directors in 2012. He has a background in accounting and humanitarian affairs as a field officer for the Norwegian People's Aid, and more recently as a manager in an international IT company. He currently works as Head of Administration at the Norwegian Nobel Institute. Dag lives in Norway. Presence at board meetings in 2014: 4/6



Kathleen McCaughey

Board Member (2014 – 2017)

—
Kathleen McCaughey was elected to the Board in May 2014. She has an extensive education including advanced degrees in Political Science and Comparative Law. She has previously worked as both a Climate and GMO campaigner and as head of campaigns for Greenpeace in Sweden up until 2009. She presently works with corporate accountability and human rights at the Swedish section of Amnesty International. Kathleen lives in Sweden. Presence at board meetings in 2014 since elected: 4/4



Simo Kyllönen

Board Member (2013 – 2017)

—
Simo Kyllönen was elected as a member of the Greenpeace Nordic Board of Directors in 2013. Simo is an academic researcher at the University of Helsinki, currently focusing on climate ethics and environmental political philosophy. He has previously worked as a climate and energy campaigner in several Finnish NGOs, including for Greenpeace in 2009. Simo lives in Finland. Presence at board meetings in 2014: 5/6





A New Way of Working

Greenpeace is becoming more effective, more nimble and better able to react to threats to our planet. As a step to deal with change and in order to be more global, more flexible, creative and collaborative we have in the last year started changing the way we operate and organise ourselves. Our new operating model aims to promote greater experimentation, more innovation and creativity for risk-taking, and far more global collaboration and interaction. By taking and making decisions at the point of impact we will become more dynamic and responsive.

Our campaigns are created and delivered where they are needed most. This makes us faster and more responsive to the accelerating pace of change, tension and destruction that we see in the world. Through our new way of working, more power is put in the hands of national offices and activists, to lead more dynamic and innovative campaigns in the places where we need the biggest results. In 2013, 16 global projects that were previously led by Greenpeace International became “distributed campaigns”. They accounted for 50 percent of our global campaign projects, covered every issue area, and are now fully led by national offices. Regional offices will suggest and fund more projects, helping each other, with the strategic guidance of Greenpeace International. By empowering people locally, we will be able to respond better to the situation on the ground. This means more local insight, more local action, and a Greenpeace that is better able to protect and preserve our planet.

For supporters the change may not be obvious, as Greenpeace continues to fight for the planet, lobby politicians and battle vested corporate interests. But our new model will create an organisation that is better able to fight problems that are local in source but global in scale.

The following pages describe our campaigns and projects over the course of 2014, and how these have contributed towards our critical campaign goals.

Our Programme Priorities

With the world on the brink of runaway climate change, it is time to get serious. Climate change is the greatest environmental threat and the biggest challenge humanity has ever faced. We’re campaigning for climate solutions that allow people to prosper without damaging the planet, including increasing energy efficiency, clean energy and protecting the world’s rainforests. Our goals are to keep temperature rise well under two degrees and that greenhouse gas emissions peak in keeping with the best climate science before declining. To achieve this we need to ensure a global energy revolution – phasing out fossil fuels and nuclear energy while promoting renewable energy and energy efficiency. We aim to empower people by fostering business models that allow shared and people-owned power production. We work to ensure that an effort-sharing framework exists for tackling climate change that is both equitable and has environmental integrity.

In the forest campaign, the goal is an end to deforestation in the key tropical forested regions of Indonesia, the Congo Basin and the Brazilian Amazon, by 2020. The goal is further to see significant progress in reducing forest destruction in other countries by 2020, with a special emphasis on intact forests or forests that have unique values including their role in limiting dangerous climate change.

The melting Arctic is nature’s smoke alarm, warning us that our future is starting to smoulder. Our addiction to fossil fuels is as deadly to her delicate ecology as the melting of the polar ice will be to our collective destiny. At the heart of the campaign to Save the Arctic is a goal to build a movement of millions of people, strong enough to create a global sanctuary in the uninhabited area around the North Pole, and a ban on oil drilling and destructive fishing in Arctic waters.

Our vision for the oceans is simple – they are thriving, full of life and provide humans and marine life with abundant food and stable living conditions. The goal of the oceans campaign is to make sure global marine diversity recovers from a history of overexploitation. For that to happen we need a global network of effectively implemented, no-take marine reserves covering 40 percent of the oceans. We also need to bring about an end to overfishing in the world’s oceans, and ensure that there is no commercial whaling.

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.

The aim of our toxics campaign is to eliminate hazardous chemicals of industrial origin into water resources within one generation, with a short term goal to reduce the releases in the Global South to half by 2020.



© Nick Cobbing / Greenpeace



© Will Rose / Greenpeace



© Christian Åslund / Greenpeace

Our Year 2014

2014 has been an amazing, but busy year. Just as we did in 2013, we have devoted 2014 to stopping oil drilling in the Arctic and disseminating information on how to replace unsustainable energy systems with sustainable ones. Our contribution to the global transition campaign has been to demonstrate how insecure our old nuclear reactors are, to persuade politicians to take responsibility for Vattenfall's CO2 intensive lignite operations, challenge exploratory shale gas drilling in Denmark and to attempt to prevent a new nuclear plant getting an establishment license in Finland.

Since environmental destruction knows no borders, in 2014 we continued our broad and global work. In August, an international group of Greenpeace experts and volunteers went to Russia and together with partner organisation Save the Pechora Committee, patrolled the region of Komi Republic to find and map numerous oil spills. Several Nordic volunteers from Finland, Denmark and Sweden participated and helped to clean up oil-contaminated areas. They also conducted case studies and collected experiences from the local population, bearing witness to the huge scale of the problem. The team found over 200 oil spills and cleaned up tons of oil.

In both Sweden and Finland we have successfully contributed our voice to the energy debates regarding nuclear energy. The Swedish campaign highlighted the risks associated with ageing reactors, through peaceful protests as well as reports, legal processes and political work. This has contributed to strengthening the anti-nuclear and pro-renewables policy of the newly elected Swedish government and the decision to shelve Vattenfall's plans to build new reactors.

Denmark, otherwise known as a pioneer with some of the world's most ambitious energy and climate objectives, is moving in the wrong direction by allowing exploration licenses for shale gas. Fracking is devastating to the environment and we have been working on making Denmark let the shale gas stay in the ground. So far we have managed to delay the first exploratory shale gas drilling.

We have also continued our policy and public work in Greenland. In March, Greenpeace released a report together with consulting group Ramboll. The report analysed how Greenland can achieve development without oil exploration and identified a

strong possibility for growth in the country with specific focus on fisheries, tourism and mining. The report was presented in Nuuk with two government representatives and several CEOs participating in the panel. It showed that there are safer and better paths to development in Greenland than extremely dangerous oil drilling in Arctic waters.

During the year we also released two reports in our campaign to phase out hazardous chemicals: "A little story about the monsters in your closet" on chemicals in childrens' clothes and "A red card for sportswear brands" about the toxic chemicals in sports clothes and accessories in connection to the 2014 soccer world cup. The reports resulted in a public debate in the Nordic region and a political debate in the Swedish parliament on limiting toxic exposure to chemicals in textiles.

At the end of 2014, Greenpeace launched the Fish Fairly campaign, aimed at reducing overcapacity in the European fishery fleet and supporting low impact fishing. The oceans in the Nordic and globally are under immense pressure from overfishing. Around 80 percent of the Nordic stocks are on the brink of collapse or have already collapsed. We urged all governments to comply with and effectively enforce EUs Common Fishery Policies and nature conservation legislation with a view to urgently recover fish stocks, form a network of marine reserves and restore the health of our seas. Media work, social media petitions and offline mobilisation were all part of some quite successful campaign work. Improvements in the protection of our seas can now be seen, but there is still plenty more work to be done.

In the coming pages, we will share with you some of the stories and successes from 2014.



OJ, DET
VERKAR
VARA LITE
KÄNSLIGT
HÄR MED
REGNSKOGS-
SKÖVLING
Vi låtsas som ingenting.


detärintellagdetärdu se

Taking Action to Protect the Indonesian Rainforest

“ We decided to challenge companies that use palm oil and together with consumers we managed to change the conditions for the entire industry. Amazing things began to happen. Week after week we saw new palm oil policies from Nordic companies.

—Erika Bjureby, forest campaigner.

Protecting the Indonesian rainforest

During 2014, we uncovered links between several large Nordic companies and the destruction of the Indonesian rainforest. The campaign changed conditions for the industry and amazing things happened.

The palm oil sector is the single largest cause of rainforest destruction in Indonesia and accounts for about a quarter of the country's deforestation. This threatens the unique wildlife of the region and today only 400 endangered Sumatran tigers remain in the world. The destruction of forests is also the main reason why Indonesia is one of the world's largest emitters of greenhouse gases.

Greenpeace launched a global campaign demanding that consumer companies clean up their supply chain and drop dodgy suppliers of palm oil. They should be able to demonstrate traceability of the palm oil used in production and ensure that it does not cause deforestation or that their suppliers violate the rights of indigenous peoples and local communities.

Greenpeace has on numerous occasions proven that the palm oil industry's largest sustainability certification RSPO, the Roundtable on Sustainable Palm Oil, does not guarantee that palm oil is produced in a sustainable way. This means that companies must make commitments beyond certifications from RSPO.

The campaign kicked off in the Nordic with a digital Valentine's Day push against the Swedish chocolate brand Cloetta. We targeted their best known chocolate, Kexchoklad, but wanted

to avoid putting guilt on consumers and instead encouraged our supporters to persuade their favorite brand to do better. The launch of our campaign coincided with a big Kexchoklad advertisement campaign, enabling us to produce spoof ads that went viral. Supporter engagement changed the whole game: the public emailed the company, asked questions via social media and created their own spoof ads. After only a couple of months of public pressure, Cloetta promised to stop buying dirty palm oil.

In March 2014, Orkla became the first multinational company to promise that they will neither use nor buy palm oil from companies that contribute to rainforest deforestation. Orkla owns more than 60 different brands. In the Nordic region, these include famous brands like Felix, Göteborgs kex, Kalles kaviar, Abba, Paulúns and Norwegian Nidar.

Just before summer, something we thought was impossible suddenly happened. After several months of intense negotiations, the largest palm oil trader in the Nordics, and one of the largest in Europe, Aarhus-Karlshamn (AAK Group), caved into our demands. AAK's new policy commits them to not buy any palm oil from suppliers that destroy rainforest and peatland areas, respect the rights of indigenous peoples and local communities and show full traceability for palm oil, all the way down to the plantation. A huge win for our campaign and the rainforest of Indonesia. This started off a summer of success during which we saw new palm oil policies every month. In July, it was Findus with their famous cinnamon buns that promised to drop dirty palm oil, and in August it was Nordic dairy giant Arla that came onboard. The year of the tiger ended with IKEA joining the campaign to make sure its many candles will be free of dirty palm oil.

Seeing Arctic from the Eyes of the Esperanza

“ Half measures and empty promises are not enough. Our leaders must take urgent action to prevent the world speeding toward catastrophic climate change. This is the battle of our lives. We are fighting for our children.

— Emma Thompson, actress, on board the Esperanza





© Nick Cobbing / Greenpeace

With the aim to bear witness and confront some of the most extreme Arctic oil projects ever planned and to showcase the beauty and vulnerability of the Arctic ecosystem, Greenpeace organised a tour with our ship Esperanza to the Nordic and Greenlandic region. Our five month Arctic Ship Tour ran between May and September, making it the longest Arctic ship tour ever undertaken by Greenpeace. The tour involved people from all over the world and resulted in a stronger engagement and public awareness about the need for an Arctic sanctuary.

We started the tour with a visit to Stavanger during the Statoil AGM and a research visit to Bear Island, a pristine ecosystem, rich with bird life but vulnerable given its proximity to oil drilling projects. To raise awareness about the story of the Arctic nature reserve Bear Island and how the Norwegian state owned oil company Statoil is threatening the unique wildlife of the island with oil spills, we launched a Save Bear Island online petition, which eventually secured an impressive 135,000 signatories from around the world. In June, we followed this up with a four-day occupation of the Statoil oil rig Transocean Spitsbergen and its proposed test drill site in the Barents Sea. Over the course of four days, several teams of activists braved freezing temperatures to voice their opposition to Statoil's activities, before being removed and our ship being towed to Tromsø. The activity generated a lot of media attention in Scandinavian and Russian media and helped shed light on the seriousness of Arctic oil drilling. After the activity, the discussion was further cemented by the fact that Statoil did not discover oil in any of their seven controversial wells in the Barents sea this season.

During the summer, we conducted Arctic fisheries research near Svalbard and got unexpected but welcome support for our case when legendary American singer songwriter Patti Smith, who was performing in Tromsø, agreed to sign our charter for Arctic protection, the Arctic Declaration. The Esperanza also hosted two eminent marine scientists, Ric Steiner and Heike Vester, who

conducted seismic research work near Svalbard. The seismic tests were supposed to continue for another month and cover a much larger area but the seismic vessel we were shadowing actually ceased their controversial activities after we exposed them on national TV upon our arrival.

In early August, Esperanza hosted two high profile Arctic research tours in Svalbard with award-winning actress Emma Thompson, Canadian actress Michelle Thrush, Spanish actors Carlos Bardem and Alberto Amman, documentary maker Alvaro Longoria and fashion designer and campaigner Vivienne Westwood. In September, we also hosted two more high-profile guests on research trips to Svalbard in the lead-up to the 2014 UNFCCC meeting in New York. We were delighted that Filipino Climate Commissioner Yeb Saño and President Tong of Kiribati joined the tour in Svalbard, further strengthening our relationship with two prominent political stakeholders. Kiribati is a series of beautiful low-lying atoll islands that are vulnerable to the impacts of climate change, particularly rising sea levels. According to the projections of the Inter-Governmental Panel on Climate Change, the sea level will rise between 0.6 to 1.0m within the century, a scenario that means much of the islands would be under water. The President's own journey to the Arctic was to understand the melting Arctic glaciers and the rise of sea levels that is affecting his drowning Pacific paradise. The President raised climate change as a problem requiring a global solution and dedicated global leadership if it is to be adequately addressed.

Tours with high profile and prominent personalities is an important step in broadening the movement and engaging and reaching more people. Those who joined us on the Esperanza are now powerful and outspoken ambassadors for the plight of the Arctic, bringing the message to new audiences enabling the movement to grow even stronger. At the end of 2014, more than six million people had joined the movement for protection of the Arctic.



SAVE THE ARCTIC
STOP SHELL
GREENPEACE



LEGO Stops Playing with Shell

“ I am very proud of this campaign. We approached the most beloved company in Denmark – and one of the most beloved companies worldwide – and we won. Now that LEGO has ended their partnership with Shell – others will follow. Shell will have difficulties finding a dancing partner when world leaders meet for a ball. It’s a very important step for protecting the Arctic against oil spills and nature exploitation and to protecting the whole planet against rising CO2 emissions.

—Birgitte Lesanner, Programme Manager, Greenpeace Denmark

2014 saw us taking on one of the strongest and most well-liked brands in the world. To add to the challenge, we were not asking them to change something they were doing in their own production; we asked them to dump a 30 year-old PR partnership. And we won.

In 2012/2013 LEGO drove a global advertising campaign in co-operation with Shell, where customers at fuel stations could buy or get LEGO Formula 1 mini cars. The campaign boosted customer loyalty at Shell by 52 percent and generated PR value equal to no less than \$966 million USD.

When a green and family oriented company such as LEGO is part of a close partnership with a controversial extractive industry player such as Shell, it is also part of a very deliberate social license strategy. Shell needs social acceptance to resume its risky oil drilling in the fragile Arctic.

Shell is one of the most aggressive oil companies when it comes to looking for new fossil fuel reserves in the Arctic and targeted at the forefront of our campaign to protect the Arctic from the oil industry. One of the ways to win the battle over Shell is to isolate it in the business world. We want Shell and the other Arctic oil villains to become something that respectable companies, like LEGO, would not consider partnering with, in the same way that they wouldn't partner with the tobacco industry.

LEGO and Shell could not be more different. Shell could not be further from LEGO's high environmental standards. But why go

after LEGO, when it is Shell who is doing something wrong? It is, of course, because LEGO is also doing something wrong by letting Shell buy public support by using the LEGO brand.

Greenpeace Nordic played a key part in this global campaign. A report was written by Greenpeace Nordic to elaborate on the problematic partnership. The campaign spread across five continents, with the message “No more play dates with Shell.” On the first day, more than 45,000 people wrote to LEGO, demanding an end to the cooperation. What followed were diverse creative re-installations built of LEGO bricks showing an oil spill in LEGOLAND with Greenpeace activists on site, the ship Arctic Sunrise and inflatable boats. At LEGO headquarters, the main entrance was covered by 50 large LEGO blocks constructed as a 2 x 4 metre wall with each of the white bricks representing 10,000 signatures against the partnership.

After three months of Greenpeace campaigning, over a million protest e-mails sent online via our petition site, a viral online video receiving over 7 million views, peaceful protests and events in 26 different countries, LEGO decided to phase out the co-operation and end 30 years of on-and-off partnership with Shell. When a company like LEGO says no to Shell, it is a statement that weakens Shell's legitimacy to continuing oil drilling in the Arctic. Let's just hope that this will be an inspiration for others and serve as the beginning of finally ending all goodwill for drilling in the Arctic. Even if it means ending many years of partnership, friends can tell friends when they do something wrong, right?

Vattenfall: Sweden's Worst Idea

“ Visiting the threatened villages always fills me with a combination of feelings. Desperation and powerlessness on one side, when state-owned corporations are allowed to continue the destruction of villages and our climate. The others are feelings of hope and renewed belief in the fact that we can create change together.

— Em Petersson, Greenpeace Nordic



Nordic representatives from Greenpeace and other NGOs manifest next to Vattenfalls mine Jämschwalde in Germany before building a human chain, demonstrating against the plans for new lignate mines in the area.
© Rasmus Törnqvist / Greenpeace

In 2014, Greenpeace achieved one of its objectives – to stop Vattenfall's coal expansion and their opening of five new lignite/brown coal mines. Public pressure and engagement forced one of Europe's biggest producers of energy to cancel their damaging business plans.

Vattenfall is one of Europe's biggest producers of energy-generating electricity, heat and gas, and 100 percent owned by the Swedish state. Their non-renewable energy sources and burning of fossils fuels have put them in the spotlight for a long time as their CO₂ emissions are almost twice the size of Sweden's. However, Vattenfall had a big wish to expand and, together with mines on the Polish side of the border, wanted to create what would become the biggest lignite mining field in Europe. But opening five new lignite mines would be bad both from a Swedish and European perspective and certainly from a global climate perspective. There are many regional negative environmental effects from extracting 1.2 billion tons of lignite between now and 2050. But in addition, thousands of people would need to be relocated and moved from their homes to make space for the mines. Greenpeace took on the task and started campaigning against Sweden's worst idea.

"People would really like Vattenfall to be a company they could be proud of, so it was pretty easy to get the public involved," says Em Petersson working with Climate and Energy issues at Greenpeace in Sweden. The focus of this campaign was to engage the public and bring attention to the issue.

On the day of Vattenfall's annual meeting, Greenpeace visualized the CO₂ emissions through the construction of a pyramid. The entire pyramid symbolized the amount of lignite per person in Sweden. It was placed outside the Swedish parliament at Mynttorget – a central spot for politicians, officials and the public. The thought behind using this location was to raise the awareness of Vattenfall's mining plans for both the public and officials, and to put pressure on the government during the run-up to and throughout the elections.

As Vattenfall is fully owned by the Swedish State, the public's attention and opinion was of great importance. Greenpeace created the possibility for the public to write a personal comment in response to Vattenfall's plans which were then collected and published in the book; "Sweden's worst idea". In addition, 50,000 signatures were collected and at the border between Poland and Germany in the Lausitz region – a planned exploitation area for the mines – an 8 km long human chain of 7,500 people expressed their discontent. Greenpeace Germany and Greenpeace Poland played a big part in this activity.

In October, the new government announced that they wanted to stop Vattenfall's lignite expansion. After the announcement, the new CEO of Vattenfall declared that they were attempting to sell the lignite operation. Although Vattenfall will not open the mines, there is a big risk that others will do so. For this reason we have continued the campaign, now with the focus of stopping the sale. Since public support in this campaign proved to be so strong and powerful, it reminded us all how unity and cooperation can create change and how we can continue the battle for renewable energy in the future.



Fennovoima – The Political Tragicomedy

“ The campaign showed that we are able to mobilise very different kinds of people when there is need to create pressure towards decision makers. Despite the unfortunate voting result, the game is pretty much over for the nuclear industry as their core support is beginning to wane.

— Jehki Härkönen, responsible for the Fennovoima campaign



The Finnish Parliament gave the principal approval for a nuclear power plant in Pyhäjoki, Finland in July 2010. The main shareholder, the German power company E.ON, left the project in October 2012 and several big Finnish investors have followed.

The Russian state corporation Rosatom came to rescue the failing project in 2013 by taking 34 percent of the shares of Fennovoima. However, everything in the project, including the biggest shareholder and the reactor type, had now changed and the principal approval of 2010 was no longer valid. The decision on the principal approval was taken to Parliament again in December 2014.

Knowing that the majority of the public – 60 percent according to a poll commissioned by Greenpeace – was against the Rosatom-Fennovoima project, we started a creative campaign to stop the new principal approval. The campaign called Puhutaan ydinvoimasta, “Let’s talk about nuclear power”, was based on wide use of social media and cooperation with known public figures to reach new audiences. Several Finnish celebrities supported the campaign and one of the best-known actors in Finland, Vesa Vierikko, and singer Mira Luoti, explained to the audience why they thought it was time to talk about nuclear power. Two days before the vote, the celebrities met Members of Parliament in Helsinki.

The campaign message was crystallised into three points: the municipalities and state owned companies would pay for

the unprofitable project; the nuclear project would freeze the investments in renewable energy; and a Russian nuclear project would be a security risk.

On the campaign website, 51,842 people sent an open letter to the members of Parliament and Prime Minister Alexander Stubb, urging them to abandon the Russian nuclear project and to move towards renewable energy instead. The campaign page got 1,300 Facebook likes and it was tweeted more than 1,500 times!

The campaign offered thorough information on Rosatom’s earlier projects and failures for both the general public, Members of Parliament and journalists. The main source for information was the Greenpeace report on Rosatom. One of the largest media stories, appearing in a magazine with the widest circulation in Finland, was about Majak in Cheblyabinsk, where fuel for the reactor is going to be produced. This was made possible through collaboration with our colleagues in Greenpeace Russia.

Unfortunately, the majority of MPs didn’t listen to the public and Parliament gave principal approval for the nuclear power plant after state owned energy company Fortum gave the project its support. The work against the Rosatom/Fennovoima project continues in 2015, we are building public support and are together with others forming a new coalition for renewable energy.



Thousands Act for Arctic

“ This campaign suits me perfectly. I can talk to leaders and influential people in my community and offer them a concrete chance to stand up for the protection of the Arctic.

—Liisa Nääntö, Greenpeace volunteer, who collected over 30 signatures for the Arctic Declaration



The Arctic is changing before our eyes. Melting ice and rising temperatures are directly affecting the four million people who live in the region while touching the lives of billions more. Greenpeace initiated a campaign to create a global movement for change, an opportunity for everyone to engage and Act for the Arctic. "Act for Arctic" was a global effort lead by Greenpeace Nordic together with several other Greenpeace offices all over the world. It was an ambitious and new idea that gave people who had engaged in the Arctic campaign in any way, for example by signing a petition, an opportunity to engage even further. Instead of only letting Greenpeace staff steer the campaign ship, everyone that wanted could get involved and make a change in their own communities.

We asked people who wanted to get involved to become "Arctic Defenders". These people then assessed key stakeholders in their community, contacted these individuals and convinced them to sign the "Arctic Declaration". The Declaration was developed as a mechanism for global leaders and civil society organisations to express concern for Arctic protection. The International Declaration on the Future of the Arctic is a charter for Arctic protection, and a tool to reflect the concern of global civil society about the Arctic crisis. The Declaration and its demands were designed to be presented to the leaders of the Arctic States as well as to representatives at the United Nations.

It worked. By the end of the campaign, over 1,300 high-profile public figures and organisations had signed the Arctic Declaration, the vast majority due to the work of our engaged volunteer campaigners. The amazing part was that people didn't just sign the declaration, they also took action. An international poll revealed that 74 percent of people worldwide support the creation of a protected sanctuary in international waters

surrounding the North Pole. We encouraged people to ascend iconic mountain peaks and buildings in their home environment. People from over 24 countries participated in the activity, which was a way to show the demand for governments to respond to the global outcry and create a protected Arctic Sanctuary. The activities continued and during the autumn thousands of people joined the global public event 'Ice Ride', a manifestation facilitated by Greenpeace and led by volunteers and partnering organisations. Over 20,000 people in 160 cities in 30 countries cycled their bikes in this public manifestation to show their support to save the Arctic.

Through the campaign we were able to bring the conversation close to those who make the decisions about the future of the Arctic, the Foreign Ministers of the Arctic states. In Denmark, we had a face-to-face meeting with the Danish Foreign Minister where we handed over the Arctic Declaration. At the same time, we made 45 visits to Arctic state embassies in 16 countries, during which we learned how closely the Foreign Ministries and Arctic diplomats are following our campaign.

The big milestone of the campaign was when a delegation of Greenpeace representatives met with UN Secretary General, Ban Ki-Moon, in the run-up to the UN Climate Summit. We gave him the gift of a sphere containing 6 million drops of Arctic meltwater, representing the six million signatures calling for long-term protection of the Arctic region. After the successful meeting and hand-over of the gift, Ban Ki-Moon said:

"I receive this as a common commitment toward our common future, protecting our environment, not only in the Arctic, but all over the world."



Ban Ki-moon receives Greenpeace delegation in New York.
© Michael Nagle / Greenpeace





Our Volunteers – The Backbone of Greenpeace

Volunteers have always been part of Greenpeace. Volunteerism brings more people into contact with Greenpeace campaigns, values and aims and it puts Greenpeace in touch with a diversity of people, ideas and skills. Volunteerism reminds us that passion and concern for our planet is something many of us share, and that only by joining together will we effect real change.

Greenpeace Nordic's 300 people strong volunteer network supported almost all campaign activities you already read about in this Annual Report. Activists took cutting edge action all across the Nordic region, and in many other countries during 2014.

An Oil Spill Journey

During the summer, Finnish volunteer Joni Mäkinen travelled to Russia to bear witness to the destruction caused by the oil industry in the Komi Republic. This is his story.

Last year at the end of the summer, I embarked upon a journey through the northwestern part of Russia to the small village of Parma, in the Komi Republic. The largest nearby town, Usinsk, has of late become a city centred on the oil industry where Lukoil, one of the big oil companies of Russia, is present.

The 'Oil Spill Patrol' was a project between Greenpeace and 'Save the Pechora Committee'. For two weeks we scouted for oil spills in the region, recovering an area contaminated by a toxic oil spill and collecting experiences and case studies from the local population. The project aimed to use Greenpeace tools of bearing witness, satellite mapping and hazmat expertise to draw attention to the many gaps in the regulations for oil production in Russia and the extraordinary level of destruction that can be made by a poorly regulated oil industry.

We had seven Nordic representatives to join the Oil Spill Patrol and our small delegation was made up of three Finns, two Swedes and two Danes. In Moscow, representatives from many different Greenpeace offices all over the world, met up to start our long journey northeast to the Komi Republic.

The train trip to Usinsk lasted almost a day and a half during which we could walk outside a few times when the train made stops. We spent many hours getting to know each other and in the same coach were Greenpeace workers and volunteers who came from several different countries. On the way back to Moscow, almost three weeks later, we had since long become good friends.



During the Oil Spill Camp, we all got huge amounts of new knowledge. At the beginning of the camp we had lectures and training sessions that taught us everything from the dangers of hazardous material, to bears in the area. There was also an opening ceremony, where several guests joined us in the camp. Some local women sang traditional Komi songs. I remember thinking that they had some facial resemblance to Finns, which would be understandable, for the Komi are related to the Finns.

The two weeks in northern Russia consisted of spending many hours and days cleaning oily water and terrain, in a location more than an hour's drive from the camp. I also took part in one trip documenting oil spills and trash dumps around the nearby areas.

Personally for me, the camp was an amazing experience. I befriended many great and unique people. I enjoyed spending the free time as well as the working hours together with others, and from time to time I found a place to read a book or play a guitar somewhere alone. One free day, we visited another village nearby, going there via the river route where we took a rest overlooking the wide expansive river and endless surrounding wilderness.

I am impressed by Greenpeace Russia and hope to work with them again. I was able to make an impact on something important and at the same time make many new friends and acquaintances. I wish to see them again somewhere in the future.

At the end of the camp, the outcome of the work the team had accomplished was huge. The team were able to reveal over 200 oil spills, loads of oil industry garbage in the forests and collect 123 cubic meters of oil sludge! After the camp Greenpeace and the local organisations continued to demand the authorities and companies take action to clean up the terrible mess they have made. We were also able to initiate a dialogue with officials and oil companies and got the regional government on our side. This resulted in environmental authorities in the region upholding our proposals on how to improve regulations that today allow oil to pour from the old and rusty pipelines. These proposals are the start of a potential federal legal amendment with the aim that irresponsible oil businesses being held liable for their actions.







Lottery Money Protecting Our Environment

In 2014, Greenpeace received 22 million SEK from the Swedish Postcode Lottery; an important and very generous donation that has been put to good use in our work to protect the Arctic and help the world's threatened tropical forests. This contribution also helped financing urgent maintenance and repair of our Greenpeace ships, an important tool in the work we do. In the coming page you can read more about some of the work that has been enabled through this valuable donation.

The Arctic under pressure

The Arctic is under enormous stress from the effects of climate change, ocean acidification and increasing industrialisation. The region is warming faster than the rest of the globe, and the sea ice is disappearing at an alarming rate. Sea ice underpins the entire Arctic marine ecosystem: when it shrinks and thins, it opens up the possibility for the extraction of previously inaccessible oil, mineral and fish resources, placing additional pressure on Arctic Peoples and wildlife. Governments of the countries that own land or marine areas in the Arctic have already begun the race for the North Pole, and several large oil companies are lining up to get their slice of the cake. Greenpeace is working hard to establish a moratorium on oil and gas development, as well as fighting to end destructive fishing and to create large marine reserves in the region.

Protecting our rainforests

The world's tropical rainforests are habitats to more than half the planet's plant and animal species, as well as thousands of human communities. Apart from providing us with a variety of essential medicinal substances, the forests act as giant carbon sinks, storing carbon both in the trees and in the ground beneath them, which means that when they are felled or burned, large amounts of carbon dioxide are released back into the atmosphere. According to the UN's intergovernmental panel on climate change (IPCC), tropical deforestation is responsible for up to a fifth of global carbon emissions. Greenpeace is working hard to protect the rainforests of the Amazon, Indonesia and the Congo Basin. Our aim is for zero deforestation in these vital ecosystems by 2020.

A trip for life and for peace

Our fleet of ships is a unique asset in the quest to save planet Earth and to protect the global commons. Our ships are used at the forefront of Greenpeace campaigning, often sailing to remote areas

to bear witness and take action against environmental destruction. Our ships are a crucial part of our successful campaigning work and therefore need to be continuously maintained and upgraded to new environmental and high international standards. Parts of the Lottery donation has been used for this.

Organisational development

The project, which will be run by the Central and Eastern European office, will focus on organisational development. Through this funding the aim is to strengthen Greenpeace as an important key stakeholder within Eastern Europe, elevate the climate debate and strengthen civil society. The project will test new ways to engage and mobilise the public and provide investment in long-term fundraising programs to provide greater financial security to the organisation, as well as increase knowledge in offices around our legal and policy work. This project will not only have a positive effect within the region, it also aims to increase knowledge around green solutions and make Eastern Europe work more environmentally friendly, which will have an effect on an EU level.

The Swedish Postcode Lottery

The vision of the Swedish Postcode Lottery is to help build a better world for humans, animals and nature. The Lottery secures its revenue from selling tickets, and donates all profits to charitable causes. The Swedish Postcode Lottery is the largest donor to the nonprofit sector in Sweden. In the past three years the Lottery has been able to distribute a large amount of money to its beneficiaries, and in 2014 the surplus were 1,18 billion SEK. The donated funds are unrestricted, which means benefiting organisations decide for themselves how they are most effectively put to use. Together with its sister lotteries in Holland and Great Britain, the Lottery was the world's third largest private donor to the non-profit sector.



Your Support Matters

Your support gives the planet the voice it deserves and ensures Greenpeace is in the best position to take action and confront corporations, governments and people destroying our environment.



Bo Larsson, Sweden

"The more people who participate, the stronger we become. My children and grandchildren should also be able to live here."



Pia Orre, Sweden

"I want our children to be proud of us for caring about our planet and for wanting to give them a life of dignity. I contribute by giving a donation every month."



Vivi Linda Hansen, Denmark

"Greenpeace makes every effort to make the world a greener and better place for all of us."



Henna-Elise Selkälä, Finland

"In today's world, civic engagement and influence are not an option, but a necessity."



Fundraising

Our donors are vital to our work protecting the planet and finding solutions to the most pressing environmental issues.

Globally over three million people donated to Greenpeace in 2014, raising 299 million Euros. This support enables Greenpeace to investigate, campaign, document and lobby for a sustainable balance between humans and the environment worldwide. With your help, we expose environmental abuses by carrying out non-violent direct actions, raising awareness of the need to protect our oceans, forests, water supplies and climate.

Greenpeace does not accept corporate or government donations. This means we can maintain a much-needed independent voice but it also means we rely totally on individual donors to fund our work. In 2014, over 170,000 people in the Nordics donated to Greenpeace, 12 percent more than in 2013. The continued increase in donors contributed to a 12,6 percent growth in income, a total of 191 million SEK.

Number of Donors	2014	2013	2012
Sweden	110 463	98 218	94 156
Denmark	27 100	26 266	25 711
Norway	12 250	6 734	2 812
Finland	20 605	20 988	20 924
TOTAL	170 418	152 206	143 603

The ways that people can donate to Greenpeace continues to diversify. We have seen increasing numbers and larger donations coming from online channels, over the telephone and through special appeals. The number of people who remember Greenpeace in their wills has also increased. We have maintained our relationship with the Swedish postcode lottery who support our work not only in Nordic but around the world.

Over 90 percent of Nordic donors make a long-term commitment to Greenpeace by giving through direct debit. Monthly giving provides Greenpeace with a predictable funding base that enables us to effectively plan and budget for our campaigns.

Thanks to you, Greenpeace can stand on the frontline of environmental destruction, exposing environmental criminals, challenging government and corporations, taking action and promoting solutions to safeguard our planet.

+12%

INCREASE IN DONORS DURING 2014*

*People that are supporting Greenpeace Nordic financially

Organisation Report

Global Environmental Organisation

Greenpeace is present in over 40 countries across Europe, the Americas, Africa, Asia and the Pacific. Greenpeace International, registered in the Netherlands as Stichting Greenpeace Council, is the body that coordinates global Greenpeace policy and strategy.

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. 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 decided jointly at a global level with input from national and regional offices.

Greenpeace Nordic is part of the global organisation. It is a non-governmental, non-profit organisation with offices in Stockholm, Helsinki, Copenhagen and Oslo. The organisation is Swedish registered.

Greenpeace started in the Nordic region in the early 1980s. In 1999 the Nordic organisations joined a Nordic structure with one governance body and common management.

Our Core Values

Greenpeace's cornerstone principles and core values are reflected in all our environmental campaign work, worldwide.

These are:

- We 'bear witness' to environmental destruction in a peaceful, non-violent manner.
- We use non-violent confrontation to raise the level and quality of public debate.
- In exposing threats to the environment and finding solutions, we 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.

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.

Transparency and Accountability

International Non Governmental Organisations (NGOs) play an increasingly influential role in shaping global policies.

Global public opinion surveys show higher trust in NGOs than in government and business. At the same time the non-profit sector is coming under closer scrutiny, both from those who want it to flourish and those who seek to curtail NGO activities.

The International NGO (INGO) Accountability Charter

A group of international NGOs, including Greenpeace International, therefore came together to demonstrate that they deeply value public trust, do not take it for granted and are committed to sustaining and deepening it by ensuring transparency, and accountability for their operations. In June 2006 the NGOs publicly launched and endorsed the first global Accountability Charter for the non-profit sector. The INGO Accountability Charter sets out core values and operating principles for international NGOs, covering the following areas: respect for universal principles; independence; responsible advocacy; effective programmes; non-discrimination; transparency; good governance; ethical fundraising; and professional management.

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. Greenpeace International reports globally on behalf of the whole organisation.

For more information: www.ingoaccountabilitycharter.org

Code of Quality

Greenpeace Nordic is also a member of the Swedish Fundraising Council (FRIL). Greenpeace Nordic reports annually on how it applies FRIL's Code of Quality through the Effect Report.

For more information:

- <http://www.frii.se/>
- <http://www.greenpeace.org/sweden/se/om-oss/Greenpeace-struktur/>
- http://www.greenpeace.org/sweden/Global/sweden/greenpeace/dokument/Effect_report_2014_Final.pdf





Financial Report

Financial Position and Performance

Figures are in thousands of Swedish Crowns (KSEK) if nothing else is stated. Greenpeace Nordic is financially stable. Fundraising income is steadily increasing year by year. The high degree of direct debit donations, 95 percent, provides a good platform for planning and carrying out important work.

The 2014 deficit of 17 million SEK was to a large extent budgeted for with planned investments in our fundraising department. These investments are expected to have paid off by mid-2016. In addition to planned investments, we have had some overspend in fundraising and in connection to moving offices in Oslo and Helsinki.

Greenpeace does not invest in shares or other financial instruments. Thereby Greenpeace does not risk valuable donations in speculations.

For campaign reasons Greenpeace Nordic holds the smallest number of shares possible in some corporations thus enabling access to information and participation in shareholder meetings. Greenpeace also holds a few shares in a Danish wind power cooperative.

Income

Income, excluding income from the Swedish Postcode Lottery, increased by 12.6 percent to 191 329' compared to 169 897' in 2013. Greenpeace International has contributed with SEK 4 711' to activities in Greenpeace Nordic. An earmarked contribution of 3 000' SEK was to engage people to save the Arctic. The remaining 1 700' was an earmarked contribution for innovation within fundraising.

Income that came through the Swedish 90-accounts was 138 541'. All income in Sweden goes through the 90-accounts. Contributions to Greenpeace in Russia through the so called Russia Support program was 2 199'.

Greenpeace Nordic became a beneficiary of the Swedish Postcode Lottery in 2008. Up until and including 2014 Greenpeace has received a total of 107 080'. In March 2014 Greenpeace received another 22 000' from the Swedish Postcode Lottery. This contribution has financed our work to protect the Arctic region and to save rainforests in the Amazon. In 2014 the contribution also financed maintenance and repair of our Greenpeace ships: the Arctic Sunrise, Esperanza and Rainbow Warrior. Together with the Save the Pechora Committee, a group of indigenous people from Pechora in the Komi region in Russia, Greenpeace received another 6 000' to strengthen the influence of indigenous people in the Arctic region. This 3-year project started in 2012. The contribution is given in the section "special projects" and is repayable if the money is not spent in accordance with the agreed project plan. In 2014, 1 968' was spent out of the 6 million contribution. The remaining part of the project money, 128', is booked as a short term liability to be spent early in 2015.



Income

Income	2014	Variance	2013
	SEK '000		SEK '000
Income	191 329	12.6%	169 897
Out of which:			
Donations	159 125'	14.1%	139 452'
Legacies	1 326	66.8%	795
Donation Swedish Postcode Lottery	22 000	0.0%	22 000
Swedish Postcode Lottery special project	1 968	-15.1%	2 318
Earmarked contributions GPI	4 711'	60.2%	2 940'
Russia support	2 199'	-8.1%	2 392'
Operational Expenses	-207 686	-23.5%	-168 131
RESULT	-16 976	-902.8%	2 114
Cash Balance	31 885	-23.3%	41 560
Total Assets	42 433	-16.6%	50 903

This Year's Result

This year's result is SEK -16 976'.

Disposition of the Result

The Board of Directors of Greenpeace Nordic proposes that the 2014 result is allocated as follows:

Opening Fund Balance	29 026'
This years result	-16 976'
Profit Brought Forward	12 050'

Income Statement

Income	Note	2014	2013
		SEK '000	SEK '000
Donations		182 451	162 247
Earmarked Contributions		8 878	7 650
Income	1	191 329	169 897
Campaign Expenditure		-156 159	-129 778
Fundraising Expenditure		-48 243	-35 499
Administration Expenditure		-3 284	-2 855
Total Operational Expenditure	2,3,4,5	-207 686	-168 131
Result from Operations		-16 357	1 766
Interest Income and Similar Items	6	108	1,230
Interest Costs and Similar Items	7	-711	-832
Result after Financial Items		-16 960	2 164
Taxes	8	-16	-50
RESULT		-16 976	2 114

Balance Sheet

Balance Sheet	Note	2014/12/31	2013/12/31
		SEK '000	SEK '000
ASSETS			
Fixed Assets			
Intangible Assets	9		
Capitalized costs Supporter database		1 879	1 888
		1 879	1 888
Capitalized costs			
Tangible Assets	10		
Furniture & Office Machines		2 318	2 319
Action Equipment		921	296
Improvements of rented Premises		390	399
		3 629	3 014
Financial Assets			
Shares	11	49	49
Rent Deposits		1 840	1 598
		1 889	1 647
Total Fixed Assets		7 397	6 549
Current Assets			
Short Term Receivables			
Receivables Greenpeace	12	184	31
Other Receivables		295	21
Tax Receivables		318	528
Prepaid Expenses & Accrued Income	13	2 355	2 214
		3 152	2 794
Cash & Bank		31 885	41 560
Total Current Assets		35 037	44 354
TOTAL ASSETS		42 433	50 903

FUND BALANCE & LIABILITIES

Fund Balance			
Fund Balance		29 026	26 912
This Year's Result		-16 976	2 114
Total Fund Balance		12 050	29 026
Provisions			
Provisions for Legal Disputes	14	400	882
Total Provisions		400	882
Non-Current Liabilities			
Loan from Greenpeace International	16	3 224	0
Total Non-Current Liabilities		3 224	0
Current Liabilities			
Accounts Payables		2 126	3 946
Payables Greenpeace	15	5 058	3 238
Loan from Greenpeace International	16	3 472	0
Other Short Term Liabilities	17	2 763	4 281
Accrued Expenses	18	13 341	9 530
Total Current Liabilities		26 759	20 995
TOTAL FUND BALANCE & LIABILITIES		42 433	50 903
Pledged Assets	19	none	201
Contingent Liabilities		none	none

Cash Flow Statement

Cash Flow Statement	2014/01/01 - 2014/12/31	2013/01/01 - 2013/12/31
	SEK '000	SEK '000
ASSETS		
Indirect method		
Operational activities		
Result after financial items	-16 960	2 164
Adjustment for non-cash items		
Depreciation	2 214	1 987
Income tax	-16	-50
Cash Flow from operating activities before working capital changes	-14 762	4 101
Cash Flow from working capital changes		
Increase/decrease of accounts receivables	-358	-231
Increase/decrease of accounts payables	5 764	-1 011
Increase/decrease of allocations	-482	250
Cash Flow from operating activities	-9 838	3 108
Investing activities		
Increase of intangible fixed assets	-530	0
Increase of fixed assets	-2 289	-1 723
Increase of financial items	-242	-41
Cash flow from investing activities	-3 061	-1 763
Financing activities		
Borrowings	3 224	0
Cash flow from financing activities	3 224	0
Cash Flow for the year	-9 676	1 345
Cash and cash equivalents at the beginning of the year	41 560	40 216
Cash and cash equivalents at the end of the year	31 885	41 560

Cash equivalents is defined as bank balances and investments that can readily be converted into cash.

Accounting practices and policies

The Annual Report has been prepared in accordance with the Annual Accounts Act, the guidelines issued by the Swedish Accounting Standards Board 2012:1 (K3) and the Swedish Fundraising Council's binding guidelines.

The change in accounting principles has affected 2013 income and campaign expenditure by 2 940'. The increase is an earmarked contribution from Greenpeace International for the Polar campaign.

There are no other estimations than our provision for legal disputes.

Income statement

Income: The Association follows the Swedish Fundraising Council's standard for classification of income; gifts and earmarked contribution. Income is shown as the real value of what has been received or will be received. Income in the form of gifts is booked as income during the period the gift was handed over in a legally binding way.

Receivables: Receivables are valued individually and booked to the amount with which they are estimated to be received. Project grants which are subject to repayment obligations are recorded as a liability. Revenue of such a project is recognised when the costs are incurred and recorded.

Receivables and Payables in Foreign Currencies

Receivables and payables in foreign currencies are recalculated to the exchange rate at closing day in accordance with the Financial Accounting Standard Council recommendation no.8. Exchange rate differences on receivables and liabilities relating to operations are included in the operational result, whereas exchange rate differences relating to financial items are included in the financial items.

Prepaid expenditure in foreign currencies is valued at the exchange rate at the time of payment.

Expenditure

Expenditure is recognised in the period in which it was incurred. Costs for campaigns include salaries for campaigners, operations and maintenance of action equipment. Campaign costs also include contributions to Greenpeace Russia and Greenpeace International. Fundraising expenditure includes salaries for staff, costs for recruiting new supporters and other costs to maintain and upgrade our supporter income.

Administration costs include staff and system costs for supporting the organisation. Indirect cost such as office rent and other costs for running the offices are, together with administration and depreciation, distributed over campaigns, fundraising and administration on a head count basis.

Leasing

All leasing agreements are reported as operational, i.e. the leasing fee (including the first increased rent) is calculated linear over the leasing period.

Tax

Total tax consists of current tax and deferred tax. Current tax is tax that should be paid or received concerning the current fiscal year. Included in current taxes are adjustments of current tax from previous periods. Deferred tax is calculated according to the balance sheet method considering temporary differences between accounting and tax regulations on assets and liabilities.

Intangible Assets

The costs for developing a new supporter database have been capitalised. Depreciation started in June 2007 and will be linear over the expected lifetime of ten years.

Tangible Assets

Tangible Assets are valued at purchase price and depreciated evenly over the expected useful lifetime, a period of three years for computers and office equipment, and three to five years for furniture, cars, boats and other action equipment.

Provisions for legal disputes

Liabilities, including legal disputes, are provided for in full when the amount can be assessed with reasonable certainty.

Notes

Notes	2014	2013
	SEK '000	SEK '000

1 INCOME

Donations

Supporter contributions	159 125	139 452
Legacies	1 326	795
Donation Swedish Postcode Lottery	22 000	22 000
	182 451	162 247

Earmarked Contributions

Earmarked for Greenpeace Russia	2 199	2 392
Postcode Lottery Special project	1 968	2 318
Earmarked contribution from Greenpeace Int.	4 711	2 940
	8 878	7 650

Income per Country

Sweden	138 542	125 505
Denmark	24 085	21 727
Finland	15 321	15 566
Norway	8 671	4 160
Nordic	4 711	2 940
	191 329	169 897

2 FEES AND CHARGES AUDIT FIRMS

Audit	233	238
Case specific Audit Assignments*	106	3
	339	241

* Reporting according to the Swedish Fundraising Council's (FRIL) Code of Quality.

3 STAFF

Average Number of Employees	Men / Women	Men / Women
Sweden	26 / 23	22 / 20
Denmark	14 / 9	14 / 9
Norway	8 / 2	6 / 2
Finland	7 / 8	5 / 9
	54 / 42	47 / 39

The number is calculated as fulltime and fullyear employments for fixed positions. Greenpeace is dependent on the many devpoted volunteers that support the organisation with their time and passion. In 2014 we had 288 devoted active volunteers. To calculate the time for those into fulltime full year employees is impossible.

Salary and Remunerations

Fixed positions

Executive Director	969	1 109
Employees	45 284	36 436
Total	46 253	37 545

Pension costs

Executive Director	105	101
Employees	4 191	3 203
Total	4 296	3 304

Other Social Charges

Executive Director	20	9
Employees	7 589	6 331
Total	7 609	6 340

TOTAL STAFF COSTS FIXED POSITIONS	58 158	47 189
--	---------------	---------------

Greenpeace does not only have many volunteers, we also have many short term employees and freelancers, often on hourly remuneration. It is impossible to recalculate also these hourly paid people to full time full year employees. For comparison the total cost for short term employees is shown below as well as the total cost for fixed positions.

Notes	2014	2013
	SEK '000	SEK '000

Staff Costs per Country

Sweden permanent positions	28 366	23 405
Sweden temporary positions	14 571	12 261
Denmark permanent positions	15 276	12 814
Denmark temporary positions	4 696	4 615
Norway permanent positions	6 569	5 021
Norway temporary positions	8 618	5 422
Finland permanent positions	7 947	5 949
Finland temporary positions	4 415	2 810

Total permanent staff	58 158	47 189
------------------------------	---------------	---------------

TOTAL STAFF COSTS	90 457	72 296
--------------------------	---------------	---------------

Neither members of the board, nor voting members receive remuneration for their normal on going work. The ED has twelve months of notification, no special severance pay. Greenpeace has no items on the balance sheet referring to pension commitments.

Greenpeace Board and SMT

	Men / Women	Men / Women
Senior Management Team	1 / 4	2 / 3
Board	3 / 3	4 / 2

4 DEPRECIATION

Depreciation according to plan on:

Capitalized Expenditure		
Development Supporter Database	-539	-539
Furniture & Office Machines	-1 341	-1 067
Action Equipment	-209	-288
Improvements of rented premises	-125	-92
	-2 214	-1 987

5 LEASING

Future minimum leasing charges from non-cancellable contracts

Payments due within one year	4 721	4 999
Payments due within one to five years	10 410	10 229
Payments due after five years	258	0
Rents and leasing charges for the period	5 572	4 286

Operational leasing mainly costists of charges for office rents and office machinery.

The rental contract for the Stockholm premises expires during 2015. The rental contract for the premises in Helsinki is for a period of 5 years, Oslo for a period of 4 years, and Copenhagen for a period of 4 years. The value of future payments is reported in nominal value. Office machinery is leased for 3 to 4 years.

6 INTEREST INCOME AND SIMILAR ITEMS

Interest Income	84	225
Exchange Rate Gains on Financial Assets	23	1 002
Return on Current Investments	1	3
	108	1 230

7 INTEREST COSTS AND SIMILAR ITEMS

Interest cost on short term loan	-8	0
Exchange rate losses on Financial Assets	-701	-832
Other Financial costs	-2	0
	-711	-832

Notes	2014	2013
	SEK '000	SEK '000

8 TAXES

This Years Taxes	-16	-50
Current Tax	-16	-50

9 INTANGIBLE ASSETS

Capitalized Costs for Development of Supporter Database

Opening Balance Purchase Value	5 393	5 393
Purchases during the Year	530	-
Closing Balance Purchase Value	5 923	5 393
Opening Balance Amortization	-3 505	-2 966
Amortization	-539	-539
Closing Balance Amortization	-4 045	-3 505

Net Book Value	1 879	1 888
-----------------------	--------------	--------------

10 TANGIBLE ASSETS

Furniture & Office Machines

Opening Balance Purchase Value	11 184	9 664
Purchases during the year	1 339	1 519
Disposals	-5 000	0
Closing Balance Purchase Value	7 523	11 184

Opening Balance Depreciation	-8 864	-7 797
Depreciation during the Year	-1 341	-1 067
Disposals	5 000	0
Closing Balance Depreciation	-5 205	-8 864

Net Book Value	2 318	2 319
-----------------------	--------------	--------------

Action Equipment

Opening Balance Purchase Value	5 057	5 057
Purchases during the Year	834	0
Disposals	-1 075	0
Closing Balance Purchase Value	4 816	5 057

Opening Balance Depreciation	-4 761	-4 473
Depreciation during the Year	-209	-288
Disposals	1 075	0
Closing Balance Depreciation	-3 895	-4 761

Net Book Value	921	296
-----------------------	------------	------------

Improvements of rented Premises

Opening Balance Purchase Value	992	789
Purchases during the Year	116	203
Closing Balance Purchase Value	1 108	992

Opening Balance Depreciation	-593	-501
Depreciation during the Year	-125	-92
Closing Balance Depreciation	-718	-593

Net Book Value	390	399
-----------------------	------------	------------

11 CURRENT INVESTMENTS

Shares Wind power cooperative Denmark	48	48
Other Shares	1	1
	49	49

Notes	2014	2013
	SEK '000	SEK '000

For campaign reasons Greenpeace Nordic holds a small number of shares in forest and chemical companies thus enabling access to information and participation in shareholder meetings. Greenpeace Nordic also holds a few shares in a Danish wind power cooperative.

12 RECEIVABLES GREENPEACE OFFICES

Greenpeace Australia	36	0
Greenpeace USA	13	0
Greenpeace China	37	22
Greenpeace Poland	0	2
Greenpeace France	5	5
Greenpeace Germany	38	0
Greenpeace Switzerland	0	2
Foundation Greenpeace Sweden	55	0
	184	31

13 PREPAID EXPENDITURE & ACCRUED

Income

Prepaid Rent Premises	1 189	1 131
Other Prepaid Expenditure	1 166	1 083
	2 355	2 214

14 PROVISION FOR LEGAL DISPUTES

In the closing balance a provision of 400 (882) is made for legal disputes.

15 PAYBLES GREENPEACE OFFICES

Greenpeace Germany	0	9
Greenpeace UK	136	54
Greenpeace Netherlands	0	2
Greenpeace Spain	63	39
Greenpeace Brazil	5	0
Greenpeace Slovakia	0	7
Greenpeace Canada	125	116
Greenpeace Southeast Asia	113	2
Greenpeace International	4 616	3 008
	5 058	3 238

16 LOANS FROM GREENPEACE INTERNATIONAL

Loans from Greenpeace International	6 695	0
-------------------------------------	-------	---

In May 2014 Greenpeace Nordic was granted a loan from the Greenpeace Fundraising Investment Fund. The loan is repayed in two parts, SEK 3 472t in May 2015 and SEK 3 224t in May 2016. The loan has an interest rate of 0,75% per annum.

17 OTHER SHORT TERM LIABILITIES

Staff liabilities	233	133
Withholding taxes, social charges	2 402	2 052
Repayable part Special project SPL	128	2 096
	2 763	4 281

18 ACCRUED EXPENSES

Holiday Pay	11 576	8 198
Social Charges	393	291
Accrued Pension	31	587
Other Accrued Expenses	1 341	454
	13 341	9 530

19 PLEDGED ASSETS

Blocked Bank Accounts	none	201
	none	201

Environmental Report

Greenpeace Nordic is committed to ensuring that the environmental footprint of the organisation is always as low as possible. We have policies for green offices, travel, food and IT procurement.

Greenpeace Nordic's CO₂ emissions for 2014 totaled 380 metric tonnes. Since last year we have invested heavily in improving our reporting systems and now have a more accurate picture of the reality of our emissions than in previous years. The more comprehensive and thorough reporting system has especially helped us to improve the reporting of travel and the use of fuel, where the main increase compared to 2013 can be found.

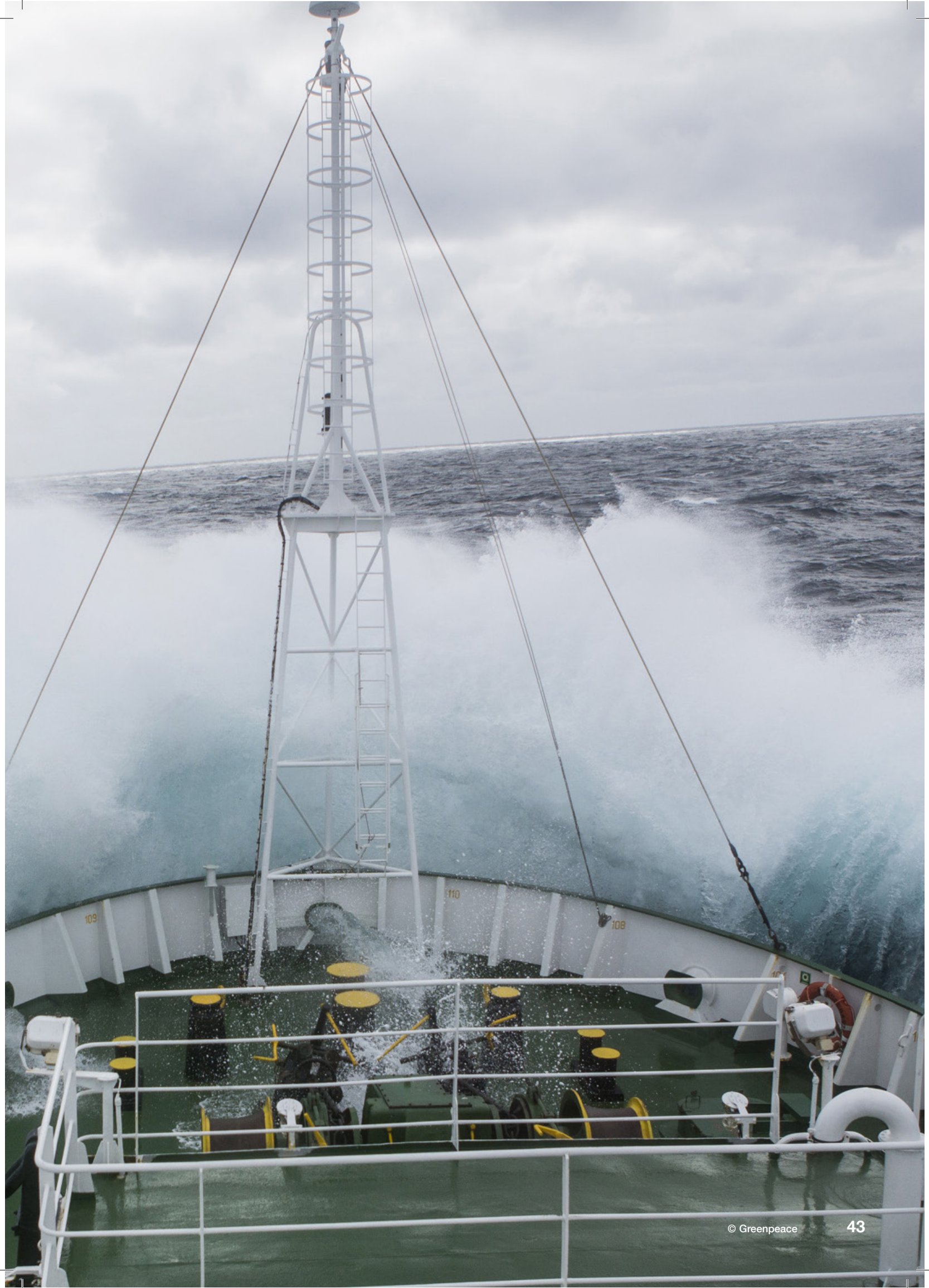
An area we will look closer at in the coming year is Scope 2, electricity use and heating, to ensure more detailed reporting from our four Nordic offices.

In this annual report, Scope 2 emissions from 2013 have been corrected upwards. The reason is that we as a global organisation have started to report according to standardised DEFRA emission factors throughout the world, for better comparison between offices and to ensure the quality of reporting.

We will continue to strive to lower our environmental footprint. We will further improve reporting and analysis of our footprint, set new goals and develop the policies already in place.

Greenpeace Nordic CO₂ Emissions

Total emission in metric tonnes	2014	2013
SCOPE 1		
Emissions for fuel consumption of Greenpeace owned/leased vehicles, ships, boats and inflatable boats	59,8	9
Total Scope 1:	59,8	9
SCOPE 2		
Emissions for office electricity	10,3	16,3
Emissions for heating	19,8	19,3
Total Scope 2:	30,1	35,6
SCOPE 3		
Emissions for business travel	260,2	71,6
Emissions for paper consumption	32,2	34,4
Total Scope 3:	292,4	106
TOTAL CO₂ EMISSION:	382,3	150,6



GREENPEACE

Njalsgade 21G, 2. sal
2300 Copenhagen S
Denmark
Tel: +45 33 93 53 44
www.greenpeace.dk

Käenkuja 3 AB
00500 Helsinki
Finland
Tel: +358 9 698 63 17
www.greenpeace.fi

Sandakerveien 24C,
Entrance E1
Pb. 33 Torshov
0412 Oslo
Norway
Tel: +47 22 20 51 01
www.greenpeace.no

Rosenlundsgatan 29B
Box 151 64
104 65 Stockholm
Sweden
Tel: +46 8 702 70 70
www.greenpeace.se