



Swedish Society
for Nature Conservation



Swedish Society for Nature Conservations

Future Strategy

Operational directives
2024–2027



Future Strategy 2024–2027

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We are the Swedish Society for Nature Conservation

We have the power to bring about change!

At a time of major environmental challenges, we need the Swedish Society for Nature Conservation (SSNC) more than ever!

The climate crisis is urgent. Global warming affects the entire planet, with vulnerable people, animals and plants suffering the most. Meanwhile, biodiversity is rapidly declining and entire ecosystems are at risk of collapsing. These crises are also exacerbated by the continued chemical pollution, which pose major risks not only to ecosystems but also to our own health. Five of the nine so-called planetary boundaries have already been exceeded. At half-time before the Global Goals should be met, it now seems unlikely to realise them by 2030 – unless we immediately and radically change course. Swedish environmental policy is also far from sufficient to realise the Swedish environmental goals.

Our generation has the power to determine the future of subsequent generations of animals, plants and humans. This means that we are able to move towards a sustainable future. But time is of the essence. We need to use all the knowledge possessed by humanity to save the planet. We need to work together to quickly solve problems and realise common goals. The global economy must be altered so that it fits within the planetary bounda-

ries and so that resources are distributed in a just manner. To achieve this, we need to radically alter both production and consumption patterns. Green technologies and innovations must be used to make this transition, not to legitimise a continued linear and unsustainable economy.

It is possible to achieve SSNC's vision of a sustainable future on a healthy and living planet! This requires bold and resolute political decisions. It also requires that more people realise the severity and urgency of the situation and are motivated to change. The trend of increasing polarisation must come to an end, while poverty, hunger, oppression and a lack of rights must be overcome. Ecological and social sustainability are interlinked and must be solved together.

Our association has saved nature and influenced political decisions ever since 1909. Our success is based on knowledge, commitment and persistence. We present concrete solutions based on facts. We create conditions for engagement, shape public opinion and influence decision-makers – locally, regionally, nationally and internationally. Our popular movement serves as a natural domicile for people who throughout the country care about the environment and gives a lot of people the opportunity to have influence and develop

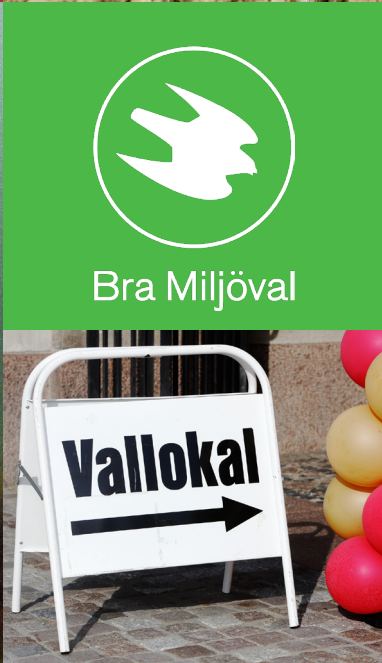


Our vision

A sustainable future on a healthy and living planet.

their love for nature. We fight for the right of all people to participate in decisions that concern them and for the people responsible to be held accountable when the environment and human rights are violated.

SSNC is the largest and most influential environmental organisation in Sweden. As part of the global environmental movement and with members all across the country, a local presence in almost every municipality and many dedicated and enthusiastic members, we are a force to be reckoned with. Together, we have the power to bring about change!





**Hjälp oss
rädda bina!**



Our role

- SSNC is the largest and most influential environmental organisation in Sweden. We are a democratic, membership-based organisation working with important issues related to nature and the environment, locally, regionally, nationally and internationally.
- Being a popular movement gives us unique strength. We want to serve as a natural hub for everyone who cares about the environment, be present throughout the country and operate at all levels of society.
- We possess broad and deep expertise rooted in science and facts. We inspire engagement with nature, educate, and spread knowledge about environmental issues. We work to protect and care for valuable natural areas, shape public opinion, and influence, scrutinize, and hold leaders and lawmakers accountable.
- We seek to achieve a sustainable consumer culture and alter norms and behaviours. We believe that true change is based on solidarity across society, between generations and between countries.
- We contribute with concrete solutions for a modern society on a healthy and living planet.
- We collaborate with networks, organisations and companies in Sweden, the EU and the world at large.

Pictures | Martin Almqvist, Sven Koschinski/
Fjord&Belt Kerteminde DK, Sara Assarsson, Roland
Andersson, Esbjörn Nordlund



Our strategy for the future

This strategy for the future represents the national association's operational guidelines for the period 2024–2027.¹ It also constitutes a visionary document for the entire association describing our long-term and overall focus.

The strategy sets out which issues SSNC will prioritise at the national, international and local levels through support to local and county associations.

The priorities in the strategy for the future are described in six overarching target areas. Each target area is then broken down into a number of more specific objectives. The document also contains five methods for bringing about change describing how we work to achieve our goals.

Based on the strategy for the future, the national board decides on measurable targets governing the daily operations of the main office.²

The different operational levels described in the document are based on political decision-making levels:

Local level encompasses activities in and advocacy efforts focusing on municipalities, regions and other local and regional key actors. Significant advocacy efforts also target county administrative boards.

National level concerns activities and advocacy efforts nationally and in the EU. The EU is included at the national level because EU regulations largely govern national policies and legislation. Swedes are also citizens of the EU and are entitled to vote in the European Parliament elections.

The international level covers activities and issues beyond the scope of Swedish and EU decision-making. These operations are mainly carried out through our international programme together with other organisations and networks.

1. According to the statutes, the Swedish Society for Nature Conservation's national assembly is responsible for deciding on operational guidelines. The 2024–2027 Future Strategy represents the four-year operational guidelines that the association adopted at the national assembly in Västerås in 2023.

2. Other documents that guide the work of the national office include policies and position papers that establish the association's stance on various issues.

Our priorities

The strategy for the future contains six overarching target areas. Target areas 1–4 capture the developments that SSNC wants to see in order to address the principal environmental challenges. Target area 5 presents the tools needed to achieve a sustainable society within the planetary boundaries. The sixth target area describes how SSNC will become an even stronger and more influential popular movement in order to successfully achieve target areas 1–5. Several objectives also relate to the Sustainable Development Goals and the Swedish National Environmental Goals. Each overarching target area contains objectives indicating how SSNC should prioritise its work during the period 2024–2027.

Target area 1

A rapid and just climate transition

Target area 2

Vibrant and healthy land-based ecosystems

Target area 3

Healthy waters from source to sea

Target area 4

A non-toxic environment for healthy ecosystems and humans

Target area 5

Environmentally conscious people in sustainable communities

Target area 6

A strong and influential popular movement

"A sustainable future on a healthy and vibrant planet"



A rapid and just climate transition

The climate crisis represents one of the key issues of our time. The science is clear – human activities cause climate change threatening our very existence. Political decisions at the international and national levels to reduce emissions have already been made. In spite of this, global greenhouse gas emissions continue to increase.

In order to achieve the goals of the fairness, equity and justice principles of the Paris Agreement. Global emissions must be cut in half by 2030 and be close to zero within a decade or so after that.

In order to comply with the fairness principles in the Convention on Climate Change, the SSNC believes that Swedish emissions need to be close to zero already by 2030. Emissions in other countries caused by our consumption and travel habits also need to be close to zero by 2040. Sweden's remaining emissions must not exceed a carbon budget based on scientific calculations and the goals of the Paris Agreement.

In order to successfully manage the climate crisis, society needs to change radically. The emissions and use of resources originating from production and consumption need to be reduced at all levels. This, in turn, requires political leadership, changing norms, values and behaviours as well as changes in technology. Financial flows, investments and subsidies must all be in line with the climate targets. The minority of people accounting for the vast majority of consumption must be induced to reduce their climate footprint through political and educational efforts. Furthermore, we also need to see a rapid transition to a flexible and 100%

renewable energy system meeting the basic energy needs of all humans while also taking biodiversity into account. Achieving this requires energy efficiency measures, using less energy and phasing out non-renewable energy sources. The transport system may be transformed by increasing efficiency and reducing the total amount of traffic, as well as by engaging in sustainable urban planning and using sustainable fuels. This requires a reliable and extensive rail network in Sweden and the EU.

In addition, more carbon dioxide in the atmosphere needs to be absorbed in the ecosystems by adopting nature-based climate solutions, thereby increasing the amount of carbon sinks both on land and in water. Viable ecosystems increase the resilience to the negative effects of climate change.

The climate crisis affects everyone, while resource-poor groups and low-income countries are the most vulnerable to the consequences of climate change. Structural discrimination and unequal power dynamics also cause indigenous peoples, women and young people, especially girls, suffering the most. To secure popular support for the transition, it must be perceived to be just, both within and between countries. This means that wealthy countries having historically emitted a large amount of greenhouse gases must take the lead. These countries must set ambitious climate targets, reduce all their emissions and provide funding to and share solutions with low- and middle-income countries. It is also important that the most affected are involved in designing solutions and that their rights are respected.

Objectives

1.1 | A renewable and flexible energy system

The energy system should be converted to be renewable and flexible. SSNC should work towards transforming the energy system by phasing out all fossil energy, reducing the use of energy while making it more effective and by expanding sustainable and renewable energy production and infrastructures while taking biodiversity, resource use and the rights of indigenous peoples into account.

1.2 | Efficient and sustainable transportation

Society should be transport-efficient and emissions from the Swedish transport sector should be close to zero by 2030. SSNC should work towards the transport sector becoming more efficient so that there is less overall traffic while more sustainable modes of transport and fuels are favoured.

1.3 | Heavily reduced greenhouse gas emissions originating from the production and consumption of products and services

Emissions from the industry and the consumption of products and services must be significantly reduced in the near future to reach close to zero by 2030 when it comes to Swedish domestic emissions. Furthermore, Sweden's consumption-based emissions should be close to zero by 2040. SSNC should work towards stricter climate targets and introduce carbon budgets and other policy instruments and measures to rapidly reduce emissions in all sectors in a way that also minimises conflicts with other environmental goals.

1.4 | Nature-based climate solutions and reduced emissions from agriculture, forestry and fisheries

Nature-based climate solutions are required to reduce emissions from, and increase carbon sinks in, ecosystems, partially through conservation and restoration and partially through a more nature-based utilisation of forests, agricultural land, oceans and lakes. SSNC should push for functional and sustainable solutions contributing to increased carbon sinks, while also respecting the rights and knowledge of indigenous peoples and local communities.

Global goals



Vibrant and healthy land-based ecosystems

Rapid loss of biodiversity, and weakened and destroyed ecosystems, has been coined the nature crisis and represents an additional pivotal challenge for future societal wellbeing. Three-quarters of nature on land has been altered by us humans. Approximately one million out of the total eight million species having been surveyed are endangered. In Sweden, one out of ten animal and plant species are endangered. Never before in human history have species become extinct as rapidly as now.

The nature crisis has a negative impact on the conditions for life on Earth. Ecosystems provide us with food, clean water, wood and other products, as well as offering an opportunity for recreation and spiritual values. Weakened ecosystems are more sensitive to, for instance, floods, wildfires and storms, which are becoming more common as the climate gets warmer. In this way, the nature and climate crises reinforce one another. At the same time, well-functioning ecosystems provide protection against the effects of climate change and are capable of absorbing and sequestering carbon, thereby contributing to climate change mitigation.

For land-based ecosystems, unsustainable land use is the main factor behind the nature crisis. In order to stop the ongoing loss of biodiversity, the time has come to transform agricultural and forestry activities and to minimise the impact of mining. Human rights and in particular the rights of indigenous peoples are also being violated. In many parts of the world, the principle of Free, Prior and Informed Consent (FPIC) is applied inadequately or not at all.

Global deforestation is widespread and must be halted. The disappearance of forests not only represents a threat to biodiversity but also to many of the additional values offered by forests. Areas managed by indigenous peoples are comparatively less negatively affected.

A closer to nature forestry results in healthy and resilient habitats for species dependent on forests. They also present good conditions for a wide range of benefits in addition to producing timber, such as recreation, food production and water purification. Urgent action is needed to provide functional and long-term protection to areas with high natural values.

Organic farming leads to greater biodiversity and less pollution of ecosystems. Resilient ecosystems rich in biodiversity form the basis for climate-friendly and productive agricultural activities, which, in turn, contribute to food security and increased food sovereignty. In order to limit the negative impact of agricultural activities on the climate, food waste needs to be reduced and diets need to shift to more plant-based. Permanent grasslands covered by flowers are also important for biodiversity in the agricultural landscape. That is why we need more natural grazing and to alter the management of roadsides and urban green spaces.

Destroyed habitats, environmental pollutants, exploitation, and a changing climate have led to the endangerment of certain species. Special measures are now needed to ensure their survival. In Sweden, this applies to our large predators, species dependent on old virgin forests and species dependent on, for example, permanent grasslands in the agricultural landscape. Large parts of ecosystems both in Sweden and globally also need to be restored.

Mining operations harm the environment in irreparable ways. By reducing the demand for virgin raw materials, we thereby reduce the need for new mines. This is possible by reducing the consumption of metals and minerals and replacing them with other materials. New business models are also needed to increase both the recycling and reuse of metals and minerals.

Objectives

2.1 | A sustainable use and functional protection of forests

Forestry activities should switch to closer-to-nature forestry, deforestation should be stopped, and forests of high conservation values should be protected. SSNC should work towards a transformation of forestry, respect for the rights of indigenous peoples dependent on forests, an increased rate of protection and restoration, climate adaptation and the promotion of sustainable value chains.

2.2 | rich agricultural landscape and sustainable food systems

Food systems should be sustainable and agricultural activities should be conducted in accordance with agroecological principles promoting rich biodiversity and minimising adverse effects on ecosystems and the climate. SSNC should work towards enabling the transition of the agricultural sector, increasing soil fertility, improving the conditions for smallholder farmers, adapting the agricultural landscape to climate change, achieving sustainable value chains and an increased focus on natural grazing and grasslands dependent on human activities.

2.3 | Viable populations of terrestrial species

Populations of all terrestrial species should be viable. SSNC should seek to strengthen the populations of endangered species and their habitats as well as combating invasive alien species.

2.4 | Reduced negative impact of mining and more resource efficient value chains

The negative impact of mining operations on the environment should be minimised. SSNC should seek to achieve a holistic approach throughout the value chain to find alternatives to mines by reducing the demand for metals and minerals, maximising reuse, recycling and other forms of secondary extraction, whilst minimising the negative effects of mining operations on people and the environment, with a particular focus on the rights of indigenous peoples.

Global goals



Healthy waters from source to sea

The world's oceans and freshwater areas are being exploited and depleted at alarming rates. Many fish stocks are already exploited at the maximum rate or are actually over-exploited. Climate change is also driving the loss of biodiversity in oceans and freshwater areas. For example, coral reefs and shellfish find it hard to survive in warmer and more acidic waters.

The distribution of water in the landscape has been altered by digging ditches, draining lakes and dam constructions. This has resulted in a drastic reduction in habitats for many freshwater species. It has also impaired nature's ability to manage nutrient flows and sudden heavy rains. At the same time, there is an increased risk of water shortages. Access to clean drinking water is threatened by low groundwater levels and pollution in lakes and streams. Marine and freshwater areas, including the groundwater, are also adversely affected by forestry and agricultural activities, mineral extraction, industries, hydro-power plants, garbage and wastewater from households. In the long run, polluted water poses a threat to all ecosystems in the world. In our immediate vicinity, the Baltic Sea is particularly vulnerable due to many years of over-fishing, eutrophication and chemical pollution.

Water is a prerequisite for all life on Earth. Water constitutes an interlinked system from source to sea. Freshwater in lakes and streams only makes up 0.07 percent of all water on earth but is nevertheless absolutely essential. Our oceans produce half the oxygen we breathe while also serving as a thermostat for our planet. Three billion people live

in coastal communities and seafood is a crucial source of nutrition for a significant portion of the world's population..

Environmentally harmful activities must be severely restricted in order for marine and freshwater ecosystems to be healthy. Sustainable development also requires a transition to low-impact, small-scale fisheries and aquaculture which contributes to food sovereignty and poverty eradication. Fisheries policies and management should be transparent and just as well as based on an ecosystem approach.

The world's marine and freshwater biodiversity must be enhanced. Endangered species and large aquatic areas should be adequately protected. The important role of marine and freshwater areas in regulating the climate needs to be recognised. Wetlands, providing an array of ecosystem services such as carbon sequestration, flood prevention and habitat for a variety of plant and animal species, and other vital carbon sinks must be restored. Emissions of nutrients and pollutants must be minimised to safeguard good water quality.

From an international perspective, the world's marine and freshwater areas need increased co-management to ensure the meaningful participation of indigenous peoples and local communities, and especially women and young people. Furthermore, when marine and freshwater areas and resources are exploited, the human rights of indigenous peoples and local communities must be recognized and secured, and the principle of free, prior and informed consent (FPIC) respected.

Objectives

3.1 | Sustainable use of oceans and functional and protected marine areas

The oceans should be utilised sustainably with a minimal impact on ecosystems, while valuable marine areas should be granted strong and long-term protection without harmful fishing. SSNC should work towards ecosystem-based management, including sustainable resource utilisation, just and equal fisheries, a stop to large-scale industrial fishing of weak fish stocks, introducing national marine environment legislation, protecting valuable marine areas, reducing damages from exploitation, increasing the capacity of the oceans to serve as a carbon sink and reducing the amount of harmful substances.

3.2 | Sustainable use and protection of freshwater

Den biologiska mångfalden ska stärkas i sjöar och vattendrag, och sötvatten ska nyttjas utifrån de lokala förutsättningarna utan att förorenas. Naturskyddsföreningen ska verka för hållbar resursanvändning i sötvattensmiljöer, minskad tillförsel av näringsämnen och föroreningar, fria vandringsvägar samt skydd och återställande av naturliga livsmiljöer.

3.3 | More wetlands and protected shoreline

Wetlands should increase in size, while shorelands and areas bordering streams should be protected to safeguard biodiversity, purify water, mitigate climate impact and strengthen the capacity for climate adaptation. SSNC should work for strong shoreland protection and for more wetlands to be protected and restored in both forests and agricultural landscapes.

3.4 | Viable populations of aquatic species

Alla vattenlevande arter ska finnas i livskraftiga bestånd. Naturskyddsföreningen ska verka för att stärka populationer av hotade arter och deras livsmiljöer samt att invasiva främmande arter bekämpas.

Global goals



A non-toxic environment for healthy ecosystems and humans

The spread of harmful chemicals represents a crisis as serious as the climate and nature crises. Historically, pollutants such as PCB, dioxins and heavy metals have caused damage to, for example, seals and birds of prey. Still to this day, however, we humans expose ourselves and other species and ecosystems to hazardous chemicals.

Humans are very inventive when it comes to producing new chemical products and substances. Chemicals are a prerequisite for the information society, the healthcare sector and the industry. Not all chemicals are hazardous, but people and the environment far too often face harmful exposure. This may either be due to the fact that the environmental and health requirements are not sufficiently strict or because the chemicals are used carelessly or incorrectly. When analysing the blood of 2,300 Swedish pregnant women, plastic chemicals, PFAS and pesticides were found in almost all of them. High levels of chemical pollutants are also found in many wild animals, such as otters, fish and wild boars. PFAS, dioxins and other chemical pollutants have made it hazardous to consume fish from a large number of lakes. Such substances also require more advanced technologies to clean the drinking water.

Environmental toxins, such as endocrine

disruptors and drug residues, affect the reproduction and behaviour of many animals. As a result of toxic pesticides, we have seen a decrease in the number of insects, which, in turn, impairs nature's ability to pollinate. Humans are also affected by environmental toxins and face an increased risk of various negative effects on their health.

Tens of thousands of chemical substances have been found to be harmful to humans and the environment. In order to reduce the emissions of environmental toxins, we need to make production and consumption chains non-toxic and part of closed material cycles. The use of hazardous chemicals and pesticides needs to be reduced significantly and replaced by less hazardous alternatives. Necessary substances that are hazardous to the environment, such as pharmaceuticals, should not be released into nature. In order to make well-informed choices, we need access to ecolabelling and information on the chemical content of various materials and products. This is necessary in order to create an economy whose material flows are both resource-efficient and non-toxic. Contaminated areas must be cleaned up and restored, and the polluter pays principle needs to be enforced. The hazardous substances that society is unable to handle should be phased out.

Objectives

4.1 | Stricter regulations regarding substances hazardous to the environment and people's health

Emissions of substances hazardous to the environment and people's health should be reduced from all sources, while the most hazardous substances should be banned. SSNC should push for legislation, controls and economic instruments aimed at stopping or preventing chemical emissions and ensure that the business sector and society at large minimise the use and production of hazardous substances.

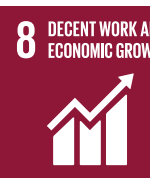
4.2 | A non-toxic environment

The levels of environmental toxins in the air, soil and water need to be reduced. SSNC should seek to introduce requirements for science-based limits regarding environmental toxins in nature, food, products and materials, while also seeking to ensure that contaminated land and seabeds are cleaned up and that drinking water and wastewater are treated.

4.3 | Access to information on chemicals

Information on chemicals in materials, products, pesticides and pharmaceuticals should be made available at all stages. SSNC should seek to strengthen legal requirements concerning information to consumers, authorities and suppliers and that companies make information about chemical contents in products and materials available as quickly as possible.

Global goals



Environmentally conscious people in sustainable communities

The climate and nature crises are linked to our unsustainable use of resources. The extraction and processing of raw materials, fuels and food results in more than half of the global climate emissions and 90 percent of the loss of biodiversity. To achieve a sustainable and equitable society within the planet's boundaries, the material footprint must be reduced. At the same time, the rights of all people must be upheld. This requires massive changes, especially in wealthy countries such as Sweden where we use much more resources than the global average. This also applies to individual businesses and groups in countries whose ecological footprints are too big.

Sustainable lifestyles and a sustainable consumer culture require environmentally conscious people. It requires changing our norms, attitudes and behaviours. This, in turn, requires communication, research and policy instruments and that we use our ability to innovate and adopt new perspectives.

Furthermore, we also need a new way of thinking, away from linear economic models in which economic growth represents an end in itself. Ecological and social sustainability must be prioritised, which is why the economy should promote sustainable operations and business models. This includes the tax system focusing on the national

environmental goals and the Sustainable Development Goals. Subsidies harmful to the environment and the climate must be abolished. Investments, development cooperation and support for foreign investments also need to be ecologically and socially sustainable.

A vibrant democracy and laws protecting the environment and human rights represent the cornerstones of a sustainable society. Protecting the environment and people's health requires stricter laws regarding the production of products and services and a more effective enforcement of these.

Education is crucial for enabling this transition. Learning for a sustainable development is needed to establish knowledge, skills and norms promoting such a development. This also applies to knowledge about nature and how people, animals and plants depend on healthy ecosystems and that nature has a value in itself that must be protected. Schools play a particularly important role in communicating this knowledge.

Urban planning that takes the climate and the environment into account also constitutes an important element. Cities and communities need to become greener with sustainable transport systems and other public services improving people's lives in both cities and rural areas.

Objectives

5.1 | Sustainable consumer cultures

Resource consumption should decrease and become sustainable, which also requires that our consumption and consumer cultures are sustainable. SSNC should work towards altered norms and policy instruments that promote resource-efficient production and collaborative consumption, effective ecolabelling and procurement processes guided by environmental concerns.

5.2 | A sustainable economy

The global economy should operate within planetary boundaries, and socio-economic development should occur with a fair distribution of burdens and benefits. SSNC should work towards regulations and policy instruments that contribute to solving the climate and nature crises and steer capital and investments away from activities and business models that cause e these.

5.3 | Strengthening the legal protection for people and environment

Swedish laws and international regulations aimed at protecting the environment and human rights should be strengthened. SSNC should defend the environment in the application of the law, promote well-functioning trial processes, protect legal standing and ensure that environmental defenders and the work of environmental organisations are effectively protected.

5.4 | Knowledge regarding sustainable development

People should have knowledge concerning the importance of protecting nature and how the path towards a sustainable society should look at the levels of both individuals and society at large. SSNC should seek to increase people's understanding of how humans depend on nature and each other and seek to achieve an education system leading to knowledge, skills and norms promoting sustainable development.

5.5 | Sustainable cities

A rapid transformation of our municipalities is necessary, in both urban and rural areas, to achieve the climate and environmental goals. SSNC should work towards sustainable urban development promoting green infrastructures that benefit nature and people alike, sustainable and space-efficient transport systems and sustainable construction operations.

Global goals



A strong and influential popular movement

SSNC is more important than ever. The political leadership is far from capable of managing the crises we face today. That is why we need a strong, broad and credible environmental movement driving the transition to a sustainable society.

With our long history as a democratic popular movement, SSNC represents an important counterforce when democratic space is under threat. The local associations organise members locally, the county association operate regionally while the national association operates nationally and internationally. By coordinating its efforts, SSNC represents a strong force of advocacy aimed at decision-makers and other key actors at all levels of society.

An equal and inclusive organisation is a prerequisite for reaching all groups in society. To increase our impact, we need more resources for our environmental efforts and more active members who remain members for a long time. At the same time, the entire civil society is struggling when it comes to recruiting and retaining volunteers and members. Hence, we need to better adapt to different target groups, strengthen collaborations between the different parts of the association, promote and develop local work and ensure that the leadership is sustainable and inclusive. People want to get involved in different ways, increasingly by focusing on isolated efforts and volunteering on a more temporary basis. To enable more people to channel

their engagement through SSNC, we need to strengthen already active members and to develop and innovate regarding the forms of engagement we offer.

Reaching out with nuanced messaging and accurate information becomes even more difficult as the pace increases – in the political debate, media and social media. In order to be visible in the media, it is becoming increasingly important to monitor external events and to be proactive. Furthermore, the flow of information increasingly consists of disinformation and false claims. Sometimes, such disinformation is intentionally disseminated to take up our time and create polarisation, to question the environmental movement and established facts. However, social media also enables us to quickly and directly communicate with and engage people. That is why SSNC needs to be present in many channels, monitor how they change and constantly develop our communication.

We see a worrying trend in many countries, as well as in Sweden, in which democratic rights are threatened and civic space is shrinking. Environmental defenders around the world face threats and violence and find it more difficult to continue their environmental work. Environmental challenges are global, which is why we need to collaborate internationally. A key point of departure for such collaborations concerns local environmental challenges and the perspectives of vulnerable people.

Objectives

6.1 | An equal and inclusive association

SSNC should be the primary broad environmental movement engaging people with different backgrounds, experiences and skills. Together, we should actively seek to remove barriers to equality and inclusion throughout the organisation.

6.2 | A broad, strong and active popular movement

SSNC should be a vibrant popular movement in which everyone sharing our vision finds ways of getting engaged. Together, we should strengthen, nurture and develop engagement throughout the entire association, create new forms of engagement and find and welcome new members through inclusive leadership and in collaboration with our youth organisation Nature and Youth Sweden.

6.3 | More members

SSNC should be a popular movement that is growing and whose members remain members for a long time. Together and in new contexts, we should encourage more people to become members while also developing the value of membership.

6.4 | A strong force of advocacy

SSNC should be an important force advocating sustainable social development. Together, we should develop and support the capacity of the entire association to engage in strong advocacy efforts with an impact on decision-makers in both politics and the business sector.

6.5 | Credible and engaging communication

SSNC should influence the development of society and serve as an obvious source of information for the media, decision-makers, members and the public. Together, we should create credible communication with a great impact in order to disseminate knowledge, get people engaged and shape public opinion.

6.6 | More resources for environmental work

SSNC should be an obvious choice for individuals, companies and institutional donors wanting to contribute to environmental work. Together, we should seek to increase our revenues, broaden our funding and improve the conditions for fund-raising throughout the association.

6.7 | A strong global environmental movement

SSNC should be part of a strong global environmental movement contributing to a just transition. We should deepen and develop our collaborations with and support to environmental organisations in other countries, as well as increase knowledge, inspire local engagement and shape public opinion regarding the importance of international development cooperation and the close links between environment and development.

Global goals

5 GENDER
EQUALITY



10 REDUCED
INEQUALITIES



16 PEACE, JUSTICE
AND STRONG
INSTITUTIONS



17 PARTNERSHIPS
FOR THE GOALS



The background of the entire page is a solid blue color. Scattered across this background are several black silhouettes of birds, likely swans or geese, in various stages of flight. Some are positioned near the top, while others are near the bottom, creating a sense of movement and natural beauty.

Introduction to method

Together with others concerned about the environment all over the world, SSNC should inspire and justify the changes in systems and lifestyles required to address environmental challenges. Access to a healthy nature is a human right. We share a responsibility to care for our planet and to ensure that everyone gets access to its resources. The power of SSNC to change is based on our love of nature, a broad and committed popular movement and people's general confidence in our knowledge and expertise.

SSNC works according to five methods to bring about change. We use these at the local, regional, national and international levels to achieve our goals – and, ultimately, our vision. The

methods complement and reinforce each other. For example, collaborating through strategic alliances represents an important part of our advocacy efforts. Increasing people's knowledge about nature and the environment and strengthening their sense of nature also increases their desire to protect it. By inspiring more people to get engaged and by collaborating with many actors, we are able to engage in more powerful advocacy efforts. Through well-founded and concrete solutions, we influence politics and the business sector to speed up the transition. By working towards measures lowering the threshold for people to choose more environmentally friendly alternatives, we are pushing for production and consumption within the planetary boundaries.



Experiencing nature

SSNC seeks to evoke and strengthen love and respect for nature. We humans are connected to and completely dependent on nature for our well-being. We all have a responsibility to take care of nature for current and future generations.

Letting our senses rest, moving around and just being in nature is something that makes us feel good. By spending time in nature, we also understand it better and create relationships with nature areas, plants and animals. This often evokes a commitment and willingness to protect nature in both small and large contexts. SSNC educates and organises activities that make it easier for everyone to discover and experience nature, regardless of age, origin and prior knowledge.

In addition to the fact that nature is important for public health, for many people and communities across the world, the local nature also constitutes the only means of livelihood.

Locally

Local and county associations disseminate knowledge and organise activities that make it easier for everyone to experience, enjoy and have fun in nature, regardless of age, origin and prior knowledge. Through the children and family activities known as Natursnokarna, for

example, children and their adults are able to discover and strengthen their love of nature. The national association develops methods related to these efforts and supports them.

Nationally

Experiencing nature serves as a common thread throughout the national association's activities and communication, where we remind people of their love of nature, disseminate knowledge about nature, plants and animals as well as offer tips on how to experience nature. SSNC also protects the right of access to private land and shoreland protection, both of which enable everyone living in Sweden to experience nature.

Internationally

SSNC works together with other organisations for the right of all people to access nature and nature-dependent livelihoods. Local communities should have the right to their local environment their customary tenure rights safeguarded, and their traditional knowledge respected. In addition, their right to information and influence over the management of the natural resources on which they depend, not only for their livelihood but also for their relationship with nature, should be secured.



**WE NEED
A CHANGE**

Engagement

Successful advocacy efforts require that there are many of us. We want to make it easy to get involved, regardless of time and level of knowledge, and to present different options that fit the level of engagement. Through powerful and educational campaigns and proposals regarding concrete environmental initiatives, we enable everyone to stand up for nature and give it a voice.

We are a democratic popular movement operating throughout the country where we meet people and highlight our issues. Engagement grows in a community with others. Through inclusive leadership and systematic further training, we organise our members to be engaged in the long term. Our leaders are relationship builders who know how to engage and motivate others. Together, we create approaches and working methods that help people develop and deepen their engagement, and we continuously work on education and acquiring knowledge to get even better at organising more people.

Through the association's international work, we contribute to strengthening people's commitment to the environment in other countries and in the global environmental movement. There is a mobilising force in the realisation that many people in many countries, just like us, seek to protect nature and habitats for future generations.

Locally

The local associations and regional working groups serve as examples of contexts in which the engaged member is able to develop his or her engagement and knowledge. Public activities, activities aimed at recruiting members, campaigns and advocacy efforts fuse people together, create meaning and get more people involved. The national

association supports this work by listening to local needs and offering support in the form of information, campaign material, training, templates and tools. The national association also helps disseminate good examples in the organisation.

Nationally

By means of a broad and inclusive popular movement, we turn into a large number of individuals who together are able to set society on a better course. The national association develops working methods, organisation and leadership throughout the association. To lower the threshold for young people to get involved, the national association also collaborates with Nature and Youth Sweden. We also seek to ensure that the traditional knowledge and rights of indigenous peoples are respected. Through campaigns, appeals, credible communication and active networks, the national association creates conditions for both local and national mobilisation.

Internationally

When many people in different countries get engaged in the efforts to protect our planet and the nature and habitats of future generations, we are able to bring about change. In our international operations, we contribute to improving people's opportunities to get involved and the right of environmental defenders to operate freely without the risk of threats and violence. Our partner organisations seek to encourage people to get engaged in different ways. Together with SSNC's partner organisations, we work for the right of local communities and indigenous peoples to defend their environment and livelihoods. The traditional knowledge and rights of indigenous peoples must be respected.

Advocacy

The decisions made today are crucial if we are to succeed in protecting life on Earth and secure a good life within the planetary boundaries. That is why SSNC seeks to influence decision-makers in politics, the business sector and the public sector in Sweden, the EU and globally. The basis of our advocacy efforts is the power and solid knowledge of the popular movement.

We engage in advocacy efforts to transform society at the necessary pace. We seek to ensure that companies and public actors not only comply with laws and regulations but also lead the way.

In our advocacy efforts, we work constructively and in dialogues to identify problems and propose solutions. Our proposals are based on expertise, familiarity with political processes and a long-term perspective.

We engage in advocacy through direct contacts and dialogues with actors in the sphere of politics, the business sector, authorities and organisations. We participate in studies and advisory panels and respond to consultation requests in order to influence decisions through formal processes. We investigate, organise campaigns and make public statements to shape public opinion in favour of our proposals and influence current processes. We also exert influence by appealing court cases with a significant environmental impact and by pursuing issues of strategic importance related to environmental law.

Locally

At the local and regional levels, local and county associations seek to influence politicians, administrations, the business sector and other key actors. This is done by means of dialogues, citizens'

proposals, appeals, debate articles and letters to the editor in the local press, campaigns, manifestations, advocacy in social media and legal processes. The national association supports this work by offering tools, training and exchanging experiences to strengthen local advocacy efforts.

Nationally

By directly addressing politicians, business representatives and other decision-makers at the national and EU levels, we present concrete proposals and solutions driving the green transition and protecting nature. These advocacy efforts are expressed in, for example, national campaigns, debate articles in the national press, petitions and in dialogues with decision-makers. We promote the rule of law and its protection of the environment by ensuring that decisions harmful to the environment are tried in court.

Internationally

Our international advocacy efforts are aimed at politicians, the business sector, the financial sector and other decision-makers nationally and internationally in order to bring about regulations and decisions that benefit people and the environment globally. We organise advocacy efforts and campaigns together with other environmental organisations, often linked to negotiations related to multilateral agreements. We work for the right of environmental defenders to stand up for the environment and participate in decision-making processes without being exposed to threats and violence. Within the framework of our international programme, we also support environmental organisations around the world in their advocacy efforts.





Consumer power

When people come together, motivated and prepared to push things forward, they can influence how society develops. Social movements are important for changing the system. This, in turn, encourages companies to further develop their business ideas and gives politicians the courage to tighten the regulatory framework.

The key to new consumption patterns is to change people's attitudes and behaviours. SSNC supports private individuals, companies and public actors in terms of making wise choices contributing to a sustainable consumer culture. Consumer information on, for instance, harmful chemicals and the benefits of organic food serve to encourage changes in attitudes and behaviours. Ecolabelling and guidance in terms of making resource-efficient choices make it easier to make the right choice. Public procurement represents a way of specifying environmental requirements for products and services, which also makes the supply more sustainable.

With active members and networks, SSNC operates at various levels to promote sustainable consumer behaviours. We also push for regulations and policy instruments moving towards sustainability. Events and activities offer people an important and fun context that helps shape shared sustainable norms serving

as a basis for sustainable lifestyle choices and social movements.

Locally

The national association annually supports various local activities, theme days and campaigns focusing on reusing and repairing things as well as buying things second-hand. When engaged in new consumption, people are encouraged to buy sustainable and ecolabelled products.

Nationally

In national campaigns and theme days, we highlight issues such as reusing and repairing things and the importance of reducing our consumption of goods and services as well as making this consumption more resource-efficient. Our ecolabel (Bra Miljöval) enables SSNC to serve as an environmental guide for private individuals, companies and public actors.

Internationally

Several of SSNC's partner organisations seek to strengthen consumer power, such as by participating in our annual Green Action Week, which brings organisations from all over the world together to create more sustainable consumer cultures. We also seek to highlight how consumption connects us people through global commodity chains and production systems.

Collaboration

A prerequisite for solving the challenges of today and tomorrow is to collaborate with others. That is why SSNC collaborates with other organisations, networks, companies and authorities at different levels, in Sweden and the EU as well as in other parts of the world. Through collaborations, we not only reach more groups in society – coming together and speaking with a single voice may also reinforce a message, proposal or demand.

Collaborating with other actors serves as an important interaction and a form of learning in which SSNC influences and is influenced by others. Crucial aspects regarding SSNC's decision to enter into collaborations with partner organisations include their environmental work and their credibility when it comes to the environment. However, we do not exclusively collaborate with actors already engaged in active environmental work but also where we may achieve the greatest environmental benefits.

SSNC's partner organisations in many countries are affected by the shrinking civic space. There are also forces in Sweden wanting to reduce the influence of civil society. Being a voice for the right of civil society to operate thus constitutes an important element of our international collaborations.

Locally

Local and county associations collaborate with local environmental organisations, educational associations and others wanting to stand up for nature.

The national association provides relevant expertise, tools and support for exchanging experiences between local and county associations.

Nationally

SSNC is part of the Swedish and European environmental movement. We seek to engage in strategic partnerships in order to solve current and future challenges. To increase our power of advocacy, we collaborate with organisations, companies and networks. We also work with actors from the younger generation, such as our youth organisation Nature and Youth Sweden, to secure the future of the environmental movement. This strengthens our voice and increases our revenues, thereby making us less vulnerable and increasing our ability to work strategically and sustainably in the long term.

Internationellt

SSNC is part of the global environmental movement. SSNC's international collaborations are based on rights and mutual partnership, which includes both short-term projects and initiatives as well as long-term and in-depth collaborations. We have extensive collaborations with environmental organisations in low- and middle-income countries where people living in poverty suffer the most from environmental degradation. These collaborations not only include direct support to these organisations but also broader advocacy collaborations concerning joint issues.



Appendix

List regarding Agenda 2030 – 17 global sustainable development goals

The work carried out by the Swedish Society for Nature Conservation is related to the global goals in three different ways. First, by contributing to the implementation of these goals. Second, by influencing policymakers and, third, by serving as leverage in our efforts regarding, for instance, communication and fundraising. Icons are used with regard to each target area in the strategy for the future to indicate which global goals these target areas relate to.

The 17 global goals are:







Swedish Society for Nature Conservation

The Swedish Society for Nature Conservation is the largest environmental organisation in Sweden and a popular movement having stood up for nature since 1909. We disseminate knowledge, shape public opinion and influence decision-makers – locally, nationally and globally. Climate, forests, agriculture, environmental pollutants, water, oceans and sustainable consumption make up our most important focus areas. Bra Miljöval (Good Environmental Choice) is our ecolabel and Sveriges Natur (Swedish Nature) is our membership magazine.

You are welcome to become a member, get involved or make a donation. Together, we have the power to bring about change.

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