

Swedish Society for Nature Conservation

2025 Annual Report Summary



Swedish Society
for Nature Conservation

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We are the Swedish Society for Nature Conservation

Swedish Society for Nature Conservation (SSNC) is the largest environmental organisation in Sweden with the power to bring about change. We spread knowledge, chart environmental threats, propose solutions and influence politicians and authorities, both nationally and internationally. 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.

Our vision

A sustainable future on a healthy and vibrant planet.

Number of members

214,536





A Word from Karin and Beatrice



Karin Lexén Secretary General, Swedish Society for Nature Conservation and
Beatrice Rindevall Chairperson, Swedish Society for Nature Conservation.

We have put yet another challenging year behind us. Despite this, we continue moving forward, driven by the strength of the Swedish Society for Nature Conservation and the knowledge that our voice is essential in public debate.

Sometimes it takes time for our work to have an impact, and 2025 once again showed that perseverance pays off. The EU has finally decided on so called extended producer responsibility for textiles and footwear. After many years of advocacy, bottom trawling in coastal protected areas in Sweden will no longer be permitted starting this summer. During the year, we highlighted the need for a national framework for nature policy and ambitious implementation of the Nature Restoration Regulation.

Long term work is sustainable work, and none of these achievements would have been possible without our committed members, and everyone engaged in our networks, local associations, and regional branches. One example is the Eurasian beaver, which was extinct in Sweden. The species was reintroduced by the Swedish Society for Nature Conservation in Jämtland just over 100 years ago and is now thriving. Similarly, the white stork once disappeared but has returned thanks to efforts in Skåne. In 2025, Storkriket was designated Sweden's eighth UNESCO Biosphere Reserve. Since 2018, our project grants have supported 80 wetland initiatives across the country. Our national clothes swap day (Klädbytardagen), launched in 2010, was held in 140 locations last year organised by 910 members.

In 2025, we renewed our agreement with Sida to continue our international work—recognition of our global engagement and partnerships. We also secured renewed funding to support our partner organisations in Ukraine.

At the same time, we are concerned about the global rollback of environmental and sustainability efforts. The COP30 Climate Summit in Brazil did not deliver the results needed. On site, we observed a significant gap between negotiation outcomes and the demands of civil society. Indigenous peoples, environmental organisations, women's movements, and small scale farmers from all over the world demonstrated that both the will and solutions exist.

Those who claim that progressive environmental policy lacks public support are wrong. We know that many people share our vision. In 2025, the Swedish Society for Nature Conservation participated in the Fairtrans research project together with organisations such as LO, TCO, and Saco to present policies that are both fair and effective. The 2024 EU election in Sweden became an environmental election. The 2025 Church election became a forest election, where those advocating sustainable forest management made strong gains. Now we must ensure that climate and environment remain key election issues in 2026.

We have every opportunity to change course towards a more climate- and environmentally sustainable future. As Sweden's largest and most influential environmental organisation, the Swedish Society for Nature Conservation will continue to push forward—and we do so with broad expertise grounded in science and facts.

Grounded in science, we successfully appealed against the licensed wolf hunt. Likewise, our forest group in Örebro secured protection for Garphytteklint as a nature reserve.

Thank you to everyone who contributes—without our joint efforts and determination, the Swedish Society for Nature Conservation would not be the strong and important voice we are today.



Beatrice Rindevall
Chairperson
Swedish Society for Nature Conservation



Karin Lexén
Secretary General
Swedish Society for Nature Conservation



2025 in Brief

The past year was the third warmest on record since 1940. Widespread fires, floods, storms and heatwaves caused severe destruction and biodiversity loss. But with strong support from our generous donors and our 214,536 members, the Swedish Society for Nature Conservation's tireless work for advocacy and change continues. In a time of climate policy setbacks, we demonstrate that solutions within planetary boundaries exist.

We are proud of what we achieved in 2025. The licensed wolf hunt planned for early 2026 was stopped. Following pressure, both Swedbank and the Seventh AP Fund (Sjunde AP-fonden) strengthened their policies on fossil investments. In Projekt Vitryggig hackspett (White-backed Woodpecker Project), we recorded a record number of successful nestings for the endangered bird.

Through our campaigns Max 5, Bryt bilberoendet (Breaking Car Dependency) and Operation: Rädda bina (Operation: Save the Bees), we built public engagement and support. And with the project Världens längsta blomsteräng (The World's Longest Wildflower Meadow) we enabled 1,000 kilometres of roadside verges in Sweden to bloom.



Continuous Cover Forestry in Luleå

There will be no more clear-cutting in the forests of Luleå Municipality. In October 2025, the Infrastructure and Services Committee adopted a new policy for the management of the municipality's forests, which cover approximately 7,000 hectares—roughly the equivalent of 10,000 football pitches. The policy means that, going forward, the forest will be managed using continuous cover forestry.

The Swedish Society for Nature Conservation in Luleå has worked hard on the issue since 2018. An important step along the way was the formation of a working group, within which a petition for continuous cover forest management was developed. This was then presented at a joint press conference and published in the local press. The association has also conducted surveys showing that residents prefer continuous cover forestry. This intensive campaigning and advocacy work has now borne fruit, and the new policy is even slightly better than what the local association in Luleå had dared to hope for.

Strengthened protection of international waters

The world's oceans are in an acute crisis. It is therefore especially encouraging that the UN High Seas Treaty has been ratified by enough countries to enter into force. The agreement became legally binding on 17 January 2026 and, among other things, makes it possible to establish marine reserves and protect large areas of international waters. This is a major and long-awaited victory, crucial for achieving the global goal of protecting 30 per cent of the oceans by 2030. The Swedish Society for Nature Conservation has, together with our international partner organisations, campaigned for this issue in several different forums, not least during the Ocean Conference in Nice in 2025. That Sweden has still not ratified the agreement is deeply disappointing.



Hazardous pesticides withdrawn in Kenya

The Swedish Society for Nature Conservation is part of a global environmental movement working for functioning ecosystems, social sustainability and human rights. As part of this international work, we have for many years supported the Kenyan organisation Kenya Organic Agricultural Network in the fight against hazardous pesticides.

One result of this long-term cooperation came in December 2024, when the Kenyan government decided to phase out eight particularly hazardous pesticides. In June last year came the next victory: a further 77 hazardous pesticides will be withdrawn from the Kenyan market. In addition, the use of 202 other agricultural products will be restricted. Taken together, these decisions are a major step towards more sustainable and healthier agriculture in Kenya.

The work in Kenya is one of many examples of the international activities carried out by the Swedish Society for Nature Conservation, with support from Sida, since the 1990s. Our specialist expertise in environmental and climate issues gives us a unique opportunity, together with 40 partner organisations worldwide, to work for a better environment and a just climate transition.



Long-term work for a PFAS ban continues

The Swedish Society for Nature Conservation has long worked for a total ban on PFAS within the framework of EU chemicals legislation, and this work continues. However, pesticides are not included, and in recent years we have therefore also worked to ensure that PFAS pesticides are banned. Together with our European partner organisations, we have shown that high levels of the smallest PFAS substance, TFA, have been found in food, lakes and drinking water. TFA comes, among other sources, from pesticides and cannot be broken down in nature. It is therefore important to stop using PFAS pesticides on our fields, to protect our environment and our drinking water.

Progress is being made. One PFAS pesticide has so far been banned across the EU. However, much remains to be done. At present, 18 PFAS substances are approved for use in pesticides in Sweden. The Swedish Chemicals Agency has now begun to re-evaluate PFAS pesticides, which may lead to national bans and reduced emissions within a few years. Change takes time, and we must therefore continue our long-term advocacy work for a PFAS ban in all areas. Encouragingly, the number of signatures to stop PFAS continues to increase – nearly 100,000 people have now signed!

Record Number of White-Backed Woodpecker Nestings

The white-backed woodpecker is one of Sweden's most endangered species. Since 1990, the Swedish Society for Nature Conservation has run Projekt Vitryggig hackspett (White-backed Woodpecker Project) to save the bird and restore its habitats. Last year was a good year for the endangered woodpecker. A total of 14 successful nestings were recorded, the highest number in the 2000s. In addition, seven birds raised within the project have been released in the Lower Dalälven area.



Garphytteklint Becomes a Nature Reserve

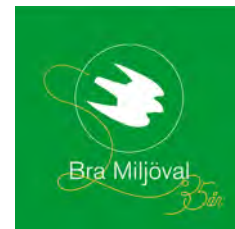
Thanks to the dedicated efforts of local members of the Swedish Society for Nature Conservation in Örebro County, the valuable Garphytteklint forest has finally been designated a nature reserve. The area, which covers almost 60 hectares, contains a large number of old trees, and the Society's local forest group has identified a long list of red-listed species there.

– I think many people assumed that this forest was already protected because it is so beautiful. I'm very relieved that it is now finally receiving formal protection, says Josefina Jansson, a member of the forest group in Örebro County who has campaigned to protect the forest from logging.

At the time of writing, the matter is being handled by the County Administrative Board following an appeal.

Good Environmental Choice turns 35

For 35 years, the Swedish Society for Nature Conservation's independent eco-label Good Environmental Choice (Bra Miljöval) has shown the way for sustainable consumption and production. Good Environmental Choice has worked broadly and been a driving force for environmental benefits, from bans on phosphates in detergents and PFAS-free products, to energy efficiency and restored habitats for endangered species. Good Environmental Choice has influenced legislation and supported more than 540 environmental and energy-saving projects.



Over the years, the eco-label has developed into an important tool that helps individuals, businesses and the public sector make sustainable choices. Today, the label acts as a counterforce to so-called greenwashing and contributes to 12 of the UN's 17 Sustainable Development Goals. The climate and nature crises are linked to our unsustainable use of resources—and Good Environmental Choice is part of the solution.



Sweden's unique grazing requirement for cows remains

Public support to keep Swedish cows' right to graze outdoors in summer was enormous, and after massive pressure the government backed down. The right to graze will remain.

The law requiring cows to graze outdoors in summer has existed since 1988. The requirement is unique to Sweden, but for some time the government has pushed for it to be abolished, citing farmers' competitiveness and profitability. Last year, a government inquiry also proposed that it should be removed. Of course, Swedish farmers must have viable economic conditions, but this should not be set against living landscapes and cows' grazing. The grazing requirement not only contributes to animal welfare, but is also vital for biodiversity and pollinators.

A big thank you to all members who have engaged in the issue and to everyone who contributed to our fundraising campaign to keep the grazing requirement.



Active in the Nuclear Power Debate

The Swedish Society for Nature Conservation's calculations showed how the government's planned investments in nuclear power slow down investments in renewable energy and thereby delay the transition. This would result in more than 200 million tonnes of additional carbon dioxide emissions, corresponding to five times Sweden's total domestic emissions in 2025. During the year, we worked actively to highlight the risks and downsides of the government's investment in nuclear power. Our analysis of the climate impacts of nuclear power gained wide attention, and its impact demonstrates our importance as an opinion leader. As Sweden's largest environmental organisation, we are a strong voice in the debate.

Breaking Car Dependency: Shaping Public Debate

Since the 1950s, cars have been given an increasingly dominant role in our towns and cities. Unfortunately, this trend has not been reversed: investment in car-based transportation use continues, while public transport and rail projects are often deprioritised. Through the campaign Bryt bilberoendet (Breaking Car Dependency), the Swedish Society for Nature Conservation aims to reverse this trend and promote a transition towards a greater diversity of accessible transport options.

- Last year, we presented our petition in support of rail, cycling and public transport to the Minister for Infrastructure, Andreas Carlson. A total of 30,700 people signed in support of accelerating railway maintenance, creating additional rail capacity and providing municipalities with increased funding for cycling infrastructure and public transport.
- Sweden's Ugliest Car Park 2025 was awarded to Norrtäljeporten, a typical out-of-town retail development. Many thanks to everyone who submitted nominations and cast their vote. One encouraging observation is that several car parks previously nominated for the award have since been redeveloped into public squares, car-free areas and housing.



The Swedish Society for Nature Conservation (SSNC) is the largest environmental organisation in Sweden and a popular movement that has 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, freshwater, oceans, marine ecosystems and sustainable consumption make up our key 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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