



JOIN THE MOVEMENT

CAMPAIGNING FOR A BETTER EUROPE

ANNUAL REPORT / 2019

WeMoveEurope

"THE CAMPAIGNS YOU RUN STARTED TO MAKE THIS WORLD A BETTER PLACE...WHEN EVERYTHING SEEMS TO BE SO HOPELESS IT IS PEOPLE LIKE YOU WHICH CONTINUE TO CHANGE IT. THANK YOU."
Martina / **Member**

"WHEN WEMOVE'S #HUMANITYFIRST CAMPAIGN ON PROTECTING PEOPLE ON THE MOVE AT THE GREEK/TURKISH BORDER HIT MY INBOX, I IMMEDIATELY SIGNED IT. IT GAVE ME A CHANCE TO TAKE ACTION FAST ON A MAJOR INJUSTICE, AND TO REINFORCE EUROPEAN SOLIDARITY RATHER THAN THE DEADLY LOGIC OF A 'FORTRESS EUROPE'.
Tobias Troll / **Member**

"IT IS SO GOOD TO BE INFORMED BY WEMOVE EU OF CURRENT ISSUES ON THE EU/EUROPEAN SCENE AND TO BE ABLE TO ADD MY NAME TO THE THEMES I CAN SUPPORT. I AM VERY SORRY THAT NOW THE UK HAS LEFT THE EU THE SCOPE FOR THIS WILL BE LIMITED, BUT I WILL CERTAINLY DO WHAT I CAN."
David / **UK member**

"IN THIS SPLINTERING WORLD, I FEEL LIKE WEMOVE IS SUCH AN IMPORTANT ORGANISATION, ALREADY DOING GREAT THINGS AND WITH SUCH VAST POTENTIAL."
Argo Scott / **Member**

"WHAT I LIKE ABOUT BEING A WEMOVE MEMBER IS TO FEEL PART OF THE EUROPEAN GLOBALITY, TO KNOW ABOUT OUR COMMUNITY'S PROBLEMS AND TO SUPPORT THEIR SOLUTION".
Guillermo / **Member**

WeMoveEurope

WeMoveEurope IS A CITIZENS' MOVEMENT, CAMPAIGNING FOR A BETTER EUROPE;

FOR A EUROPEAN UNION COMMITTED TO SOCIAL AND ECONOMIC JUSTICE, ENVIRONMENTAL SUSTAINABILITY AND CITIZEN-LED DEMOCRACY. WE ARE PEOPLE FROM ALL WALKS OF LIFE, WHO CALL EUROPE OUR HOME - WHETHER WE WERE BORN IN EUROPE OR ELSEWHERE.

OUR VISION FOR EUROPE

Many citizens feel powerless about decisions made by distant European institutions or by national governments convening behind closed doors. WeMove Europe seeks to change that by bringing citizens together to push the European Union to be its best self.

We challenge the fact that many of the decisions at the European level are made in the interest of powerful lobbies rather than ordinary people. Our answer is not a return to nationalism, but a move towards policies that reflect the concerns of Europeans. We do that by collectivising pressure to bring about change.

Our campaigns are about working towards a vision for the future of Europe that puts the well being of people and planet at the centre of the political agenda.

WeMoveEurope

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FACEBOOK/TWITTER:

www.facebook.com/wemoveeurope

twitter.com/wemoveEU



DISCLAIMER: Donations from our members go towards funding campaigning activities. When we receive a donation for a specific campaign, it is spent on that campaign. Any donations that go beyond what is needed for a specific tactic go towards our campaigns in general.



PEOPLE POWER TO TRANSFORM EUROPE!

Europe is facing the biggest crisis for as long as I can remember. Decisions are still based largely on how much economic growth they will generate, without checking if or how that growth will ever benefit people, not to mind the impact on natural resources and the planet. The fears of people are being exploited by far right leaders who blame our crises on 'others', mostly people on the move escaping war, climate change and poverty. And whilst we can't blame people for feeling fear and for seeking answers, the real problem is rooted in an economic system adopted by a set of European leaders that still put corporations before people and the planet.

2019 saw a whole lot of effort to question this system and fight back, with the WeMove Europe community right there in the middle of it. It was a big year for us.

IT WAS A YEAR OF STORIES OF CHANGE. For me, the stories start with the European Parliament elections where WeMove Europe helped drive up participation and stop the far right from taking over the European Parliament. We joined forces with an incredible network of partner organisations who, like us, want to see Europe radically reformed, but do not want to see it fall apart through hate. And together, we pushed a strong message: 'No to hate and yes to change' on the streets and screens across Europe.

IT WAS A YEAR OF FIGHTING FOR OUR PLANET - we got behind a whole lot of youth-driven energy and momentum on climate change in Europe. We stepped in to help local and national level youth movements get into the European Parliament and stage the first ever 'die-in' on climate. It created quite some waves and provoked a passionate speech on the spot from European Commission Vice President Timmermans.

We also celebrated the smaller wins. And the fights that are ongoing but not won yet! **THE NEXT FEW PAGES ARE DEDICATED TO THOSE STORIES.** They include stories of change to our laws where men across Europe can now get a minimum of 2 months paid parental leave. Stories of change through listening to communities and building the case for change together: the WeMove community donating to fund an investigation into alleged child labour in the supply chains of Ferrero in Turkey. Change through legal justice: The story of Liviu Pop who was murdered for trying to protect some of Romania and Europe's oldest forests from illegal logging. Or the story of change through backing a local citizens lobby to protect nature: the little known Kresna Gorge in Bulgaria, where there are more butterflies than in the entire UK, which risks being destroyed by the Bulgarian authorities through an EU-funded motorway.

Kresna is not about Kresna. It's a story that could be unfolding anywhere in Europe or the world. In the same way, all of these stories are not about a specific village or country. They are **STORIES BASED ABOUT EFFORTS TO CHANGE THINGS FOR PEOPLE EVERYWHERE.** We know we can bring that change if we unite people across Europe to fight together.

That's what we intend to do going forward.

2019 was also the year we embarked on a collaborative process as an organisation building our vision and strategy which is all about *People Power to Transform Europe*. It describes how we will build and connect the power of our community to bring about the transformation Europe needs. Some are intimidated by that word. Transformation sounds so massive and difficult. But the reality is that it's already out there in how people are living and being all over Europe. In the villages that have declared themselves pesticides free in Italy, in the city level citizens assemblies on climate change in Poland, in the successful fight to tackle homelessness in Finland to the repair cafes in Belgium.

THERE IS SO MUCH HOPE IN THE DARK FOR SOME REAL CHANGE IN EUROPE. One of my biggest hopes is in 'us' and widening out that 'us' in the years to come. This is why we look forward to this next stage of spectacular campaigning to help shape Europe into something we can be proud of. Together.



A lupta continua!

Laura Sullivan
EXECUTIVE DIRECTOR

2019 WeMoveEurope CAMPAIGN TIMELINE



JANUARY

PARENTAL LEAVE:
Men across Europe will get a minimum of 2 months paid parental leave everywhere in Europe (as soon as their country implements the law).

[More information below](#)

2 MONTHS PAID PARENTAL LEAVE



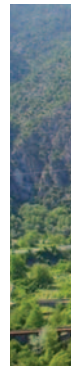
FEBRUARY

LOBBY TRANSPARENCY:
Our representatives in the European Parliament meet regularly with lobbyists - and until recently they had the freedom to do so in secret. Before a key vote in the EP, we launched a campaign urging MEPs to pass a rule which would change it. Tens of thousands of our members contacted their representatives directly to put pressure on them. The action ended in a spectacular win - the rule was passed with a majority of only four votes!



MARCH

WHISTLEBLOWER CAMPAIGN:
This year, the EU formally agreed to help protect whistleblowers across Europe. Those who stand up for what is right in Europe will be protected from retaliation against their employer when uncovering the truth. We launched a petition to ensure that EU institutions agreed to strong protections for whistleblowers. We succeeded and we have a directive that European Member States will soon transpose into national law. The Spanish parliament became the first Member State to transpose the EU Whistleblowing Directive into national law.



FATHERS WILL GO ON LEAVE



MEN ACROSS EUROPE WILL GET A MINIMUM OF 2 MONTHS PAID PARENTAL LEAVE EVERYWHERE IN EUROPE (AS SOON AS THEIR COUNTRY IMPLEMENTS THE LAW).

Our collective voice combined with the power of the trade unions was loud enough to win this major campaign. And even if we know that the legislation won't be welcomed in countries like Sweden and

Denmark (where men get a lot more than that already), the reality is that it's significant for men, women and kids pretty much everywhere else in Europe. A big one to be celebrated!

WHAT WE DID:

Trade unions and other organisations have fought for many years to achieve better **work-life balance and gender equality** in the entire EU. This specific directive on parental leave was proposed already in April 2017 but it was only in January 2019 that a political agreement was found between the European Parliament and the European Council.

And it was the WeMove Europe community that added a final push to this campaign. Nearly 60 thousand people signed a **petition to grant fathers time with their kids**. The European Trade Union Confederation (ETUC) presented it to the prime ministers and ministers of seven member states who were the ones preventing change in this area. The combination of the advocacy work by our partners and public pressure at exactly the right time from people like us was a winning combination.



OUTCOMES:

As of August 1st 2019 a new directive entered into force, giving **both mothers and fathers a minimum of four months parental leave**, two of them non-transferable between them. Each member state has now three years to implement this legislation.

Soon every father in Europe will have at least two months to spend with their kid, and our community contributed to this success. A big step towards true gender equality has been taken.

APRIL



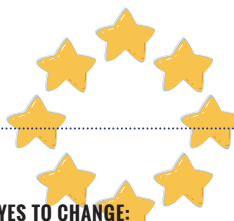
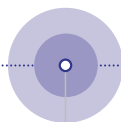
SAVE THE KRESNA GORGE:

We stopped bulldozers from destroying the home of bears, eagles and tortoises, and the natural refuge of the Kresna Gorge in Bulgaria from being torn apart in order to build a giant motorway connecting Greece with Germany. To increase the pressure we put the evidence together in a powerful video and we met Vice-President of the EU Commission, Frans Timmermans to ask for actions to be taken. He reassured us that the topic is on his radar but this didn't yet have the desired impact. It's on the Bulgarian government to make the next move - the campaign continues.

<https://act.wemove.eu/campaigns/Save-Kresna-Gorge>

© Friends of the Earth Bulgaria

MAY



NO TO HATE YES TO CHANGE:

Our biggest campaign in 2019 was about mobilising the vote at the European parliamentary elections - a pretty intimidating campaign goal!

[More information below](#)

Action in Paris before the 2019 EP elections.
© WeMove

MAY
23-26

8% INCREASE
IN TURNOUT

EU ELECTIONS: VOTING
50.66% people / 28 member states

OVER
200,000+
PEOPLE MOBILISED IN
51 CITIES

NO TO HATE, YES TO CHANGE



Rally in Bucharest before the 2019 EP elections.
© WeMove

OUR BIGGEST CAMPAIGN IN 2019 WAS ABOUT MOBILISING THE VOTE AT THE EUROPEAN PARLIAMENTARY ELECTIONS - WHICH HAPPEN EVERY FIVE YEARS IN 28 COUNTRIES AND INVOLVES MILLIONS OF PEOPLE - A PRETTY INTIMIDATING CAMPAIGN GOAL!

For us it was about more than just increasing the turnout at elections. It was a chance to stop a power grab by the far-right of the European Parliament. For this campaign we 'hacked' the EU flag, cutting out the

stars and adding symbols representing the Europe we want (made of justice, solidarity, etc). In fact we believe in Europe, but not the path it's currently on. We want the EU to earn its stars.

WHAT WE DID:



First, we built a much bigger and more powerful movement. WeMove joined forces with the excellent **OPEN network** to speak about why this vote matters. We pooled resources, stories, ideas, and actions to speak about urgency (stop the spread of hate by the far right) and hope (we can change things in Europe). More than 70,000 people signed our vote pledge. One video, the "**grandma said so**" was viewed by 7.7 million Romanians.



You can download the flag: [here](#)

OUTCOMES:



We connected up millions of people, online and offline, across many EU countries to say **'No to hate and Yes to change'** and to vote accordingly. At our biggest street action a week before the vote on May 19th, WeMove and OPEN mobilised over 200,000 people in 51 cities. If a picture paints a thousand words, then this is it: our favourite one, from the rally in Bucharest (see above). Demos happened in Germany's major cities, Vienna, Budapest and more. There were concerts in Genoa and Utrecht. In **Paris, we lit up the Eiffel Tower with our message.**

The turnout at the European election surpassed 50%, up 8% from 2014. It was the first time since voting started in 1979 that turnout did not drop from the previous one. In fact, it mostly **increased in the main countries where WeMove and OPEN were active.** And although we cannot claim responsibility for this whole thing, we know that we played a key role in getting lots of people moving.

2019 WeMoveEurope CAMPAIGN TIMELINE



ALMOST
500,000
SIGNATURES

JULY

AUGUST

JUNE

CLIMATE ACTION:

The results of the European elections sent a clear message to Europe's future leaders: the climate crisis is the challenge of our century and one that needs an effective, European response if we are to tackle it meaningfully.

[More information below](#)



© P. Reynaers



STOP NENSKRA:

We called on the European Investment Bank (EIB) and the European Bank for Reconstruction and Development (EBRD) not to sign the loan contract for the Nenskra hydropower project. The project threatens biodiversity and the livelihood of villagers. It doesn't comply with national legislation, transparent consultations were not held, and a proper cost/benefit analysis for Georgia and impacted communities is missing.

The petition was signed by almost 100,000 people. Our partners met with representatives of the EIB - which in turn only acknowledged the issue, stated the known, that the contracts are not finally signed.

100,000

SAVE OUR SEAS:

We have been running this campaign since 2017 calling to end overfishing and to declare fish are not waste and should not be discarded. Together with a broad coalition of partners we delivered almost 500,000 signatures to the European Council and to the new EU Commissioner for Oceans and the Environment, Virginijus Sinkevičius.

The campaign raised awareness and helped to protect some types of fish. We could have done even more but in the end almost all the decisions taken by the Council of Minister exceeded the recommendations of scientists.

CLIMATE EMERGENCY



Climate Activist youth at the European Parliament in a joint action with WeMove Europe.
© WeMove

THE RESULTS OF THE EUROPEAN ELECTIONS SENT A CLEAR MESSAGE TO EUROPE'S FUTURE LEADERS: THE CLIMATE CRISIS IS THE CHALLENGE OF OUR CENTURY AND ONE THAT NEEDS AN EFFECTIVE, EUROPEAN RESPONSE IF WE ARE TO TACKLE IT MEANINGFULLY.

Over 2019 the WeMove Europe community engaged in various actions calling on the new European leaders to really tackle climate change and initiate a just transition for the planet and people.

Our message was clear: we wanted a climate champion Commission that will get real on the Green Deal, and wanted MEPs to only vote for a Commission that could take that seriously and voting for our future.

WHAT WE DID:

WeMove properly got behind a whole lot of youth-driven energy and momentum on climate change in Europe. We knew that loads of amazing activism was already happening across Europe. But it was being targeted a lot at the local and national levels and not always getting through to EU leaders, as it should. We stepped in to help youth movements to get into the European Parliament and **stage the first ever 'die-in' on climate.**

We know this action was heard and created quite some **waves.**

Our main value as WeMove was to involve our members in a **twitter storm** to directly tweet all the party leaders, let them know the activists were in the house and demand a real green deal (featuring specific demands on targets, climate financing etc). We also helped get the activists into the Parliament, to brief them and to connect them to the media. It was a really nice example of the complementary nature of online and on the ground actions. It gave us a sense of the role we can play in **bridging between the power holders in Europe and the ones who should have much more power: the movements and activists.**

OUTCOMES:

As a result of all of this disruptive action, the European Parliament declared a **climate emergency**, it became the number one priority of the new European Commission, a **Green Deal** was signed off and for the first time ever, a climate law was written so that climate action does not disintegrate with electoral cycles and crises. Now, the law and the policies still need to take effect. But they are part of a new awakening among EU leaders on the need for climate justice and a properly just transition that properly considers things like jobs and energy prices.



"FOR OUR ECI, THE WEMOVE TEAM WERE OUR GUARDIAN ANGELS. THEIR EXPERTISE AND UNCONDITIONAL SUPPORT WERE FUNDAMENTAL TO OUR INITIATIVE GETTING ACROSS THE FINISHING LINE."

ECI partners / End the Cage age

SEPTEMBER 19

SEPTEMBER

OCTOBER



ANTARCTIC OCEAN SANCTUARY:
On September 19th we joined our partner PEW Trusts to hand over a demand to Donald Tusk's cabinet to protect penguins and other species from industrial farming in the Antarctic Ocean via marine sanctuaries.

This campaign is not yet finished and we need to focus next on the Council President Charles Michel.

EUROPEAN CITIZENS INITIATIVE:
Our Community gave a big boost to the European Citizens Initiative to end the unethical use of cages in EU farming. WeMove Europe also supported the team leading this ECI to set up their campaign from the beginning and provided support through the entire collection period. More than 1.5 million signatures were collected!

"I VOTE FOR LOVE":
A wave of hateful propaganda against lesbian, gay, bi and trans grew in Poland and resulted in one of the most outrageous acts Poland has seen for years: the first local government proclaimed itself an "LGBT-freezone".

More information below

I SUPPORT LOVE



I VOTE FOR LOVE

IN POLAND AND IN EUROPE

OVER A YEAR AGO, THE RIGHT-WING POLISH GOVERNMENT FOUND A NEW SCAPEGOAT: THE LGBT+ COMMUNITY.

A wave of hateful propaganda against lesbian, gay, bi, trans and other persons from the community grew and in March 2019 resulted in one of the most outrageous acts Poland has seen for years: the first

local government proclaimed itself an "LGBT-free zone". Others followed and now as much as 1/3 of the country is part of this zone.

WHAT WE DID:

Before the October 2019 general election in Poland when the wave of hatred grew again, WeMove joined up with local **LGBT-rights activists** to support them. People from across the continent put their names to a pledge of solidarity. They donated so that our partners could plaster thousands of posters across the so-called "LGBT-free zones" ahead of the election. They shared this message of hope: **"I vote for love"** to Poland's LGBT+ communities living in the towns and villages where these 'zones' had been proclaimed.

OUTCOMES:

It was important to let these communities know they were not alone and there we were successful. Soon after Poland's general election, the European Parliament voted on a resolution condemning the "LGBT-free zones". Kampania Przeciw Homofobii with other Polish LGBT+ activists used this opportunity to present the signatures to MEPs in Brussels and show Europe's massive support for their case.

Shortly after, the **resolution was passed!** Right now, the "LGBT-free zones" in Poland effectively break EU law which

provides the activists with an entirely new range of tactics to fight back.

However, the fight is far from over. The zones - now under a different name - are still being proclaimed. Activists are threatened with lawsuits by predatory ultra-conservative legal organisations. And WeMove Europe plans to continue its support on this campaign.



2019 WeMoveEurope CAMPAIGN TIMELINE

NOVEMBER

FERRERO: STOP CHILD LABOUR!

99,000

SIGNATURES & COUNTING

DECEMBER

LOOKING AHEAD
TO 2020

OCTOBER

LIVIU POP:

Liviu Pop was the second forest ranger to be killed for protecting Romania's forests from illegal logging. Despite incriminating evidence, the suspects were released. In the last years, more than 600 rangers have been attacked and 6 were killed. This campaign saw us joining forces with local partner DeClic to put pressure on the authorities and ensure the investigation is conducted by impartial prosecutors.



DIE-IN IN THE PARLIAMENT:

Of all the exciting things that we made possible in 2019 one of the top ones was the very first climate 'die-in' (a protest in which participants pretend to be dead to show the potential effects of inaction on climate change) in the European Parliament, staged by WeMove Europe together with Belgian youth climate activists.

[More information on page 5](#)



NUTELLA:

WeMove members funded an investigation into hazelnut farms in Turkey. Together with our partners, The Center for Child Rights, we were able to capture video evidence that shows children as young as 11 working on hazelnut farms across Turkey. Our investigation, published in the Guardian, revealed that Nutella, Kinder Bueno and Ferrero-Rocher contain hazelnuts that may have been picked by children, exploited in Turkey's hazelnut industry. The campaign is ongoing. We are putting pressure on Ferrero to end child labour and to pay a fair prices for hazelnuts so that adult workers get a living wage.



OUR FUNDING

Rally in Vienna before
the 2019 EP elections.
© WeMove

AS PART OF OUR NEW STRATEGY FOR 2020-2022, WE TOOK A MAJOR DECISION ON OUR SOURCES OF FUNDING: GOING FORWARD, WE WILL NOT TAKE ANY MONEY FROM STATE INSTITUTIONS OR CORPORATIONS. INSTEAD, WE WILL EXCLUSIVELY RELY ON THE SUPPORT OF INDIVIDUALS AND PROGRESSIVE FOUNDATIONS.

HOW ARE WE FUNDED?

Our funding sources in 2019 are broken down as follows:

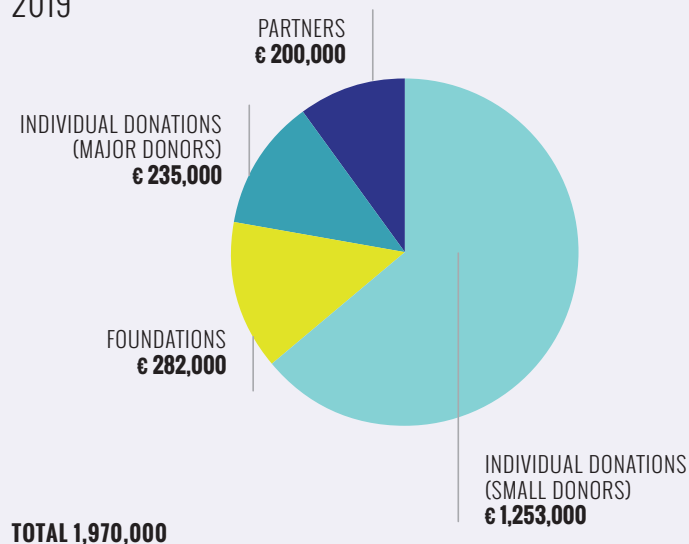
- 64% came from individuals giving smaller donation amounts, in total 1,253k euro. We are very proud as this source of funding grew by 24% in 2019.
- About 12%, 235k euro, came from individual donors who give larger amounts of more than 5,000 euro.
- 24% came from progressive foundations and partners.
 - In 2019 we received 482k euro from European Climate Foundation, European Cultural Foundation, Open Society Foundation, Schöpflin Foundation, the Tinsley Foundation and Campact.

None of the above categories of funders place political conditions on our work. They do so generally because they care deeply about the issues we campaign on, share our vision for Europe and want to join forces to get there together. This gives us complete freedom to be honest and daring in our campaigning. This is very important to us.

HOW IS OUR FUNDING SPENT?

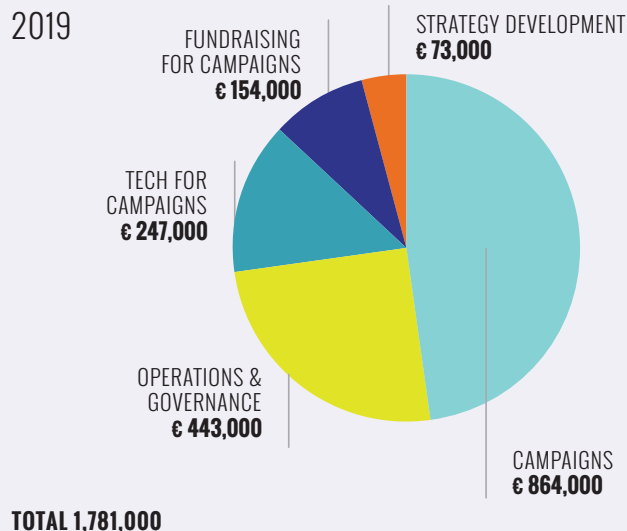
WeMove Europe has a team of 26 staff (12 of which are part-time). As our expenditure results show, the majority of our work and expenses goes into running campaigns that use innovative tools and tactics, both online and offline and are delivered in at least 6 European languages. Our campaigns are run by a European campaign team of 8 and 6 part time staff (located in 9 countries). At the end of 2019, they were supported by Tech (team of 4), Operations (team of 5) and Fundraising (team of 2) and our Executive Director.

INCOME 2019



Over the course of the next 10 years, we would like to get to a point of being funded to the greatest extent possible by small individual donations. Until then, we also rely on partners, foundations and larger individual donors sharing our values and visions.

EXPENDITURES 2019



WeMoveEurope

WeMoveEurope

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