

**WEMOVE
EUROPE**

**ANNUAL
REPORT**

2021

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00 WHAT WILL 2021 BE REMEMBERED FOR?

You may remember the destruction caused by terrible floods in Germany, Belgium and the Netherlands that showed just how much climate action matters. Or the tensions and clashes that came with lockdowns and pandemic measures, and European countries eventually lifting most COVID restrictions.

But as is always the case, so many hopeful stories never made it to the headlines.

We're here to bring some hope to you.

The two stories of change that gave us the most hope in 2021 came from people powered campaigns in Spain and Serbia.

In Tenerife, a grassroots campaign stopped the construction of a mega port that would have wiped out whales and sea life in a marine sanctuary. It showed us that people power can win even when the other side has more money and political influence.

In Serbia, we were blown away by a local community that would not back down until they defeated the mining giant Rio Tinto's attempts to extract lithium and destroy their land.

WeMove Europe supported these communities from the sidelines, providing them with a platform to run their own petition, raising funds and connecting them with a wider European public.

But we didn't achieve big wins in all our campaigns. We made lots of progress and with your support, **the work of many of our campaigns continues into 2022.**

Whether it's supporting farmers to grow food sustainably, protecting people trapped at borders, saving animals from mistreatment, defending our ocean, or holding those responsible for human rights abuses to account, **we're doing everything we can to transform Europe into a place that puts people and the planet first.**

In the following pages, **you will read more about these and other impactful campaigns**, and some of the tactics we used along the way.

We wanted to thank you for all your support and look forward to campaigning together in 2022 and beyond!



**LAURA
SULLIVAN**

**Executive Director,
WeMove Europe**

01 PROTECT FAMILY FARMERS, WITHDRAW THE CAP



More than one third of the EU's entire annual budget is spent on subsidising large-scale industrial farming in Europe. The 'Common Agricultural Policy', or CAP, gives the most money to those farmers with the most land, and precious little to small-scale family farmers, encouraging methods of farming that destroy nature. In 2021 the EU had a chance to change all this with the culmination of a process to reform the CAP.

We were on the case! Some 159,790 of us joined the call for the EU to withdraw a very poor reform deal and support agriculture that's green, healthy, and fair. In March, as leaders of the European Commission, Council and Parliament rushed to close the deal, we made a lot of noise. Thousands of us chipped in to pay for a video that communicated why the CAP is fundamentally wrong. The video spread fast across the internet and was watched over 30,000 times.

Everywhere Commission President von der Leyen looked she saw our message. Meanwhile Fridays for Future were building lots of pressure on social media and via a meeting between Greta Thunberg, other activists and Timmermans, the Vice President of the Commission.

But that's not all! Together with activists from Extinction Rebellion and Birdlife we organised a protest in front of the European Commission in Brussels at the key decision moment. The result rippled beyond Brussels as our actions were seen and shared widely on social media.

The WeMove Europe community was also mentioned in EURACTIV, one of the most widely-read news sites in Brussels. Unfortunately, despite all these actions, it wasn't enough to stop the CAP this time. But we didn't and we're not giving up. In the autumn, hundreds of WeMove Europe supporters came together for a series of webinars to figure out next steps on CAP and how to get to climate friendly farming in Europe. We're only getting started!

159,790
signatures

02 FREE THE SEEDS! SAVE THE FUTURE OF OUR FOOD

221,411 signatures



For years, we've been fighting to make sure anyone can grow and sell seeds, fruits and vegetables. Back in May 2020 we won in a big way. The European Patent Office (EPO) officially accepted that conventionally bred plants and animals are not patentable. It was a major step forward for securing a world where any farmer can grow the food we need.

But corporations like Bayer-Monsanto and Carlsberg didn't like that one bit. They set about exploiting loopholes to snatch up the rights to dozens of common crops like barley, tomato or melon. They are intent on creating a world where giant corporations set all the rules.

Together, we pushed back. More than 220,000 of us signed the petition calling on the EPO to close these loopholes and protect access to common plants and animals. In March, we staged a protest outside the Patent Office in Munich, and in October we secured a meeting with the directors of the EPO to make our case.

After our protest, Carlsberg dropped one of its patents on barley. But the game isn't over just yet. Thousands of us have been chipping in to fund bigger and bolder actions - from producing videos to flooding beer festivals with beer mats that convert beer lovers to our cause. In 2022, we will turn the heat up on decision-makers like never before.

03 RESPOND TO THE HUMANITARIAN CRISIS ON EU BORDERS



91,727
signatures

In August, we witnessed an unprecedented situation in Europe. The Belarusian regime deliberately sent thousands of migrants to the borders. As a result, a humanitarian crisis was unfolding at a frightening rate on the Polish-Belarusian border, as well as on the border of Belarus with Latvia and Lithuania.

Matters got worse when the Polish government blocked access to the border. That meant life-saving medical help, food and water were cut off. Between September and November at least 5,370 people on the Polish-Belarusian border asked Grupa Granica (a coalition of Polish NGOs) for help.

We needed to convince EU leaders that the crisis was not just Poland's problem - our leaders needed to share responsibility for this crisis. So, in October, our partner in Poland Akcja Demokracja started a petition against conditions at the border. We joined the campaign and demanded that EU leaders support people trapped on the border. Nearly 100,000 of us added our names to the petition.

Then we went further, chipping in what we could to fund the work of aid organisations at the border. With thousands of us each giving a little, we managed to add up to a big impact. The money we raised allowed Ocalenie Foundation to hire lawyers with experience in the field of migration law. All together these lawyers were working on 41 cases, dealing with issues of detention and the denial of human rights happening at the border.

But the humanitarian crisis hasn't ended. As of June 2022, the Polish government was not allowing doctors, NGOs, lawyers, and journalists to access the border. So, in 2022 we will be keeping the pressure up and supporting our local partners. We will not abandon people seeking safety.

NO ONE

IS

ILLEGAL

04 BAN LIVE ANIMAL EXPORTS

**905,658
signatures**

When the ship “Ever Given” wedged in the Suez Canal, the world’s attention was drawn to the massive efforts to move it. But there was a dark side that did not hit many headlines: up to 200,000 cows, sheep, and other farmed animals were crowded and packed together in sweltering conditions on ships stuck in the canal. They starved to death as their food ran out - victims of the brutal live export trade.

There was momentum building across the globe to ban the practice of transporting live animals on inhumane journeys like this one - from New Zealand to the UK - and this put pressure on the EU to review its own laws.

We joined forces to create a huge petition with Compassion in World Farming, Four Paws, and many others, calling for immediate action to urgently improve animal welfare. Together we demanded better protections for animals, including a ban on the export of live animals to third countries, limits on journey times, and more unannounced checks and sanctions.

And over one million of you joined our call! You said loud and clear that live animal exports are inhumane and unacceptable. At the beginning of 2022, we delivered this petition to the European Parliament. Now, we’re awaiting a proposal for new EU legislation on animal welfare - including on live export.

“This is what positive action brings - it brings changes for the better and the chance for people like myself all over the world who want to help participate in those changes, no matter how big or small.”
Katherine, France



05 STOP DESTROYING OUR OCEAN



Politicians who claim to protect our ocean are breaking their promises - letting massive nets as wide as a football pitch and as tall as three-story buildings tear across the seafloor. Worse yet, it's happening in the jewel of our ocean, inside Marine Protected Areas (MPAs).

In seconds, these nets destroy everything in their path, killing dolphins, seals, corals, seahorses and hundreds of other marine species. This harmful industrial fishing practice is called bottom-trawling and in 2021 we stood up to put a stop to it.

Over 150,000 of us added our names calling on the EU to ban bottom trawling. Then, after spreading the word by tweeting and emailing our MEPs in the tens of thousands, we heard back from our partners that our pressure was a big part of the European Parliament voting to support a ban on destructive fishing in our protected areas.

But to make sure the ban happens, we still need top EU leaders to follow suit. So as the year went on, we got even more creative. In the summer, with big wave surfing champion Maya Gabeira, we dove into the Mediterranean together to deliver our

message at one of the year's biggest climate conferences attended by top EU officials.

And in winter we chipped in together to fund a pop-up book that captures the story of how EU leaders could write a better story for our ocean. We then came together to hand it over to the person directly responsible for protecting our ocean, the EU's Oceans Commissioner.

Now we're ready and waiting to follow the EU Ocean Action Plan expected this autumn 2022 to see if the EU will finally ban bottom trawling in protected areas.

177,319
signatures



06 HOLD EU'S BORDER AGENCY ACCOUNTABLE

177,319
signatures



Since December 2020, we've been calling on Frontex - the EU's border agency - to be held accountable for human rights abuses and for its Director Fabrice Leggeri, to resign.

And this year we lept into action when Frontex was accused of complicity and a cover-up in violently and illegally blocking access to people seeking safety at Europe's borders. In March, MEPs were due to vote on whether to sign off Frontex's budget accounts. Our community sent thousands of tweets and emails to MEPs telling them not to approve this budget, while Frontex were under investigation.

And they listened: almost all of our MEPs in the Committee on Budgetary Control voted against approving the budget! Politicians from left to right united to stand up against human rights abuses at our borders.

At the same time, accusations of Frontex's human rights violations were starting to be taken seriously. Parliament formed a new committee to ensure Frontex is held accountable. MEP Roberta Metsola, chair of the committee and now President of the European Parliament, was due to question Leggeri. Things started to go awry when we discovered Metsola planned to hold this session behind closed doors!

But we knew that as a public servant, Metsola would respond to pressure from Europeans. Using #MetsolaDecides, our community took over the twittersphere to ensure Frontex was held publicly accountable. And we won! The meeting was streamed live on 4 March 2021.

In April 2022, Fabrice Leggeri finally resigned in the wake of findings from a long-running EU anti-fraud probe into misconduct that revealed Frontex was involved in hundreds of refugee pushbacks.

Our platform YouMove took 2021 by storm, harnessing people power to achieve win after win. YouMove is a tool where other organisations and local movements can set up petitions and build support for causes they really care about.

173,245 signatures



STOP RIO TINTO'S MINE FROM DESTROYING SERBIA'S NATURE

We stood with the people of Serbia to stop a land grab by a multinational corporation, Rio Tinto. It's a story of the struggle by a local community to protect their land, livelihoods, and nature. Rio Tinto wanted to move in and bulldoze generations of history and community in the Jadar Valley. The company has this area in their sights as it's rich in lithium, and they're aim is to boost profits regardless of the irreparable damage to the water, land, air, and people of the Jadar Valley.



But in 2021 local people started fighting back - they launched a petition on YouMove and built momentum to turn kitchen table discussions into a national conversation. Thousands of people added their names and then took to the streets to shut down Rio Tinto's advance. Now the project has been placed on hold by the local government. Still, their fight is not completely over so we plan to support them again in 2022.

SAVE A MARINE SANCTUARY IN TENERIFE

"The whale sanctuary and Rio Tinto both made me feel triumphant....Together with the people who do the groundwork and make these things possible, it seems that we can all do a little bit to make the world a better place."
Angela, Spain

**423,876
signatures**



Tenerife is home to Europe's only whale heritage site. But a new plan to build a mega port threatened the future of this precious marine sanctuary's ecosystem. When a baby whale was tragically killed by a boat while swimming in the sanctuary, the issue grabbed public attention. So, people in Tenerife started organizing. A citizens' platform 'Plataforma Ciudadana No al Puerto de Fonsalía' took matters into their own hands. They feared that this project might be funded by the European Union, which aims to invest in new environmentally sustainable projects.

So, they started a petition on Youmove. As people saw first hand the risk to our precious

sea life, more than a quarter of a million people signed it.

And back in the Canaries, volunteers took to the streets to raise awareness. Their story was covered in National Geographic, Spanish national news, local papers, radio and TV in the Canaries.

Eventually, they got the local authority responsible for approving the port to change its plans. Even the regional government declared that the local authority should give up on this port. They stopped the construction of the port and saved the marine sanctuary!

09 OUR FUNDING

HOW ARE WE FUNDED?

We are funded by ordinary people all over Europe who believe in the purpose of this movement and want to step up to keep it agile and active. This year a whopping 88% of our budget was covered by small individual donations. That's up from 76% in 2020 and reflects how more and more of us are chipping in to secure a better Europe.

Thousands of people from all over the continent uniting behind WeMove Europe is what makes our work a success. It means we don't have to take a single cent from corporations, governments or political groups. We can speak truth to power anytime, anywhere.

From one euro to one thousand, each donation came from a person dedicated to our common vision: creating a Europe that puts people and the planet first.

As for the rest, it came from partners, progressive foundations and larger individual donations.

In 2021 we received:

- 88% from individuals giving small donation amounts, in total €1.7 million. This source of funding grew by 15% over one year.
- 6%, or €177,000, from individual progressive donors who gave €5,000 or more.
- 7% from foundations and partners, in total €135,000 from two sources, namely La Fondation Charles Léopold Mayer pour le Progrès de l'Homme (FPH) and the European Climate Foundation.

They support us because they care deeply about the issues we campaign on, share our values and vision for Europe, and want to join forces to make things change for the better. This gives us complete freedom to be honest and daring in our campaigning, which is very important to us.

INCOME

2021 Total Income
2,030,000

Foundations

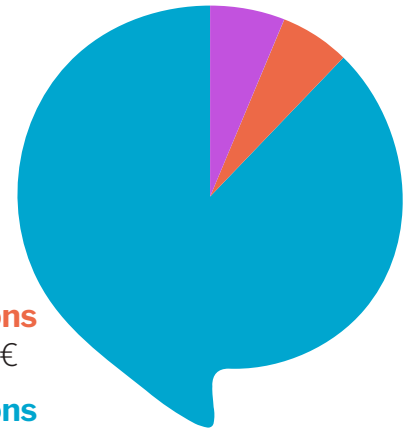
135k €

Individual Donations

(Major donors) 177k €

Individual Donations

(Small donors) 1.7m €



EXPENDITURES

2021 Total expenditures
2,055,000

Fundraising for Campaigns

148k €

Operations & Governance

407k €

Tech for Campaigns

356k €

Campaigns

1.144m €



HOW IS OUR FUNDING SPENT?

WeMove Europe has a team of 28 staff (12 of which are part-time). As our expenditure results show, the majority of our work and expenses go into running campaigns that use innovative tools and tactics. We run actions online and offline and communicate in 7 European languages. Our campaigns are run by a team of 9 full time and 9 part-time staff (located in 9 countries). At the end of 2021, they were supported by our Tech team (3 staff), Operations team (4 staff), Fundraising team (2 staff) and our Executive Director.

TECH & PRIVACY

Being aware of the impact of technology on today's world is very important in our work. We always strive to keep the bigger picture in mind and consider things like climate impact, inclusiveness and accessibility in our technology-related decisions. And we work hard on privacy and data ownership issues. This means that every time we handle

the personal data of members of this community, we go the extra step to protect the privacy of the people behind the data. In general, we use Europe-based software, tools and servers which are subject to stricter privacy regulations, thanks to GDPR. Our platforms and tech team build and customise tools that make our campaigns successful while protecting our online security and privacy.

KEEP IN TOUCH WITH US!



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