



## WeMove Europe gGmbH - Activity report 2024

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## **Foundation**

WeMove Europe gGmbH was founded in March 2016 as a daughter organisation of the European Social Cooperative WeMove Europe SCE mbH.

The charity "WeMove Europe gGmbH" is a society for EU-wide education, democracy, international understanding and environmental protection. It fosters action in these fields, within the European community, and promotes European political discourse for, and by, European citizens. Indeed, the EU works best when its citizens are engaged and address European institutions through instruments of citizen participation, like for example the European Citizens Initiative, made available by the European Commission. Also the creation of campaigns is another illustration of successful citizens' engagement: recent experiences in Europe have shown how powerful they can be, for addressing and informing important issues like climate change or social justice.

WeMove Europe gGmbH empowers citizens, and enables them to learn about and directly engage and communicate with European institutions.

## **Visual identity**

The website has been updated on a regular basis with the new WeMove Europe gGmbH campaigns and partnerships, it reflects our new visual identity for communicating our history, experience and expertise in the European digital campaigning space. Our brand reflects cooperation and is meant to solidify and make it easier to navigate the visual identity relation between WeMove Europe gGmbH and its legal partner WeMove Europe SCE.

## **Activities & Charitable causes**

### **Introduction**

Through campaigns and a series of online and offline tools, WeMove Europe gGmbH promotes



the participation of citizens in the creation of the European political discourse and involves them actively in the European political agenda. Our YouMove platform offers Europeans the opportunity to create their own campaigns, disseminate them to a wider audience and bring upon real sustainable change.

Through internet-based educational formats, we are able to make some challenging topics accessible and understandable for all citizens. This year we provided information about the links between technology, democracy and sustainability; about the necessity for healthy school meals for all children; the housing scandal and the situation of European farm workers.

People from all over Europe got involved in these campaigns, sharing ideas and taking action through signing petitions or writing to local representatives. All these possibilities have been promoted by WeMove Europe gGmbH, to enable people to play their part in the European democratic space.

We have learned throughout the years that some initiatives need sustained efforts over time to be effective and in 2024 we scaled up our campaign “EP Elections 2024 Get Out To Vote” to increase participation in the 2024 election of the European Parliament. Calling on partners across Europe, a European wide coalition was created to promote European democracy and raise awareness about the 2024 EP elections. This participatory project organised, coordinated and executed different kinds of online and offline actions through different European countries.

This report is a detailed presentation of the outcomes of our activities in 2024, displayed following the missions reflected in our statutory purposes.

## **Purpose: Education**

WeMove Europe gGmbH contributes to citizenship education by informing its members about the political decision-making processes at EU level. In 2024, again, we informed members through internet-based educational tools such as online petitions. We designed and hosted public information events, and disseminated information online in order to generate citizens’ expression and participation on pressing issues.

## Sustainability at the heart of our digital futures

Big Tech's unchecked expansion is harming both people and the planet. Energy-hungry data centers are devouring electricity, water, and land, and with AI on the rise, their power consumption is set to double by 2026. Meanwhile, corporations prioritize profits over sustainability, fairness, and human rights.

While EU leaders are setting their agendas, we must demand laws that rein in Big Tech's exploitation. We all have the power and responsibility to shape our digital future. This is why moving into 2024, together with our partners from EDRI (The European Digital Rights network), we launched the campaign ["Put people, democracy and the planet at the heart of our digital futures!"](#) with the goal to spread the message that a just and sustainable future prioritizes dignity, fairness, and a healthy planet.



By investing in ethical, people-centered digital infrastructure, we can create a world where justice, sustainability, and human well-being come first. With the right policies, this vision can become reality. Therefore we urged EU lawmakers to pass laws that empower people, promote justice and transparent decision-making, care for our planet, ensure safety and participation, and build technology for and by the people. We also called on EU lawmakers to reject any laws that steer us away from the future we want to build.

On 1 October 2024, we took the demands of thousands of people across Europe to seven Members of the European Parliament (MEPs). We are very grateful to the participating MEPs for showing their commitment to building a future that empowers its communities, uplifts the voice of its citizens, nurtures its natural environment, holds tech corporations to account and protects the human rights of all its people. Our partners from EDRI and our community of action will continue to echo demands for digital policies that respect people, democracy and the planet.

## Purpose: Democratic State

WeMove Europe gGmbH launches campaigns aiming at the political participation of citizens in the EU political decision-making processes. With a simple petition, European citizens have a window to express what they expect from their own political systems. As the role of our platform is to promote democratic principles, we provide European citizens tools so that they can fully participate in all aspects of their lives.

## Homes for people not for profit

Europe's housing crisis is spiraling out of control, with sky-high rents and soaring house prices making affordable homes increasingly out of reach. Governments have long neglected their responsibility to invest in public housing, leaving people at the mercy of profit-driven private developers.

Through our ["Tell the EU: Homes for People, Not for Profit"](#) campaign, we mobilized the public, used digital advocacy, and directly engaged policymakers to push for stronger EU action. We gathered over 63,000 petition signatures calling for urgent housing reforms and shared powerful audio testimonials from our members, turning their personal struggles into impactful video reels.

Members also took direct action via social media: they engaged with EU Housing Commissioner Dan Jørgensen to ensure our message reached him. This was a successful strategy as Jørgensen later referenced a "people first" approach in his policy vision - exactly what our campaign demanded.



This campaign proved that public mobilization and engagement can influence EU policy discussions. The challenge ahead is turning this awareness into concrete legislative and financial commitments. To keep the momentum going, we are planning a webinar with Commissioner Jørgensen, bringing together citizens to discuss his priorities and ensure that the "people first" principle translates into concrete actions. We'll continue to apply

pressure on EU policymakers to ensure housing reforms are implemented.

## Free healthy school meals for all children

A quarter of children in the EU are at risk of poverty, and malnourished kids in the classroom are an increasingly serious problem. Every child has the right to a balanced diet for a healthy development and to be able to concentrate in class. Healthy school meals benefit both people and the planet.

Together with our partners Local Governments for Sustainability (ICLEI), Buy Better Food campaign and School Food 4 Change, we launched the campaign [“Free healthy school meals for all children!”](#). This campaign urges the European Commission to enforce healthy school meals and food education for every child in every EU school, as the minimum standard for the Commission’s vision on healthy food and for the enforcement of the European Child Guarantee.



Our goal was to collect over 100,000 signatures to demonstrate public support, enabling our partners to secure a meeting with the Commission and incorporate our demand into their vision on healthy food. In collaboration with our partner Avaaz, we surpassed our target, gathering over 111,000 signatures. The next step is to present these signatures to the European Commission and Parliament before the Commission’s food vision is published - this handover will be done by a group of school children.

The hundreds of emails and comments we received clearly show that people are deeply concerned about the risk of malnourishment of our children. Here are some of their voices:

“Good nutrition underlies good health for children and is one of the most important building blocks for successful learning.” - Nicola from Italy

“SDG #2 aims to end hunger and ensure access by all, especially children and infants, in particular the most vulnerable and provide safe, nutritious and sufficient food, all the year through. Without this being recognised We, and the Governments world over are denying the



Child the right to live, to thrive healthy and grow up, participate fully and contribute creatively becoming a being capable of fostering a new caring generation in the long term and in creating a sustainable World!" - Sonny from Lithuania

## Purpose: protection of the environment

WeMove Europe gGmbH works actively on the promotion and dissemination of campaigns to protect the environment. The aim is to raise awareness towards the degradation of our natural ecosystem, contribute to citizens participation in the decision-making process at EU level and create solid and lasting collaborations to fasten the adoption of pivotal measures on pressing environmental issues.

### A firewall against the fossil fuel lobby

Europe's climate policies are being undermined by fossil fuel lobbyists, blocking ambitious climate action. To counter this, we launched the ["Enforce a Firewall Against the Fossil Fuel Lobby!"](#) campaign, urging EU institutions to cut ties with fossil fuel interests and prioritize the public good over corporate profit. Through public mobilization and advocacy, we put direct pressure on policymakers to act.

Our petition gathered nearly 65,000 signatures, demonstrating strong public demand for fossil-free politics. More than 2,173 members sent emails to European Climate Commissioner Wopke Hoekstra, calling on him to exclude fossil fuel lobbyists from the EU delegation to COP29. This targeted pressure came at a critical moment - right before his reconfirmation as Commissioner - maximizing its impact. Hoekstra even engaged with our campaign content on social media, proving our message reached decision-makers.

This campaign is now closed. Through this campaign we achieved a historic victory in the fight against climate change driven by the strength of our community and the invaluable efforts of our partners. Greedy Fossil fuel companies have been excluded from the 2024 European climate delegation. Following our collective efforts, European Climate Commissioner Hoekstra barred Big Oil and Gas lobbyists from attending the November 2024 global climate talks in Baku, Azerbaijan. For more details, please visit the updates section. If you have any questions, don't hesitate to contact us at [info@wemove.eu](mailto:info@wemove.eu).

### Enforce a Firewall against the Fossil Fuel Lobby!

ENGLISH

64,556 of 75,000 signatures

First name\* Last name\*

Your email\*

Country\* Postal code\*

Your comments:

Approved in 2024 (14105 comments) is successful 21

While fossil fuel lobbyists attended COP29 via national delegations, Hoekstra did not include them in the EU delegation - a significant shift from previous years and a direct result of our campaign's efforts. This marks a crucial step toward eliminating fossil fuel influence in EU



climate policymaking. Our success demonstrates that petitions, direct advocacy, and social media pressure can drive real policy change.

We will continue pushing EU leaders to enforce fossil-free policies, striving for stricter regulations and full exclusion of fossil fuel lobbyists at COP30 and beyond.

## Purpose: Internationalism and Tolerance

WeMove Europe gGmbH proposes activities for creating connections among cultures and promoting internationalism and tolerance. In 2024, we gave voice to the international spirit of solidarity and tolerance, advocating for solidarity with European farm workers and policies that protect people and put dignity first.

### Solidarity with European farm workers

The death of migrant worker Satnam Singh sparked protests against the exploitative conditions faced by seasonal farm workers in Italy and across Europe. His case is a tragic reminder that, in the agriculture sector, profit is often placed above workers' rights and even human life.

Seasonal farm workers are the backbone of Europe's agricultural sector, yet many face dangerous working conditions, lack access to healthcare, and live in legal uncertainty. With 2.4 million seasonal workers at risk, we are demanding urgent action from EU leaders. Through our campaign ["Stand in solidarity with European farm workers"](#), we are demanding fair labour and social standards for all agricultural workers. This includes safe housing, proper work equipment, healthcare access, and residence permits for those with irregular status who have suffered labour violations.

We are at the beginning of this campaign, and our first step has been launching a petition - already supported by 83,047 people. Many have expressed their solidarity and the urgent need for change:

"I stand in solidarity with the call to promote the rights and dignity of all agricultural workers across Europe, particularly migrant workers. Ensuring fair working conditions, access to health

services, and basic human rights is not just a legal obligation, but a moral imperative. It's time the European Union takes concrete action to end exploitation and guarantee decent living standards for those who contribute to our food supply chain." - Gabriel from Spain

"My Italian grandparents did work under similar conditions at the beginning of the 20.th century. I do not want other people, a century later, to still suffer like that." - Paolo from Italy

We are now researching the best ways to advance this campaign and building partnerships to strengthen our impact. By mobilizing public pressure and advocating directly with policymakers, we will continue to push for justice - ensuring that those who feed us are treated with the dignity and respect they deserve.

## Purpose: Civic Engagement

Civic engagement is one of the core values of WeMove Europe gGmbH. Throughout the years we have developed and implemented various projects to foster the participation of ordinary citizens in the political decision making process of the European legislative institutions, through educating and making tools available for participation and citizens' meetings. Our campaign to increase participation in the European elections in 2024 was one of our core activities in 2024.

## European Parliament Elections 2024 Get Out To Vote

In 2023, WeMove Europe gGmbH initiated a new project: **EP Elections 2024 Get Out To Vote**. Calling on partners across Europe, a European wide coalition was created to promote European democracy and raise awareness about the 2024 EP elections. In partnership with the [OPEN network](#), the project endeavoured to engage European citizens in the 2024 European elections, with a focus on boosting voter turnout, particularly among the youth.



Harnessing the wide network of civil society groups, the initiative aimed to engage diverse communities, tackle pivotal issues like climate change, and amplify voices advocating for progressive change. Through coalition-building and targeted outreach, the project sought to promote a more inclusive and sustainable vision for Europe. Rooted in grassroots activities



and digital innovation, the project was a collaborative effort to shape the future of Europe.

For the implementation, a project coordinator and a contracts manager were hired in 2023. To mobilise people in key countries, WeMove Europe gGmbH hired local Community Organisers in Spain, France and Poland, while our coalition partners covered other important EU countries. WeMove Europe's campaign around the 2024

European elections focused on mobilizing undecided voters across different countries in Europe.

In Poland, the campaign emphasized both online and offline outreach, including 11 targeted mailings and two key webinars to engage citizens. The first webinar focused on how individual votes impact the European elections, and the second offered guidance on how to encourage others to vote. In addition, 9,000 flyers and 500 posters were distributed across Poland, with members participating in 52 distinct actions to raise awareness. A notable event in Warsaw, titled "Europe (Still) Can Be Liked," brought together 45 participants to discuss European issues, helping to strengthen the community's engagement. A social media video, "What's After 20?", was central to the campaign, encouraging people to actively shape Europe's future. Digital content, including Instagram posts and videos, saw widespread engagement, with significant reach and interaction.

In Spain, collaborations with various organizations helped amplify the campaign's message. The messaging focused on practical, everyday issues such as housing, women's rights, and climate action, framing them as European problems requiring collective action. The campaign started with training sessions offline and later shifted to online formats to ensure broader participation. To further engage the audience, the campaign used accessible materials like self-printable posters and digital content shared across social media platforms. Videos addressing key issues garnered significant attention and engagement. By blending grassroots tactics with digital strategies, the campaign effectively built a sense of community while focusing on issues that directly impacted voters' daily lives.



In France, WeMove Europe utilized a combination of grassroots actions and digital engagement to increase voter turnout. Volunteers participated in street canvassing, educating people about the importance of voting and proxy voting. Additionally, a "Triple the Vote" action encouraged voters to remind others to vote, leveraging peer-to-peer actions. The campaign also worked with influencers through the "Nail the Vote" initiative, where election-themed nails were distributed to raise awareness. These influencers helped extend the campaign's reach, especially through Instagram, where their posts garnered significant views and engagement, amplifying the message to a broader audience. Social media was a crucial tool across all three countries, driving engagement and creating awareness.

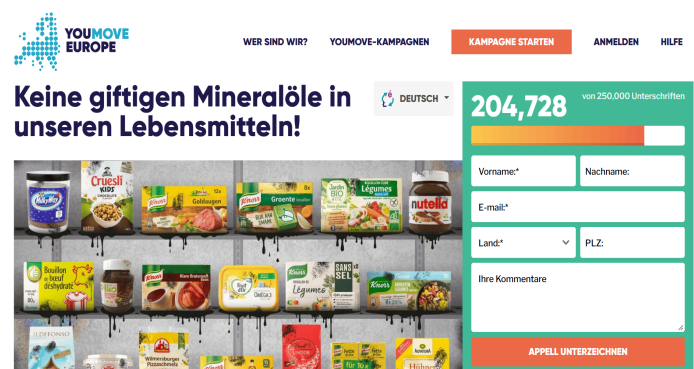
Relational organizing was a key strategy for WeMove Europe in this campaign, encouraging individuals to leverage their personal relationships to encourage others to vote. In total, WeMove's campaign generated over 147,000 actions, including sign-ups, shares, and petitions. This demonstrates the power of combining grassroots mobilization with digital engagement in driving electoral participation and activism across Europe.

## YouMove Europe

Our YouMove platform enables committed citizens and organisations from all over Europe to publish their own petitions related to European policies, thus contributing to the public debate. WeMove Europe gGmbH ensures continuous maintenance of this platform and provides both technical support and advice for those who want to run a campaign in the European sphere.

The YouMove platform is especially effective in that the Europe-wide petitions can be set up in multiple languages. The aim of this is to promote stronger citizens' engagement across borders and broader participation in the formation of political processes in Europe.

The YouMove platform got a boost at the start of 2024, through the support of two country connectors whose role was to further develop and ramp up the support for our YouMove community. As a result, the outreach of YouMove campaigns increased



consistently throughout 2024, with a level of interaction and participation in petitions that we have not seen since 2021.

In total 108 new campaigns (in 2023: 100 new campaigns) were launched on the YouMove platform in 2024 in more than 20 different languages. YouMove petitions collected over one million signatures (in 2023: 500,000 signatures) and we received over 256,000 new contacts (in 2023: 45,000). Our efforts to boost the outreach paid off, and as more people engaged in campaigns and more partners initiated campaigns, it strengthened our ability to campaign on issues that citizens find important.

Petitions for which the interest of citizens is particularly high, are promoted further by WeMove Europe gGmbH to a wide range of interested parties. This has brought impressive successes in 2024 like in the cases of the following campaigns: "[Ban octopus farming in the EU](#)" "[Protect the puffins in Iceland](#)", "[Because our is blue](#)", "[No toxic mineral oils in our foods](#)", "[Make ecocide a crime](#)", "[Act now to ban PVC](#)" or "[Free doctor Muhanna](#)". Some of the initiators of these campaigns, together with our staff, organised actions and handovers to provide more in depth-information and get in touch with policy makers.

After the latest developments in 2024, the YouMove platform is now running smoothly, with a stable structure and standardised processes.

## The team

2024 was a vibrant year for the WeMove Europe gGmbH team. The EP Elections team, with the project coordinator and contracts manager hired in 2023, was expanded with local Community Organisers in Spain, France and Poland leading up to the elections in June.

In the first months of 2024, WeMove Europe engaged two YouMove connectors to support further developments and outreach of the YouMove platform.

## Financial Development

*Income in 2023 amounted to 385,000 euros, with support from individual donors and continued project support from the European Climate Foundation (for the Get Out To Vote project) and Porticus Foundation (for the Farmer's project in Poland). The project income brings stability in the financial development of WeMove Europe gGmbH and 2023 ended with a positive balance.*