



# People Power to Transform Europe

WeMove Europe Vision, Mission and Strategy 2020-2022

*'We have been winning battles, but losing the planet. We need to ask ourselves why'- Gus Speth*

*'What we dream of is already present in the world' - Rebecca Solnit*

Identity, Vision and Mission .....	1
Values, Principles and walking the talk externally .....	4
Our vision for Europe: The Europe we want to build .....	4
Theory of Systemic Change.....	7
Our Campaigning Model.....	10

## Identity, Vision and Mission

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WeMove Europe is an independent and values-based organisation that seeks to build **people power to transform Europe** in the name of our community, future generations and the planet.

**People power** is about releasing and connecting up the power that is within people to change things, to have a say over what happens in their lives, their communities, in Europe, and in the world. It is about a collective journey to discover our rights and responsibilities, to see the connections between our lives and what is happening at EU level, to read between the lines, to become resilient to the growing wave of fake news, to develop our own ideas and shape others, to create and share powerful stories of change. Such a community will be in a stronger position to demand better ways to influence decision making, to improve institutions that will ultimately become more vibrant and legitimate through public involvement.

**To transform Europe**, we start by not giving up on it. So much needs to change. But we choose to remain and fight to radically reform the European Union. The kind of change we seek is transformative and it is needed for Europe as it is needed for the world. Many well intentioned change efforts are just putting plasters on problems. We will look instead at the root causes of our problems and lasting solutions. We will still have campaign wins to celebrate in the short-term. But those wins along the way will sit inside a longer term vision and strategy.

**To transform Europe, we have to look at root causes.** At the root cause of Europe's problems is a neoliberal economic system which is on a crash course with nature and well-being. Another root cause is patriarchy, which continues to dominate decision making in Europe at all levels. We also see race as a system of oppression that deepens the existing structural inequalities in European societies. But for all these deep-seated challenges, the new systems are already present in Europe, dotted all over the continent

and the globe in the form of alternative ways of living and doing things, from divestment campaigns to establishing pesticide free regions, to B-Corporations and Fearless Cities.

**Radical long-term reform of Europe** starts with embracing the word radical. Our radical is non-violent. It acknowledges that there are no non radical solutions left and that we must push for deeper changes to bring Europe back to life. It is about working with movements, people and partners who share that view.

**WeMove Europe's strength is its community, made up of people who take action because they want to change things** and to be part of a movement that wants to change things. We are people from all walks of life. Europe is our home – whether we were born in Europe or elsewhere. We have a wide interpretation of citizenship that looks beyond the legal definition of whether you have papers or not. And we are pushing for active, conscious citizenship that goes beyond the consumer role to that of a citizen with rights and responsibilities.

**The WeMove Europe community still needs to expand and deepen** to have more power to win campaigns, to bring positive change. We will seek to grow people's support for WeMove Europe by opening out new ways to get involved, to use many tools for engagement, both online and offline. In the long term, we want to build a strong community of people, what some would call a '*demos*', which is empowered to think critically, to constructively criticise and take action to change a European Union they know is imperfect and yet still worth fighting for.

**Our long term vision for WeMove Europe is** an organisation that is rooted and connected: rooted in local realities and connected at the European level. Today, the WeMove Europe campaigners live and work in communities in six member states, where they understand local realities and the nuances of debates, connect with local networks and causes and connect them to opportunities for change at the European level.

**In the future, we want to develop the capacity to run European campaigns in all EU member states**, in local languages, and with enough influence to be able to shift power through and with people. This capacity to run campaigns will come through our staff on the ground, plus volunteers, and also through work with local partners. The precise path and capacity needs will become clearer as we test out different ways of working in the coming years.

**We will continue to work with partners**, at times boosting the campaigns of organisations that similarly want to transform Europe and that have expertise we don't have. At other times when we see a gap and we know we can do something about it, we will run our own campaigns. But our success will always depend on how many people in Europe want to engage.

**WeMove Europe is an anti-fascist organisation**, though we do not spend all of our time reacting to every hateful action of fascist groups. Rather we seek to change the systems

that allow those actions and groups to flourish. We will resist and challenge the narrative of fear managed by a far right movement that know how to point the finger at migrants, whilst ignoring the problems with an economic system that causes people to lose their health, homes and well-being whilst corporate profit levels reach new highs.

**Finally, WeMove Europe is an independent, non-partisan organisation.** Our funding comes from individual members across Europe who support our work (80%), progressive foundations (15%) and partners (5%).

### What is different about WeMove Europe?

**WeMove Europe's mission is not any particular issue or theme, but Europe itself,** both the EU and the wider European continent beyond it. **We are the only politically independent campaigning organisation in Europe to explicitly focus on mobilising people to take action on Europe.** We are a pan-European, multi-lingual movement with the capacity to mobilise and connect people across borders, telling stories that create meaning and link people and their lives to politics in Europe. We care about the local, the national and the regional levels and see them as different parts of the same thing: Europe.

**We recognise a fundamental lack of space for a real debate in Europe** and seek to bridge that gap, offering people a chance to discuss the kind of Europe they want, through campaigns.

**We explicitly seek to work with others, partner ngos and movements,** to achieve our goals. This means identifying complementary strengths with other organisations and combining them towards more people power and more wins.

**We recognise the 'interconnectivity'** of things, or the fact that everything is connected. We are not fighting for people *or* the planet but both and they are connected. Likewise, we are not fighting for workers' rights *or* to stop climate change, but for both and they are connected.

**We have the ability to test things fast:** we can test how well certain ideas and tactics work and don't, what words, frames and stories resonate with people and provoke action. We can bring people on a journey to think about causes other than those they are already interested in.

**Finally we are political (not party political) in that we take sides** with people to shift power and move towards a new culture based on sufficiency and well-being.

## Values, Principles and walking the talk externally

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**WeMove Europe is committed to feminist values.** The particular values that we aspire to uphold in the world as in our organisation are trust, self-awareness, hope, courage, justice, equality, solidarity, diversity, inclusion, empathy, curiosity, learning, creativity and humility. We want to see them practiced in Europe and we pledge to practice them ourselves within WeMove Europe.

**The kind of leadership we aspire to is feminist,** inclusive and transformative, participatory and decisive. It coherent: we can only seek to transform systems and shift power relations in Europe, if we do so ourselves internally. It means seeking power *with* others instead of *over* others. This goes to the core of our identity: seeking power *with* millions of others to transform Europe.

**We put particular emphasis on experimentation and learning. As a digital organisation,** we have strong principles when it comes to the use of personal data and a bond of trust with our community.

**We see the need for a real shift in power in Europe, towards the power of people unified in diversity and** want to help facilitate that shift. That need is both urgent and complex. And yet we see this happening already, across Europe and the world, in the alternative ways of living that people have designed and that have not yet been considered for use at the mainstream level. We approach our change mission with one part urgency and three parts hope.

## Our vision for Europe: The Europe we want to build

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*Here we describe our vision for the future of Europe including what we want to achieve as well as the changes we want to see more broadly.*

The EU is facing the deepest crisis in living memory. The neoliberal model adopted by EU leaders has set it on a collision course with nature: a path of obsession with economic growth without checking the consequences. This is the regional part of a wider global story.

The path is one of planetary destruction characterised by a will to keep subsidising fossil fuels and pumping out oil, completely contradicting the commitments the EU has made to tackle climate change. The basic narrative of EU leadership is that we can continue to grow without any costs and that technology will save the climate and, thereby, humanity.

But this is also a story of an extreme concentration of power and political capture by economic interests leading to weak legislation and a loss of protection of people. What we experience is a major disconnect between how decisions are made in practice and the often stated values of the EU (respect for human dignity and rights, freedom, democracy, equality, rule of law, pluralism, non-discrimination, tolerance, justice and solidarity).

There is also a disconnect between those values and the way leadership works across the board in Europe today. The system of domination over power by men has featured in Europe for too long, as has a dominant style of patriarchal leadership - also adopted by women - that is based on values of competition, control and hierarchy. This is not about the actions of individual men but a deeply entrenched system. Meanwhile women are not adequately represented in power. Youth, people of colour, people living in poverty and many others are also missing. It is said that doing the same things over and over again and expecting a different outcome is the definition of insanity. But so too is doing the same things *with the same people* and expecting a different outcome. New kinds of leadership can lead to different ideas and outcomes emerging.

A mixture of neoliberal economics, patriarchy and racism sit at the root of Europe's crisis. However, it has many symptoms from inequality to a rise in nationalism. To get Europe back on the right track, we need to focus on those root causes.

## **The Alternative**

While the original European Community was built on iron, coal and peace, the new EU should be built on a green and just transition. We could live in a different kind of Europe that values well-being. We could live in a Europe that values care, community and human connection, that is aware of its social and environmental footprint, that is powered by renewables, that gives free access to public transport to all, that accepts and values migrants, that respects and practices international human rights law, that redefines the economics curriculum beyond neoliberal theory, that supports cooperatives, that looks beyond offering to 'leave no one behind' to putting marginalised communities at the centre of power, that values the knowledge of youth and listens to them on climate change before it's too late. We could live in a Europe that listens.

In a Europe that listens, the nation is no longer a sufficient vehicle for the progressive engagement of people. Europe is not primarily a geographical space, it is a process and a pursuit, a movement led by Europeans. We advance by questioning our own limits and borders.

In a Europe of connections, we can build a strong European demos that connects. People get involved because they see the links between the issues they face at home, and those faced by other people across Europe. They feel European because they feel the need to come together around causes that are existential for people and planet. They know that we have more in common than that which divides us and that it makes sense to collaborate rather than compete on major issues like tax justice, climate change, migration and even housing.

As WeMove Europe, we will play a role in creating reconnection between people across Europe, to build attitudes around solidarity and trust, not fear and distrust of others. We will connect up stories and conversations across countries, sending more solidarity from Polish to Spanish activists and beyond. We will partner with and amplify the story of brave mayors and councils in cities taking sides with migrants, rebuilding villages, overturning injustice, challenging the norm.

We will work towards a different leadership in Europe to do things differently. This leadership:

- Understands and acts on the root causes of our systemic problems
- Understands and acts on the system of patriarchy
- Understands 'power to' and 'power with' and focuses on igniting people power
- Leaves its ego outside the door
- Is curious, creative and takes risks
- Walks the talk on its values

There is a different path for Europe which takes its values seriously, puts into practice important principles and takes up good ideas that are not yet making it to the mainstream. Getting to that kind of Europe will be a long-term process. Real change will not happen overnight.

You can access our extended vision for Europe [here](#)

### **What kind of change does Europe need?**

We are experiencing an acceleration of global planetary crises - from climate to food to financial. The market is not enough to solve these crisis and we have no choice but to aim for deeper, real changes to how we live and organise. Systemic change is important in this sense. It means recognising, for example, that we will never solve climate change without changing the current economic system, and that we can rebuild the system. It means a shift in our cultural values and accepting an economy that can manage without endless economic growth.

Civil society efforts to change and improve the welfare of people and planet to date have not been as successful as intended due to a failure to recognise the real root causes of problems, the need to shift systems and the power dynamics within them. A focus on

incremental change has brought us to a place where ‘we have been winning battles but losing the planet’.

It is little wonder that this is the case, given how intimidating systemic level change can seem. Taking a systemic lens in seeking change feels like the harder path to follow. And yet it is the only path if we are serious about sustaining the planet and our lives on it.

The path should begin like this:

1. Recognise the interconnectivity between everything from climate change to inequality
2. Start with the root causes, challenge the drivers of the system, not the symptoms
3. Experiment/prototype and scale up: we don't know exactly what replaces the current systems and that is ok. Approach systemic change as a playground for experimentation
4. Distinguish between incremental change (no bigger vision) and small wins within a bigger campaign or set of campaigns with a systemic change vision
5. Avoid campaigns that reinforce the system
6. Recognise that transformation is needed at the societal, organisational and personal levels. We start at the personal level and work our way up.
7. Create spaces to share experiences between organisations working on systemic change

## Theory of Systemic Change

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### What is our theory of systemic change?

It starts by reaching out to, informing, engaging, organising and connecting a powerful and sizeable group of Europeans to take action and shift power in Europe towards the kind of political project that puts people and planet at the centre of all decision making. If enough people mobilise, if they are persistently “loud” enough over time, if they are connected to others who make the case for change, decision makers will be forced to hear them.

### What has power got to do with systemic change?

System change means reinventing structures and institutions. This requires looking at where power lies and where it needs to go. In our strategies, we need to be aware of the power within systems - visible, invisible and hidden - to be able to shift them.



## Where is power now in Europe?

Power is unbalanced in Europe: between men and women, between white people and people of colour, between people and corporations, between people and governments and between governments and corporations. We need a rebalancing act on all of those levels.

## What kind of people power?

Whilst participation matters, we want more. The kind of 'people power' WeMove Europe wants to ignite connects across Europe. In a globalised economy, a fragmented population cannot bring about change even if politicised. Our members - who are politicised or get politicised through their engagement can connect with others in Europe to bring about more powerful, real change.

Our structure means we can root the analysis of the problem in local realities *and* connect people across countries experiencing the same problems. We believe in people power and the need for a strong European demos. And we are now in a position to go even further to bring our members to a place that is ever more aware, politicised and empowered, to act as multipliers, both as awareness-raisers as well as action-takers.

WeMove Europe will continue to reach out to those who share our values and want to take action. But we will also seek to reach out to larger wedges of the European population, to people who sit on the fence and can be persuaded to fight towards justice on different fronts. By that same token, we will not focus on convincing those who are in the active opposition and clearly not likely to be convinced to join us any time soon.

## How could people power change systems?

We take inspiration on how to change systems from the idea of the 'Great Transition', a process of profound cultural change which has well-being as its ultimate goal. It is based on the principle of a culture of sufficiency and the elimination of the logic of growth. It means rethinking the role of the market, respecting ecological limits, relocalising the economy, taking care of the global commons and putting equality at the heart of the system. The 'Great Transition' proposes a model for civil society to put these ideas into action, which is highly relevant for Europe.

Power currently sits for the most part in the logic of an old and unsustainable economic system adopted by a dominant set of political, economic and social institutions who decide how things work and base most everything on their potential to stimulate economic growth. In these '**regimes**', or institutions, there is little space for inspiration from the '**niches**' or the communities across Europe who are living according to a different logic, based on sufficiency and solidarity, people and planet. The debate should not be a binary one about the merits of capitalism versus communism (as if they were

the only systems available), but more adopting of the alternative ways of living developed by the **niches**. Meanwhile, the **culture** or collective brain level of Europe remains wrapped in a logic of consumerism, self interest and growth which influences behaviour, policies and politics. That cultural or narratives level badly needs to shift from growth to sufficiency, from wealth to well-being, from competition towards solidarity.

Action is needed at all of these levels. But not all actors need to work on all levels at all times. Reimagining Activism proposes different roles for different actors:

**Acupuncturists** seek 'leverage points' for change and influence thinking at the cultural level

**Questioners** work at the cultural level trying to create deliberation and new culture

**Brokers** connect change agents at the niche level

**Gardeners** nurture pioneers and supports them to become regimes

**WeMove Europe is primarily an acupuncturist**, using windows of opportunity in our systems to help shift them. At times, we may also play the role of a broker, connecting change agents. We look for partners who can play the other roles in change, particularly gardeners who can help connect us to the alternatives at the roots of society in Europe.

### What about shifting narratives?

Our ability to change politics rests on our ability to shift beliefs or what some would call narratives. We intend to build visions and tell stories of change that create meaning, cut through echo chambers and make emotional connections with people. European campaigns often adopt the EU jargon, emphasising economic arguments. We need to get back to compelling personal stories about why Europe matters and why well-being should be its central purpose.

### What role for online campaigning specifically in generating people power?

WeMove Europe is increasingly engaging people in campaigns through both online and offline actions. However, online campaigning is still core to our model because it allows for a particular form of engagement. An online action can mobilise a bigger group than offline actions, allows for faster reactions and can happen on a global scale. It can facilitate millions of people from multiple countries to act together in a matter of hours, on a scale and speed that wouldn't be possible otherwise. At its best, online activism can create global communities connecting activists everywhere. It enables us to test different messages with audiences and to understand what stories engage people, without leaving out important facts or over-complexifying.

## Our Campaigning Model

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### How do we choose campaigns?

We will decide on campaigns using the below criteria. It is important to note that no campaign will meet all of these criteria, but the more the better.

1. The campaign offers clear opportunities to contribute to long term systemic change
2. The campaign and its narrative does not support/uphold the current system
3. The campaign can deliver short term or long term changes as part of a bigger vision
4. WeMove Europe community can bring a clear added value to winning the campaign
5. The campaign resonates with people / they want to engage with the campaign
6. The campaign offers potential for European transnational solidarity.

### What is a good example of a leverage point? Where could we begin to test?

Systemic change starts with finding good leverage points. These are places in systems 'with higher potential for leverage than others' (Donella Meadows). Leverage points can have different levels of ambition. Here are some examples that could provoke change in our systems:

1. **Change the focus of EU leaders from GDP to well-being** by using social and environmental indicators in decision making and checking economic policies against their impact on human wellbeing, resource use, inequality, and decent work; turning the Stability and Growth Pact (SGP) into a Stability and Wellbeing Pact and much more
2. **Citizens Assemblies as an opportunity**, if done right, to shake up democracy in Europe, enhancing the representative model through participatory deliberative means
3. **Shift the narrative on food to shift the politics on the Common Agricultural Policy - CAP** and get to properly sustainable farming and food production in Europe

4. **Municipalism as a new way of organising and making decisions:** Could municipalities bring more systemic change in Europe? Cities are on the rise as spaces for glocal citizens to bring about change based on a deeper understanding of the world.

## Members

The members of WeMove Europe are people who take regular actions aimed at changing Europe. Generally they do so because they connect with a certain issue or story or because they feel they can change something, or because they want to be part of something bigger than themselves. They know that to hold the EU to account, you need to speak up and get involved.

Over the next 3 years, we will get stronger and louder, organising and mobilising more people beyond our current community. We will offer more ways for members to take action online and offline and to create more impact through those actions as part of a bigger movement.

We will also connect our members to a wider community across Europe, giving them opportunities to join campaigns that recognise the interconnectivity of our problems in Europe and the need to show solidarity and tackle them together, across borders. A community of people fighting to stop a nature reserve in Bulgaria from being destroyed to build a motorway with EU funds is not the struggle of one community in Bulgaria but of all of us as Europeans. Speaking out about violence against women in France or Spain is not the struggle of women in France or Spain, but that of all of us as Europeans. In the objectives section, we develop further our specific intentions with regard to building our community of members.

## Partners

Partner organisations will continue to be a core part of our campaigning approach. Our partners are NGOs and movements that share our values and want to address the root causes of problems and seek systemic change in Europe. Most often, they will be part of networks or have specific expertise we lack (see above).

On the other hand, we will not partner with far-right organisations, nor any that make racist, homophobic, misogynistic or otherwise discriminatory statements. We are not interested in partnerships with organisations that actively reinforce problematic beliefs and values. And we do not partner with those that strategise closely with corporations that work against our campaigns.

The contribution we offer back to partners depends on the organisation and how they are set up.

*To those working on the national level*, we bring expertise to do joined up Europe-wide campaigning where change is needed. We can help identify moments for campaigning to bring our communities together in Europe towards change. European issues require European level campaigning and solutions.

Specifically, we can bring information from the EU or pan-European level that can help build strong targeted campaigns and tell meaningful and convincing stories. We can alert partners to moments and opportunities to make an impact, which they may not otherwise have known about. Ultimately, and as our colleagues at OPEN have put it, 'we can help national level partners to do *low-lift, impactful* work with knock-on effects to their local contexts as European politics and laws change. And given the worrying political context of a growing far-right, progressive cross-border solidarity is a good in and of itself.'

For those already working at the pan-European level, we offer digital campaigning expertise and a large online community, to connect them to. We already help partners to run their own online campaigns via the decentralised campaigning tool called YouMove. We will be investing more into the relationship with our partners to help them to get better access and to understand the potential of the tool. We also support partners who need it just by making our work re-usable by others, sharing knowledge, our tools and building open source software whenever possible.

## Our Objectives

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Over the next three years we will build people power through:

1. Systemic change campaigning action
2. Connection to a large and powerful movement
3. Stories that create meaning and shift narratives and politics
4. Gathering the resources we need to campaign
5. Technology
6. A powerful and enabling team

## People power through systemic change campaigning

We have decided to choose campaigns that will challenge the root causes of injustice in Europe. Going forward we will actively seek opportunities, what some would call 'leverage points' in campaigning to achieve changes at different levels of ambition - from improving information flows and transparency on the one hand to changing the beliefs that guide the system and changing the rules of the system. Increasingly we will offer people a chance to get involved in campaigns that go below the surface and seek to transform Europe.

This model of campaigning is challenging because it takes time to achieve systemic change. We will not automatically shift into the model in January 2020, but invest and build it over time. We will need to look for campaigns that allow us to celebrate smaller wins and keep our community motivated along the road to long-term change. We will also need to identify partners who want to come on this journey with us. This is further developed below.

## People power through connection to a large and powerful movement

WeMove Europe aspires to become such a strong voice that decision makers in Europe cannot ignore us. As described above in the theory of change section, that strength comes from building our own movement of members that in turn joins forces with bigger movements pushing for justice - for a more democratic Europe, for more social justice, for climate justice, for an end to racism, misogyny and homophobia.

We are not proposing a fixed target number of people we want to mobilise into action in Europe by 2022. In the long-run what we are seeking is a **critical mass of people to bring about change in Europe together, across all EU member states**. The definition of that critical mass will differ from country to country. By 2022, we want to expand our community, campaigning in **2-3 more EU languages**. We will make that decision based on three overlapping criteria: 1) potential to be stronger and more impactful with our campaigns in Europe 2) to have more geographical/regional coverage inside Europe and 3) to be able to financially sustain WeMove Europe.

At the same time, we will seek to deepen the power of WeMove Europe members by **creating a stronger sense of belonging to a powerful progressive community** in Europe, by **building political consciousness** about what is happening in Europe and why and how they can get involved to shape Europe over time, **by reporting back the stories of change** we are making happen through our actions and by expanding the ways that they can get involved in campaigns. We will remind our members of the need to create a **powerful citizen-based counterbalance to the corporate lobby** in Europe and to shift power back towards people. We will offer **new kinds of tactics** and ways for members to take action **both online and on the ground** - from joining a sit-in, to crowdfunding, to legal actions, signing a petition, and direct phone calls to decision makers at exactly the right time to fight for an issue that matters.

Overall we seek to connect the power of our community of members to that of partner organisations to work towards bigger change in Europe through online and offline campaigning.

### People power through stories that create meaning and shift narratives

Our campaigns don't just aim to stop bad things from happening, but also to propose and tell stories of solutions that already exist - different ways of working, living, of doing policy and politics. We want to focus the spotlight on the brilliant alternatives ways of thinking and doing generated by people: from the refreshingly humane and effective approach to tackling homelessness in Finland, to fearless mayors in Italy speaking out to defend migrants as people, to Citizens Assemblies shaking up democracy in Ireland, Poland and Belgium, to people defending the forests from mining in Germany or from illegal logging in Romania, to yet more people fighting against racism in the Netherlands.

Alternative solutions are already there; we just don't always notice them. Certainly at the EU level, our leaders are not promoting them. **We will actively tell the stories of alternative solutions** that have come from communities all across Europe and the world, that could generate so much hope and inspire an altogether way of living in Europe and beyond.

The question of hope is important. In the past, we have spoken a lot about urgency. We still feel that and will not drop it. But going forward we want to balance up the hope and urgency. In fact, our mantra will be **one part urgency, three parts hope**.

We will also take a careful look at our **language**. European affairs often adopt a technical EU jargon. We see our role as translating that jargon into stories that people can actually relate to, that create meaning and make emotional connections with people. .

We also see a strong role for WeMove Europe in shifting damaging and divisive **beliefs and narratives** that underlie politics e.g. people are inherently selfish - to build more constructive ones e.g. people are shaped by their environment. Our ability to change the face of politics will ultimately rest on our ability to shift narratives.

Finally, we want to reach a wider and more diverse audience by **communicating our campaigns through different channels**, via email, a new website and the media.

We see a role for our organisation in connecting with the **media** and ultimately the public on issues related to democracy, citizenship, participation and people power in Europe.

### People power through resources to do things

Pursuing our mission and running our campaigns comes with financial costs: salaries, costs of campaign actions, external services (from translation to software development),

technology infrastructure and so on. Achieving 'people power to transform Europe' requires resources to cover these costs, and so a key part of our strategy is financial stability.

Financial stability should, however, not get in the way of our independence. By 2022, we want to grow our income from small individual donations to 70% and keep moving upwards from there.

Where there are gaps in our funding, we will seek out additional resources from progressive foundations and 'major donors' who share our values, are interested in transforming Europe and shifting power towards people (Note: we define major donors as individuals who give larger amounts of money, €5000 Euros or more in a year, because they believe in Europe and in us).

We will not take funding from corporations so as to ensure we can continue to direct campaigns towards corporations without compromise. Likewise, we will not take funding from governments or state institutions so that we remain politically independent. We work with donors who do not impose political conditions that restrict our mission or limit our independence.

We will be transparent with our financial situation communicating via an annual report detailing campaign wins, failures, learnings as well as income and expenditure.

We will innovate in the ways that people can fund us, while continuing to take data security in our funding operations seriously. Protecting data goes to the core of our values and who we are.

### **People power through technology**

While none of the problems we campaign on will be solved by technology, we believe that a sensible use of digital tools and the internet can help people connect to each other, to decision makers and can help funnel their power in the direction of change.

A sensible use of technology means ensuring that the tools and online actions we offer to our community protect their rights and privacy. To that end, we will continue to manage data using open-source software and hosting on servers protected under EU legislation. We never share individual data or information about our member's interests with companies.

We are clear and transparent on the decisions we make about the use of big tech platforms and how they sit with our values. We acknowledge that these tools often require serious ethical questions to be answered. We offer alternatives to big tech platforms to our members as much as is practically possible. When considering a new tactic or communication channel, we consider carefully the privacy aspects.



We want to show our stand on privacy and digital rights by keeping high standards, communicating more about it, explaining our choices and running campaigns on the topic.

### **People power through a powerful and enabling team**

WeMove Europe is about 'people power to transform Europe'. But we also want to empower the WeMove Europe team to deliver this vision, mission and strategy.

Our staff work in an environment that allows them to reach their full potential. This includes regular opportunities for feedback, as well as opportunities for training.

Over the next 3 years, we will build the team's capacity to deliver the strategy: in systemic change campaigning, in creative tactics and channels, in power analysis and in storytelling and narratives. We will also ensure that the capacity, skills and structure of our operations and tech teams match the needs of the campaigns team at all times, in order to deliver our strategy.

We will build an internal culture of flexibility, testing and learning. We plan our work to allow for experimentation and re-prioritisation so we can respond to campaigning moments as they arise.

We value diversity and welcome the opportunity to bring on people of different backgrounds and experience, in our team, our board and our membership.

We are conscious of ecological limits and organise ourselves to be environmentally responsible, particularly when it comes to travel. This means that we limit our travel to what is necessary to function, we prioritise trains over planes and when we can't avoid emissions, we calculate them and pay a carbon levy at the end of the year.

We will seek to be transparent with and accountable to our board, to our community, to partners and to hold each other to account as a team.