

FASHION GIANTS' DIRTY SECRET  
Stephen / **United Kingdom**

EU: PROTECT FOOD SAFETY,  
NOT INDUSTRY SECRETS!  
Lida / **Poland**

SAVE THE AQUARIUS  
& RESCUE AT SEA  
Corinne / **France**

RIGHTS FOR PEOPLE,  
RULES FOR CORPORATIONS  
Nicoletta / **Italy**

PROTECT  
WHISTLEBLOWERS IN THE EU  
Markus / **Germany**



# JOIN THE MOVEMENT

CAMPAIGNING FOR A BETTER EUROPE

# 18

ANNUAL REPORT / 2018

**WeMove.EU**

# WeMove.EU

## WeMove.EU 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.EU brings citizens together to push the European Union to make better decisions.

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 want to provide citizen-led alternatives which will provide pressure and 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.

**WeMove.EU**

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Cover image: Protesters in Germany for the Anti-Coal campaign.  
© **WeMove**

**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.



## 2018 WAS A YEAR OF HOPE IN THE DARK

**My name is Laura Sullivan and in October 2018, I started out as the new Director of WeMove. It felt like a big present had landed on my desk that day because WeMove and I have the same goal. We want to build up power to transform Europe into the kind of project we can all be proud of. When I started, I was blown away by the combination of three big strengths that put WeMove in the position to do just that:**

**PEOPLE POWER.** Voices of people from all over Europe, who connect, inspire, challenge and change things by speaking out in their own languages to say yes, as well as no, when we need to.

**A SEASONED COLLECTIVE OF MOVEMENTS.** WeMove.EU has brought new purpose and focus to movements working on justice in Europe who have decades of knowledge and experience in policies, politics and strategies on how to bring change. Working together, online and offline, we pressure the EU to transform itself into something we can be proud of.

**A STRONG, COMMITTED, CREATIVE AND RESOURCEFUL TEAM.** We connect millions of people to opportunities for change on the European level, organising and motivating them to take collective action in their own language, online and increasingly on the ground.

In 2018, those strengths were put to good use. It was a challenging year. Right-wing leaders continued to exploit people's fears - real fears about jobs, homes and the future - putting the blame on 'others', mostly those on the move escaping war, climate change and poverty. In response, we work ever harder to highlight the root causes of our social and economic problems: first and foremost a deeply neoliberal and unsustainable system adopted by the European Union that puts the well-being of corporations before that of people and planet.

This is where we felt so much hope. Millions of people got stuck in to question this system and fight back. In 2018, the WeMove community fought for justice on climate change to get single use plastics and glyphosate out of the shops, for fair fashion and sustainable food for everyone, and to welcome migrants to Europe. Right at the end of the year, we had a huge campaign win. EU food rules were tightened up so that the largest food corporations will no longer be able to hide what they are putting in our food.

All this was about masses of people power. By the end of 2018, WeMove had more than 850,000 members across the EU. The team expanded to 28 people all over the EU, with about half working full-time and half part-time. Two new members joined the board: Alberto Alemanno, the Director of the Good Lobby and Magda Stockiewicz, who is the Deputy Director of Greenpeace EU. They brought more understanding of the functioning of the EU and brilliant strategy skills into the organisation. We left 2018 feeling more convinced than ever of the pivotal role WeMove.org has to play in putting people and planet at the heart of our politics and our communities. We have the power to connect and transform Europe for the better.



*A luta continua!*

**Laura Sullivan**  
EXECUTIVE DIRECTOR

# ADDITIONAL WEEK

## CLEANING UP FASHION

24 SEPTEMBER 2017



Campaigners and Volunteers at the London Fashion Week Festival. © WeMove

“I DON’T WANT FASHION AT THE COST OF OTHER PEOPLE’S OR THE ENVIRONMENT’S HEALTH.”

LORRAINE, WEMOVE.EU MEMBER

Tens of thousands agree with Lorraine: fashion shouldn’t happen at any cost. As part of this campaign, people have made it clear:

‘ONE CANNOT BUY A CLEAN WORLD, IT’S UP TO US TO CLEAN OUR MESS UP’  
**(ZOE);**

‘IN THESE TIMES, IF WE DON’T COMMIT OURSELVES TO A CLEAN ENVIRONMENT WE WON’T LAST LONG’  
**(JAVIER);**

‘COMPANIES’ SUCCESS SHOULDN’T BE PRIORITISED OVER THE PLANET: I’LL SHARE THIS CAMPAIGN WITH ALL MY FRIENDS’  
**(ALBERTO).**

There is little legislation at EU level to regulate the supply chain decisions made by multinational retailers.

For the first time, WeMove.EU made the strategic decision to focus on moving the retailers themselves rather than EU institutions. So in 2018, WeMove.EU ramped up our campaign demanding that two of the biggest European clothing brands, H&M and Zara, clean up their act. We went on to add Mango, ASOS, Marks & Spencer, Primark and Tesco to our target list.

### CAMPAIGN:

The campaign focused on the unethical sourcing of the fabric viscose, commonly used by these companies in their garments. The fashion giants are sourcing this fabric from manufacturers in Asia who dump toxic waste water from factories directly into rivers and streams. This leads to serious health problems for workers and people living nearby.



### SUCCESSES:

We built an outstanding partnership with the Changing Markets Foundation, drawing on their **policy expertise** to design a people powered campaign that would target the corporations and press for change.

More than 300,000 people signed our **“Fashion giants’ dirty secret”** petition. We escalated the campaign in innovative ways, developing new digital engagement tools including the **quiz** and **spoof shop**. We also built the pressure with high profile petition deliveries in September 2017 during fashion week in Madrid and London.

### OUTCOME:

There’s been constant progress - linked to constant pressure, and we are close to achieving substantial change. After 9 months of campaigning, Zara and H&M agreed to join Changing Market’s Roadmap, which provides guidance to brands and retailers for cleaning up the manufacturing of viscose and modal fibres. Other brands followed, including ASOS, Marks and Spencer, Tesco and C&A.

You can read the Roadmap: [here](#)





# PROTECTING OUR FOOD

Protesters outside the European Parliament in 2018. © WeMove

**1.3 MILLION**  
TOTAL SIGNATURES

EUROPEANS SHOULD NOT BE EXPOSED TO HARMFUL PESTICIDES.

**WeMove.EU has campaigned to get the toxic weed killer glyphosate out of our food and fields since autumn 2015. That’s the same year the International Agency for Research on Cancer, a part of the World Health Organisation declared glyphosate is “probably carcinogenic.”**

The use of glyphosate was trending upwards and worse, glyphosate’s manufacturers applied for a new licence to sell their toxic product in Europe for another 15 years.

WeMove.EU joined an alliance of mainly environmental organisations that had been working on the issue for some time. Together, we decided to launch a European Citizens’ Initiative. **We called for glyphosate not to be approved** again. We also demanded the approval procedure for pesticides in Europe be improved. Specifically, we identified the importance of allowing all parties access to all the data that manufacturers have to submit. This would allow proper, objective scrutiny and oversight.

## CAMPAIGN:

The campaign was an example of the power of a wide-ranging movement comprised of different organisations bringing varied skills and expertise, as well as more than a million individual Europeans.

**Scientists verified the risks and carcinogenic effects of glyphosate.** Partner organisations with policy expertise shared this freely, providing the detail and clout required to make robust arguments. Members of the European Parliament that supported our aims explained the complex decision-making processes and relayed the latest developments.



**WE CAN BE PROUD OF THE CENTRAL ROLE WE PLAYED IN THIS TRULY PAN-EUROPEAN CAMPAIGN.**

## SUCCESSES:

Together, the alliance decided to launch a European Citizens’ Initiative. It proved a record-breaking success, collecting the required one million signatures in less than six months.

WeMove.EU, as a citizens’ movement, played the central coordinating role for the ECI. It was a huge learning curve, but we rose to the challenges. We organised and connected partners and took responsibility for fundraising and technology.

And of course, we mobilised more than a million citizens to sign and organised repeated actions. The highlight was a **Europe-wide day of action**, during which over 100,000 paper signatures were collected at thousands of locations.

## OUTCOME:

While the campaign didn’t achieve its primary aim of prohibiting glyphosate in the EU, we were able to increase scrutiny. Glyphosate was permitted to enter the market again, but only for five years, not the fifteen years requested by the manufacturers and approved by the EU.

However, perhaps even more significantly for the long term, the approval procedure for environmental toxins and food additives is being changed to meet our campaign demands for transparency. In direct response to our ECI, the **Commission proposed legislation to increase transparency** in the approval procedure, which was approved in April 2019 by the full plenary of the European Parliament.



# STOP PLASTICS FROM CHOKING THE OCEAN

A bird killed by plastic pollution. In summer 2017, we put these images on billboards all over Brussels to encourage EU leaders to take bold action on plastics.  
© Chris Jordan

PLASTICS ARE CHOKING THE OCEAN. WE'VE ALL SEEN HORRIBLE IMAGES OF WHALES AND OTHER OCEAN CREATURES FOUND DEAD WITH PLASTIC STUFFED INTO THEIR STOMACHS.

**The European Union is the world's second largest consumer of plastic, and demand is growing every year. WeMove.EU members want an end to single-use plastic pollution, and in 2018 we made a huge contribution to the adoption of ambitious legislation to tackle the problem.**

A proposal came out for the European Union to reduce plastic consumption and we recognised a massive opportunity. Together with our partners across Europe, we asked the EU to support the adoption of ambitious legislation. It would drastically reduce the consumption of single-use plastics and ensure that producers pay for their pollution.

## CAMPAIGN:

The first ever EU conference on plastic strategy occurred in late 2017, and we wanted to be sure the EU would take action. Over 2,100 individuals from our community chipped in to put 150 powerful billboards across Brussels showing the horrors of plastic pollution for our wildlife, and Vice President of the European Commission Frans Timmermans personally accepted over 600,000 signatures.

**650,000**  
TOTAL SIGNATURES

## SUCCESSES:

Shortly thereafter, the EU proposed legislation banning some single-use plastics. But it wasn't all smooth sailing. As the legislative process unfolded, there were attempts to let polluting corporations off the hook for their plastic pollution.

To keep the pressure up we worked with our partners to collect signatures on the massive petition, and our community wrote hundreds of thousands of emails and thousands of tweets to their representatives.

Austria was a key country in this campaign, because it held the EU Presidency during trilogue negotiations of the anti-plastics legislation. Right before the final trilogue negotiation in December 2018, our community chipped in to run an ad in a major Austrian newspaper.

## OUTCOME:

Then, thankfully, we won. The institutions announced an agreement that included the principle that polluting corporations should pay.

The final vote of the plastic legislation was approved in March 2019 by the full plenary of the European Parliament. **It bans single-use plastic cutlery, cotton buds, straws and stirrers and takes effect in 2021 across the EU.** It will also require **manufacturers to pay for waste management** and clean-up of several single-use plastic items.

Our campaign was all the stronger because we worked as part of a **dynamic alliance** with SumOfUs, Friends of the Earth Europe, Rethink Plastic and Break Free from Plastic.

**584,274**  
SIGNATURES & COUNTING



The Aquarius, a search and rescue vessel, which has been used to rescue refugees and migrants stranded in the Mediterranean Sea since 2016.

# MIGRANTS & THE AQUARIUS

SINCE THE SO-CALLED “REFUGEE CRISIS” BEGAN IN 2015, THE POLITICAL CLIMATE IN EUROPE HAS RESULTED IN A HOSTILE ENVIRONMENT TOWARDS MIGRANTS.

**Political decisions relating to migration have reflected this mentality. Perhaps this is an example of the old tactic of demonising “the other” to distract from growing social and economic problems. The rising challenges of austerity, unemployment, continued climate chaos and increasing power of corporations aren’t easily solved.**

No matter the reason, it’s clear that at European and national level, politicians have chosen to frame discussions around migration through a security and economic lens, rather than one of solidarity and dignity.

As a result, European leaders turned their backs on saving precious human lives at sea, leaving NGOs alone to continue this vital work. But they were not permitted to continue their operations unimpeded.

## CAMPAIGN:

In summer 2018, we saw a peak in the orchestrated scapegoating of NGOs running search and rescue operations in the Mediterranean. A search and rescue ship operated by Médecins Sans Frontières and SOS Méditerranée was targeted.

The Aquarius had been operating in the Central Mediterranean for 31 months, **saving 29,523 lives**. Its flag was revoked, preventing it from saving any more lives.

## SUCCESSES:

Médecins Sans Frontières and SOS Méditerranée launched a YouMove campaign with us to **#SaveAquarius**. The petition gathered over 270,000 signatures in just a few days, showing us that many people across Europe share our desire for migration politics based on solidarity and humanity.



## OUTCOME:

Sadly, the strong anti-migrant narrative and politics prevailing in Europe ultimately won out and we did not succeed in preventing the Aquarius from being taken out of action.

We have a long path ahead of us in the coming years to shift this narrative. But we will walk that path together with the **millions of Europeans who share our vision** for a society that values all human life both at home and at sea.

Learn more: [here](#) **YouMove.EU**

**#SAVEAQUARIUS**  
**#SAVERESCUEATSEA**

# WeMove.EU

## HOW ARE WE FUNDED

**WeMove.EU receives funding from different sources, and all our activities are possible thanks to the generous contributions of individuals, members and foundations that support our work.**

In 2018 we received more than €1,000,000 in small individual donations from supporters of the organisation, representing almost 70% of our total income. This is for us an important indicator of the fact that what we do is supported by many people across Europe.

We also received major individual donations from supporters across Europe, who believe in our mission and campaigning, and give somewhat larger sums of money to help us to continue. Our third source of income was from foundations and institutions such as the Charles Leopold Meyer Foundation and the Open Society Initiative for Europe.

## INCOME 2018

SMALL INDIVIDUAL DONATIONS  
€ 1,005,000

MAJOR INDIVIDUAL DONATIONS  
€ 479,000

FOUNDATIONS  
€ 143,000

OTHER REVENUE  
€ 8,000