

# WeMove.EU



## THE EUROPE-WIDE ONLINE CAMPAIGNING ORGANISATION

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*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.*

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# 1 Political Mission Statement

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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.

## 1.1 Our vision for Europe

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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 Europe** is about *democracy*. We want European democracy to be led by its people: everyone living in the European Union needs to have a say in EU decision making. Decisions must not be dominated by the interests of large corporations or by a narrow-minded understanding of national interests. European democracy needs a good balance between decisions made at the local, regional, national and European levels. Although we strongly support local decision making, we know that issues like tax evasion, climate change or organised crime cannot be tackled on a national level alone.

**Our Europe** is about *social justice*. We want a Europe with an economy that works for all of us, a Europe that invests in good jobs and protects the welfare state, a Europe that stands for tax justice. Europe needs to deliver equal opportunities for everyone, and this is only possible if everyone has access to quality education and health care.

**Our Europe** is about *protecting the planet*. We want Europe to overcome its dependency on fossil fuels and to build an energy system based on efficiency and renewable energy. It is our responsibility to protect biodiversity and animal welfare, in Europe and elsewhere. European agricultural policy has to support sustainable agriculture which produces healthy and affordable food for all.

## WeMove.EU: The Europe-Wide Online Campaigning Organisation

**Our Europe** is about *civil liberties and rights*. We want a Europe that rejects mass surveillance and embraces free and diverse media – both traditional and online. Our Europe does not tolerate national attempts to limit freedoms or individual rights.

**Our Europe** is *against discrimination*. We want a Europe free of discrimination against women or based on race or sexual orientation. An open Europe that embraces diversity. A Europe that deals ethically with migrants and refugees and where human rights apply to everyone, no matter their legal status.

**Our Europe** is *accountable and free of corruption*. We want to stop the use of political power for private gain. We will fight for clear rules about conflicts of interest, the punishment of corrupt politicians and their permanent removal from public office.

**Our Europe** is a *globally responsible Europe*, using its weight in the world to build peace, advance human rights and fight global poverty.

**Our campaigns are not about saying 'Yes' or 'No' to Europe. They are about working towards our vision for the future. We push for the Europe we want and challenge unacceptable European policy decisions, thereby strengthening European democracy.**

### 1.2 How we work

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We come together at critical moments to take action to effect political change on an EU level, to build a more citizen-centred Europe. We target those who can deliver change – be it in European institutions, member states or corporations.

We use online tools to lower the barrier to participating in European democracy, so all Europeans have a voice in this political process; a process where big money, corporate lobbyists and national-minded politicians in powerful countries wield too much power. Our model of online organising allows us to rapidly combine the effort of thousands of us into a powerful collective force. We harness this online participation to facilitate grassroots action – online and offline.

Our campaigning model is built around partnerships. Our aim is to bring together the know-how and political experience of existing organisations. In these partnerships, WeMove.EU will provide the capacity for cross-border mobilisation that has been sorely lacking on a European level. By working in reliable and meaningful partnerships with other organisations we will strengthen civil society and help running the most effective campaigns possible.

We strive for accuracy, relevance and a strong theory of change. Our ambition is to run those campaigns that most effectively work for our idea of Europe and to run them ethically, including protecting the privacy rights of our members.

## 1.3 What we are not

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WeMove.EU never collaborates with groups that follow an anti-democratic agenda.

WeMove.EU is not a political party, nor does it have any affiliation to any political group or party. When it comes to addressing grievances and maladministration, we know no friends; when it comes to applauding progress towards our values, we know no enemies.

## 1.4 How we are funded

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WeMove.EU will be mostly funded by small supporter donations after its first three years. For the current start-up phase, WeMove.EU has received initial funding from the German online campaigning group Campact.de and a number of individuals.

## 2 Europe in Crisis: An Opportunity and Need for Citizens' Engagement

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Europe is in crisis, a crisis in three dimensions:

1. Decision making in Europe is dominated by corporate lobbyists and politicians focused on narrow national interests. This leads to decisions that do not serve the common good and undermine democracy.
2. The sense of solidarity between people in different European countries has decreased alarmingly, especially since the crisis of 2008. Eurosceptic political groups are gaining popularity. Most of these are far right-wing.

This threefold crisis of European democracy urgently needs effective citizen's engagement across our continent.

**How WeMove.EU could work:** Imagine that it is two years after WeMove's launch, and our list of activists is two million strong. We are just getting ready to employ a three-pronged approach for a campaign on a proposed new directive on the European Emissions Trading System (ETS), assuming the proposed directive fails to improve the current ETS, but rather caters for the interests of CO<sub>2</sub> producers. **First, we will collect 200,000 signatures** from all 28 Member States and hand them to Parliament, Commission and the minister currently presiding over the Council in Brussels, generating public attention for the climate impact of this directive.

**Second, we will identify the five key members of the European Parliament** that are most relevant for this directive. We will call upon our 2,000 members in Córdoba to protest in front of the rapporteur's office in his home district.

**Third, because we are a Europe-wide organisation, we are able to focus our resources on the capital that is most likely to impact the decision** of the Council of Ministers. In this case, let us say that capital is Warsaw. We will hire three local campaigners, and together with the 100,000 Polish activists on our list and allied national environmental NGOs, we will hold the Polish government accountable.

## WeMove.EU: The Europe-Wide Online Campaigning Organisation

We want to help citizens all over Europe to fight for a **sustainable, just and democratic Europe**, a Europe that values the human rights of every human being, whether a citizen of the EU or not. A Europe that **takes seriously the original ideas and values of a Europe committed to peace and global solidarity**.

While we disagree with many current EU policies, we believe that the **EU is necessary for sustainable, just and democratic policies in many areas**.

However, our emphasis is not on celebrating the Union because of its theoretical merits but **on addressing the very practical problems EU policies cause. We will organise citizens' campaigns against bad decisions on the European level**, no matter whether they are caused by member states, commission or parliament, and we will fight for positive change in line with our values.

Paradoxically, exactly through **fierce criticism** of specific policies and through addressing **the European institutions directly** we affirm the **importance and legitimacy of decision making on the European level**.

Our campaigns will **not be about a 'Yes' or 'No' to the EU. They will be about a vision for a better Europe**.

Fundamentally, we believe in **putting more power in the hands of the people** and less in the hands of corporations and special interest groups, and we will run campaigns that further these values.

### 3 The Objective: Effective Campaigning for a Better Europe

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We will organise **citizens' campaigns against specific decisions in the EU**. This will be done by combining online and offline methods. We see **online organising** as an important tool, but will also organise campaigns in the real world, involving **local activists** as much as possible. This will help us target decision makers where it impacts most, particularly on a local level. After all, **all politics is local**.

We want to build a community of supporters working towards better decisions in Europe. With their engagement with WeMove.EU, activists will effectively and efficiently be able to influence EU decision making to improve policy outcomes. **WeMove.EU promises to provide citizens with the opportunity to not just make their voices heard, but to make them count**.

In time, we hope to become a leader in the field, so activists from all over Europe know: **"For smart, world-changing campaigns join WeMove.EU."** This community of activists will also **provide surge capacity to other players**, like Brussels-based NGO coalitions. Close collaboration with the European members of the OPEN network of online campaigning organisations is especially important to us.

WeMove.EU drew from the experience of the first EU-wide campaigning platform Avanti Europe which pioneered ideas and believes which inspired WeMove.EU. Thanks for that go to Franziska Brantner, Sven Giegold, Peter Matjašič, Spyros Michailidis, Thomas Houdaille and André Wilkens.

### 4 The Model: How WeMove.EU Works

Online organising has emerged as a powerful tool to leverage mass activism in campaigning. International **online organising has been proven to work** and has helped our issues on many levels.

**Online organising** is also likely to be the **best option to bring people from all over Europe together** to jointly voice their opinions on European issues. It can bridge the gap between people in different countries, and between citizens and the Brussels bubble.

While online campaigning organisations and NGOs that succeed in online campaigning exist on the global or national level, the **power of online organising is underutilised on a European level.**

For structural reasons, it is very difficult for the existing organisations, such as networks of environmental or social NGOs (or national online campaigning organisations), to have effective, fast online campaigning capacity at the European level. Therefore, we are **founding a new European organisation** dedicated to this purpose.

The limits of national campaigning are clearly demonstrated by German online campaigning organisation Campact, which targets German decision makers in its campaigns on many European issues. However, Campact can only reach 96 of the 751 MEPs, which necessarily limits their impact. For this reason, **Campact is very interested in gaining a sister organisation** operating on an EU level. Most of our **campaigns will be run in partnerships**. In practice, this might mean that each organisation hosts a petition on its website, or that the partner organisations refer to the WeMove.EU site. A typical model for cooperation might be spreading good campaigns on EU subjects from national campaigning organisations such as 38 Degrees to the whole of Europe, or that we partner

#### Online Campaigning Organisations in Number

**MoveOn.ORG**  
DEMOCRACY IN ACTION®

Founded: 1998  
List size: 8 million  
Countries: USA



Founded: 2009  
List size: 3 million  
Budget: £3m  
Countries: UK

**campact!de**  
DEMOKRATIE IN AKTION

Founded: 2004  
List size: 1.6 million  
Countries: Germany

**AVAAZ.ORG**  
THE WORLD IN ACTION

Founded: 2007  
List size: 38.5 million  
Budget: \$11.6m (2012)  
Countries: 194

with national OPEN members to add muscle to a campaign desperately needed by Brussels-based NGOs.

### 4.1 Key Considerations for European Online Organising

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While WeMove.EU will follow a similar model as MoveOn and the other organisations mentioned previously, we believe that to be successful in a European context, we have to stress two points:

1. We need to live and embrace diversity. Different cultures and languages will be important. Key positions in WeMove.EU are held by Europeans from different regions and cultures across Europe. We do not have a strong centralised office (especially not in Brussels, Berlin or London). From the very beginning, the core of WeMove.EU lives mainly in individual countries, not in the Brussels bubble. We will start in at least four languages and add more later.
2. We need to commit to credibility. Many activists only learn about the issues we work on through our emails, as EU issues are widely underreported in the mainstream media. To gain and keep their trust, we have to make sure the facts we use are accurate. This is only possible through close, collaborative relationships with partners, especially NGOs, in Brussels and in the Member States. We acknowledge that we are not experts in all the important issues on which we will campaign.

## 5 The Start

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To get WeMove.EU off the ground, we need to work on several dimensions:

**Team.** So far we have six full-time staff: Oliver Moldenhauer as Founding Director, Mika Leandro (Bordeaux), Olga Vuković (Rome), Virginia López Calvo (Madrid) and Jörg Rohwedder (Lübeck near Hamburg, starting January 1, 2016) as Senior Campaigners, Xavier Dutoit as Founding Chief Technology Officer and Simona Muršec working in networking and operations.

**Board.** The team will be accountable to a strong board of about 5-7 committed and experienced individuals. Campact and 38 Degrees already agreed to propose senior candidates for this body. As everybody else, they would serve as individuals, not as delegates of their organisations. The first board will be appointed and will serve until 1 January 2018. Subsequent boards will be elected by stake-holder groups and independent individuals, combining the positive sides of legitimacy and individual independence and experience. The 2-person nucleus of the board, consisting of Campact's Executive Director Dr. Günter Metzges and 38 Degree's Campaigns Manager Blanche Jones started in January 2015.

## WeMove.EU: The Europe-Wide Online Campaigning Organisation

**Funding.** We need initial funding for the first three years of operation, approximately €500,000 per year. After that, we will rely solely on our supporters' individual donations, and work without external funding, as have other organisations such as MoveOn, 38 Degrees and Campact. So we have commitments of 1.04 million Euro for 2015-2017.

**Technology.** We are working together with our technology partner Caltha in Warszawa to adapt existing software to our needs, mainly building on CiviCRM and adapting tools already in use at [38Degrees.org.uk](http://38Degrees.org.uk). Due to privacy reasons it is very important to us that none of our data will be hosted in the US or elsewhere outside the EU.

**Initial Activists.** We anticipate running joint campaigns with 38 Degrees and Campact. This will give us the opportunity to reach nearly 5.5 million people via email and quickly achieve a list of at least 250,000 activists. This initial list will be skewed towards British and German users. Experience from other online campaigning organisations shows, however, that there is a significant spill over to other European countries. We are also taking over Avanti Europe including their list 4,000 activists from all over Europe.

**Legal.** Since 16 June 2015, WeMove.EU is incorporated as a European Cooperative (SCE) registered in Berlin. We will open seats located in several cities, including Ljubljana in Slovenia, and probably Bordeaux and Rome. To retain maximum freedom in our operations and to reduce administrative effort, we will not seek charitable status for WeMove.EU SCE. If necessary, we will create additional charitable entities to use funds tied to charitable use, like those of many foundations or partner organisations like Campact.

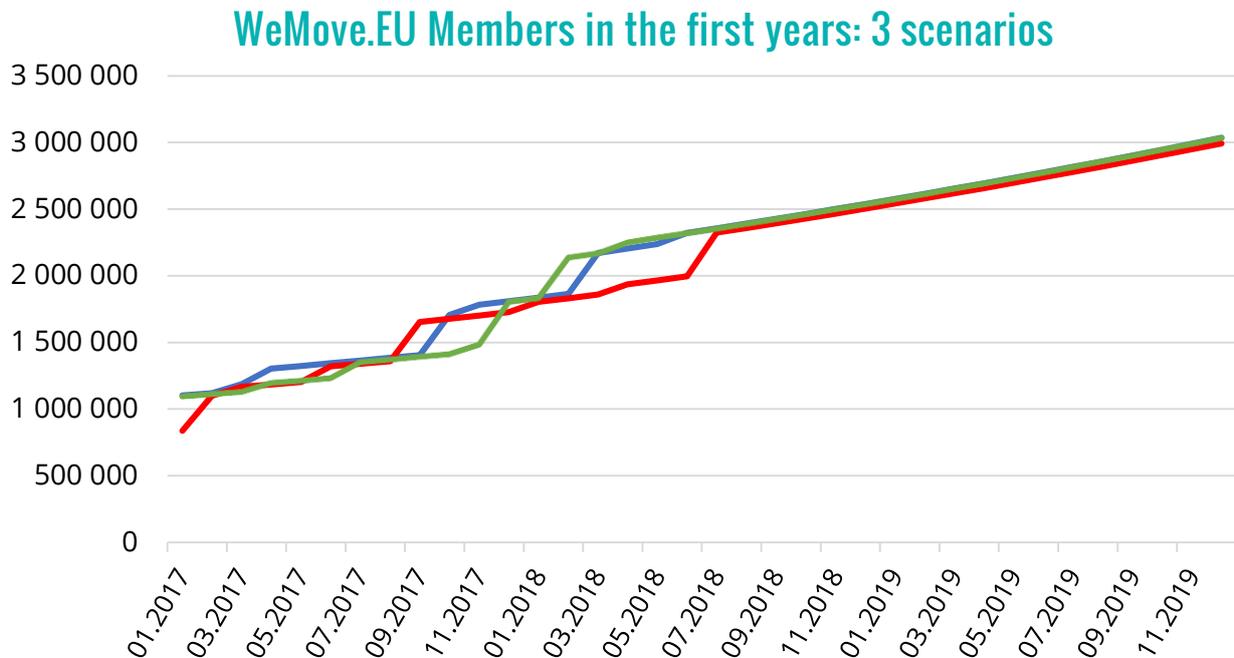
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## 6 Appendix B: Growth Projections

To model a possible path for the growth of our community, we started from a model of exponential growth and a set of realistic assumptions<sup>1</sup>. With the anticipated support from Campact and 38 Degrees, this yields the following growth scenarios:



If we achieve this growth, WeMove.EU should be financially sustainable after the third year of running campaigns. Using the model outlined above, taking the average of the scenarios and assuming a rather low donation rate of € 0.80 per full year someone is on our list, we arrive at the following figures:

Year	Average number of users (x1000)	Donations (x1000 €)
2015/2016	323	172
2016/2017	975	724
2017/2018	1 800	1 372
2018/2019	2 549	2 280

<sup>1</sup> The assumptions are:

- Initial list size: 50,000.
- Normal monthly list growth 1.5%. To compare: the median monthly growth of Campact's list in recent years was 3.5%.
- Viral campaigns with on average 25% growth each happen approximately once every 9 months. The first viral moments will have higher percentages than the later ones.
- Two joint campaigns each with Campact and 38 Degrees, where they support us in directing people to our list, resulting in 150,000 new members for the first campaign and 100,000 for the second.
- Six similar joint campaigns with other partners, directing people to our page and resulting in 50,000 additional members each.