



ANNUAL REPORT 2024



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00 WHAT WILL 2024 BE REMEMBERED FOR?

2024 was an election year, in Europe and beyond. And as with all election results, we were witnesses to a snapshot of where people are at. What state the world is in.

The “green wave” of the EU elections 4 years prior was but a distant memory. Shiny promises of the political elite on either side of the spectrum had fallen flat as many of us worried about how we would heat our homes this winter or stretch our paychecks to meet rising grocery costs.

In the lead-up to the election, the WeMove Europe community, together with a strong network of partners, came together urging people to get out and vote for all we hold dear: people and planet. And yet, it was the more extremist voices who came out as winners.

And so, 2024 became yet another wake-up call. The kind that this community responds to best.

From making sure Europe’s new Commissioners got to meet this community and know what we stood for, to making sure the wins of the last 4 years wouldn’t be undone by the new balance of power, we sprang into action. Protecting the rights of gig workers from platforms like Uber or Deliveroo. Putting the last nail in the coffin of a prehistoric treaty that protected polluters rather than people & planet.

We saw that people power still had its place in this new balance. People continued to show up, speak out, and push for change. But it was clear we needed some new tricks. A new political reality called for new ways of organising, new alliances, and a renewed focus on where people could make the biggest difference.

Because if 2024 taught us anything, it’s that we can’t take progress for granted. Victories can be challenged. And the space for action can shrink.

But this community has never been one to sit back and watch.

So, as we look back on 2024, we do so with a healthy dose of realism. And determination. This year tested the strength of our community. It also reminded us that if people continue to unite in uncertain times and refuse to accept the unacceptable, change is still within reach.



OLGA
VUKOVIĆ

Executive Director
WeMove Europe

01 GET OUT THE VOTE FOR THE EU ELECTIONS

The EU elections in 2024 were a major crossroads for all of us. Many of the things we believe in were at stake: **safety and rights for people on the move, our forests and woods, healthy food, thriving rivers, and much more.** So we did what we know best: jump into action!



Through petitions, paper postcards, and vote-tripling tactics, we helped to get out the progressive vote across the continent. From street canvassing to organising rallies and pub quizzes, to plastering thousands of public places with posters. In partnership with other organisations, we stood against the “Summit of Hate”, a gathering of extremist leaders in Madrid organised by the Spanish right-wing party “Vox”. **From social media to the streets, our actions sparked attention over the elections across Europe.**

Ultimately, the EU election results were a blow to all we hold dear. Extremist voices gained ground and the right to walk the halls of **our European democracy.** We know what they will try to do: pollute the debate, weaken our rights, and ally with powerful lobbies against the interests of everyday Europeans.

But we also know we have what’s needed to stop them: people power sprinkled with a good dose of hope. We will keep building an even stronger, hopeful people-powered resistance for the years to come.



I will be a voter in the EU election

02 MAKE PEOPLE HEARD BY NEW COMMISSIONERS

Change is hard to make happen when we act alone. But when we come together, even those with more power have to listen to us. That's what we did when the new Commissioners were appointed. And it worked! Here's how.

First, **we asked EU Climate Commissioner Wopke Hoekstra to ban fossil lobbyists.**

2,100 of us flooded him with emails calling for it, and he even watched a WeMove Instagram post directly addressed to him! Then, **on housing, we targeted EU Energy and Housing Commissioner Dan Jørgensen.** We collected audio recordings with personal stories coming from our community, and thousands of us shared them on social media directly with him, who later started following WeMove on Instagram.

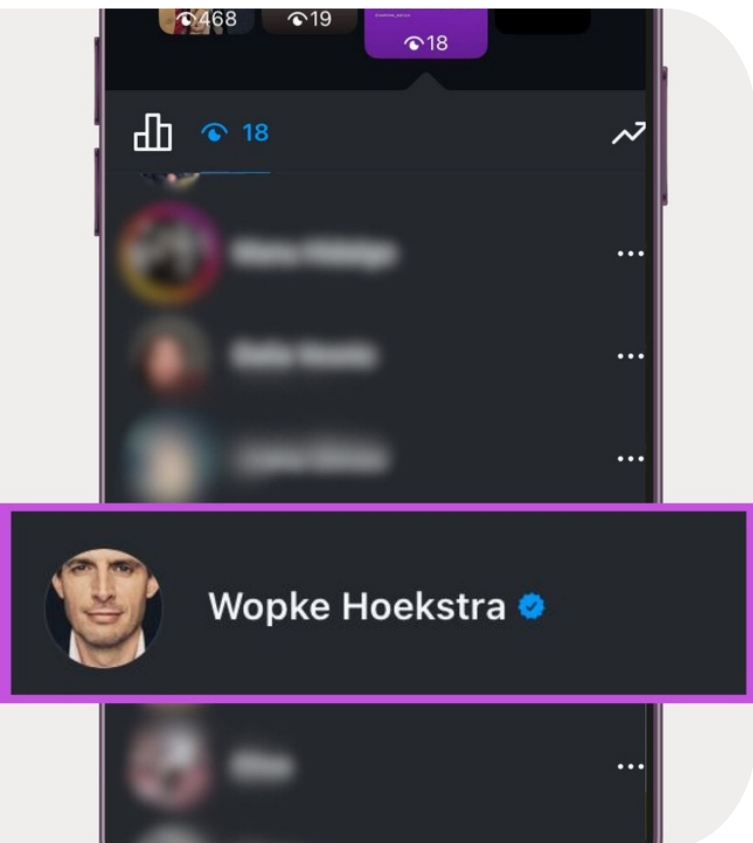
104,605
signatures

In public, **they both showed that our demands did not go unnoticed.**

Commissioner Hoekstra excluded fossil fuel lobbyists from the climate talks and publicly supported stricter rules on conflicts of interest, while Commissioner Jørgensen pledged to put people's needs first on housing in his new role.

But we know that words fly, and only facts count.

In 2024, 113 fossil fuel lobbyists still infiltrated climate talks via national delegations, and there is still a long way to go when it comes to housing. Together, we must keep pressuring those in power until our demands are finally reflected in real policies.



03 PUT UBER DRIVERS' RIGHTS ON THE FRONT SEAT



Picture this: 15-hour workdays, **no sick leave, no pension, and not even the security of a minimum wage**. This is the brutal reality faced by millions toiling away for the likes of Uber and Deliveroo. In 2022, the harsh truth came to light when a report revealed how Uber exploits its drivers: “You have to do 12 to 15-hour days to make [decent pay]. I met many drivers who sleep in their cars.” — an Uber driver.

Together with our partners, we started building pressure on lawmakers to change this reality. We launched a petition gathering more than 100,000 signatures.

Then, thanks to hundreds of thousands of our members taking action together, we **sent over 119,00 emails to Members of the European Parliament. Even more, we publicly targeted them on social media**, making our demands impossible to go unseen.

We first won the vote at the European Parliament, and when some countries were blocking the law, our partners worked hard to convince them to protect workers' rights. Finally, we managed to win. Now, **drivers will finally have a minimum wage, sick pay, and other employment protections**. To put it in one of our partners' voices, “When we organise, we can achieve great change”.

04 GET RID OF A PREHISTORIC FOSSIL FUELS TREATY

1,082,141
signatures



Big Oil and Gas companies have been suing European countries for years thanks to an old treaty that protects them and **allows them to claim billions from taxpayers**. A relic from prehistoric times that continued to put a strain on our pockets - the Energy Charter Treaty (ECT). But after years of campaigning against it, we put it through the paper shredder.

First, we helped convince some of the biggest countries in Europe to leave the treaty. Then, the **European Parliament voted in favour of withdrawing from this toxic treaty**. A game-changer for climate justice, and for our future.

Our campaign was widespread, fun, and effective. Thousands of us emailed and tweeted the European lawmakers. Greta Thunberg supported us in a video. And we even organised a flash mob with a **giant dinosaur outside the European Commission's offices**. This is what collective pressure means, and it works!

05 COMBAT VIOLENCE AGAINST WOMEN



Marta Asensio is a Spanish activist and a rape survivor. **Her partner used to drug her without her consent to sexually assault her.** Like hundreds of thousands of other women in Europe, she was a victim of sexual violence for many years, while our laws were falling short of protecting them.

Thanks to your support and donations, we were able to bring Marta to Brussels to tell her story to European politicians. Her speech moved everyone in the room and delivered a clear message: **sex without consent is rape.** As the EU was discussing the first-ever law to combat violence against women and domestic violence, we made sure they understood how much their vote could influence our lives. And we won!

The new law ensures crisis centers for survivors, easier access to national helplines, and more shelters for victims. It also establishes female genital mutilation, forced marriage, and certain forms of online violence as criminal offenses.

Achievements like these were only possible thanks to the collective mobilisation of thousands of us. We delivered a 140,000-strong petition. We made headlines in *El País*, *Euractiv*, and *The Washington Post*. We even cooperated with a Spanish illustrator to publish a comic that went viral on Instagram. And when governments were dragging their feet, we organised powerful protests in Brussels, Berlin, and Paris. Together, we said it loud and clear: only YES means YES.



06 END PLASTIC PELLET POLLUTION



Millions of tiny plastic pellets ended up in the ocean and washed up along the Galician coastline after a cargo ship lost several shipping containers off the coasts of Portugal and Spain in December 2023. **Several km of beaches were heavily polluted across the Spanish region.**

This was not just an ecological disaster. **This was the result of weak rules that put polluters' interests over our communities.**

We were the only organisation to mobilise people across Europe with a petition, email, and a campaign on X (formerly Twitter). 90,000 of us raised our voices to hold companies accountable. And Europe listened!

Our mobilisation created vital public pressure, while in Brussels we teamed up with a coalition of research and advocacy groups. The result? **The European Parliament voted in favour of new rules to crack down on toxic pellet pollution**, including nearly all of our demands.

07 AN HISTORIC WIN FOR NATURE

EU passes law to restore 20% of bloc's land and sea by end of decade

Narrow vote causes fury in Vienna where climate minister is threatened with legal action by coalition partners

78,287
signatures



81% of protected habitats and 63% of animal species in the EU are in poor or bad conservation status. **This not only impacts our environment but also has consequences for our health, our economy, and the climate.** When the Commission finally put forward a Nature Restoration Law, our politicians did everything in their power to kill the proposal.

We couldn't stay silent, and we didn't. We sent hundreds of tweets to the Environment Commissioner, gathered over 100,000 signatures, and contacted EU lawmakers to ramp up pressure in the critical days before the vote.

Together, we secured a historic win for nature. This law legally binds EU countries to restore 20% of the EU's land and sea areas by 2030. In practice, **it means reducing pesticide use, planting billions of trees to restore forests, and creating space for nature to recover.**

But the job is not done yet. With the rise of extremist voices in Europe, governments will look for every loophole to avoid their obligations, and together we will make sure they stick to the law.

08 TURN THE TIDE ON DEEP-SEA MINING

Imagine the seafloor as a garden that took ten thousand years to bloom: sponges, corals, algae, and all the creatures living in this ecosystem. Then big industries came, and with remotely driven trucks, **they started rolling straight across that garden to collect minerals underneath.** Leaving a trail of destruction behind them.

This year, we finally turned the tide: from exploiting the deep sea to protecting it. **Global leaders elected a new head of the International Seabed Authority:** not a mining insider, but **an ocean expert.**

This was made possible by the tireless efforts of our community and partners. We commissioned a poll showing that **6 in 10 Europeans oppose deep-sea mining.** We helped amplify this message across social media, and together we sent 1,000 messages to national newspapers to ensure this issue hit the headlines. **Our message reached TV, radio, newspapers, and online media across Europe:** Europeans want to protect the ocean, not destroy it for profit.

Now, we'll keep up the pressure on European governments that remain silent and continue to amplify the call to protect the deep. In the media, online, and in the streets.



**108,475
signatures**

TECH, PRIVACY and AI

Being aware of the impact of technology on today's world is very important in our work. We always strive to keep the bigger picture in mind and consider things like climate impact, inclusiveness, and accessibility in our technology-related decisions. And we work hard on privacy and data ownership issues. This means that every time we handle the personal data of members of our community, we go the extra step to protect the privacy of the people behind the data. In general, we use Europe-based software, tools, and servers, which are

subject to stricter privacy regulations, thanks to GDPR. Our platforms and tech team build and customise tools that make our campaigns successful while protecting our online security and privacy. We recognise the growing role of Artificial Intelligence (AI) in digital work and campaigning. At the same time, when using AI tools, we comply with existing data protection and GDPR policies, and we aim to responsibly adopt tools that increase efficiency and impact, without compromising our values. You can read more about our AI Policy [here](#).

KEEP IN TOUCH WITH US!



info@wemove.eu



@wemoveeurope



wemoveeurope



WeMove Europe



@wemove_europe



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