



ANNUAL REPORT 2025



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00 WHAT WILL 2025 BE REMEMBERED FOR?

WeMove Europe turned 10 this year.

Ten years ago, the world looked in horror at the lifeless body of a tiny boy, washed up on Europe's shores. Aylan Kurdi was three. His death, a devastating result of European governments' failure to act. It was in this context that WeMove Europe launched its first campaign.

A decade later, we are still far from that vision. But this community is still fighting to put people and the planet at the centre of decisions shaping our lives.

Because the question of who gets to shape our future has become more urgent.

Today, the majority of our ruling classes in Europe are increasingly out of touch with the needs of people like you and me. As a result, we are often forgotten as those in power hold the pens that shape our policies and our futures.

Increasingly, there is a new player in this struggle for the power to shape our future - big tech billionaires. Just as they had front seats to the inauguration of a US president earlier this year, so they have unprecedented access to the meeting rooms where our futures are decided.

This is why, in this report, you'll read about all this community has done to challenge them as they try to deepen their grip on our democracies.

We are also two years into a genocide unfolding in plain sight. Aside from a handful of leaders, European governments are increasingly out of step with public opinion. They have done nothing to prevent the decimation of the Palestinian population and the full erosion of human rights on a global scale.

The battle for a free Palestine has become the battle for our own liberation. And the WeMove Europe Community has been part of that struggle - organising, mobilising and demanding that our leaders listen.

Because as old systems change and power centres move, the story has yet to be written. This report is a snapshot of what this community contributed in 2025: challenging concentrated power, defending democracy, standing up for human rights, and imagining societies that work for people and planet.

This is no time to stand still.

This is a tipping point in history – a moment when the choices we make, and the movements we build, will shape what comes next.

Here's to another ten years of the WeMove Europe community bringing power back to the people.



**OLGA
VUKOVIĆ**

Executive Director

WeMove Europe

01 SAVE EUROPE'S OWN AMAZON



"The E40 waterway is a reckless plan to cover the Vistula River with concrete. We need to stop this madness!"

Anita, Poland

**144,783
signatures**

Europe has its very own 'Amazon'. Polesia is a gigantic labyrinth of bogs, swamps and streams. A major spot for biodiversity, the lungs of our continent.

But there were plans to build a man-made shipping highway right through it. A **channel that would destroy everything in its path:** rivers, protected areas, and the habitats of European bison, wolves, and lynxes. All this, only to the profit of a few giant shipping companies.

Without action, this nightmare would now be true. **But together with partner Save Polesia - Europe's Amazon, we stopped a project that would have destroyed Europe's own Amazon near Poland.**

Nearly 145,000 of us demanded that the European Commission intervene to prevent Poland from building the giant shipping channel and save Polesia. The media started talking about it. Polish politicians spoke up against the project. And then our voices finally reached Brussels.

The result? In January 2025, the EU Commission announced it would investigate Poland's plan to build the first phase of the shipping channel, thereby temporarily halting the project. **Polesia is finally safe, for now.** But we remain vigilant.

02 MARCH WITH PRIDE IN BUDAPEST

52,081
signatures



Over the years, Orbán's grip on civil society and the LGBTQ+ community has grown ever stronger. A grasp so heavy as to be almost suffocating. In 2025, **Hungary's Prime Minister even attempted to forbid Budapest's Pride**. He wanted to cancel people's right to love who they want. But love is love. And when hundreds of thousands of us join together to defend the right to love, no form of censorship can withstand people power.

On the 28th of June 2025, in the face of Orbán's ban, **200,000 people marched through Budapest: one of the largest Pride events Europe has ever seen.**

Our Hungarian partner aHang carried a banner displaying the petition signed by over 40,000 WeMove Europe supporters to the march. Together, we amplified voices speaking up against Orbán's attempts to shut down peaceful protest and our hard-won freedoms.

Our demands were also heard in the corridors of the European Parliament. Despite threats from Orbán warning Members of the European Parliament not to attend the Pride, they answered our call. **Over 70 MEPs joined the Pride.** The only political groups missing? Orbán's best friends from the extreme right.

03 SHIELD THE VOICES WHO FIGHT FOR OUR PLANET



Billions of euros of budget. Meetings held behind closed doors. Laws shaped to protect corporate profits before people even hear about new policies. This reality is familiar to those fighting for a better Europe already. Then, extremist voices teamed up to make things even worse. Their goal? **They wanted to stop environmental organisations from using EU funding to defend people's interests.** That was the straw that broke the camel's back.

More than 81,000 of us pushed back against this attack on nature defenders, alongside many other organisations at risk.

We flooded key Commissioners with over 1,200 emails, urging them to protect funding that empowers everyday people like us to fight back against corporate interests. **And it worked!**

Our voices gave the Commission the public backing it needed to stand firm. Soon after, **the Budget Commissioner publicly defended environmental organisations and their crucial role in shaping EU decisions.** Then, on the 7th of May, the European Parliament confirmed in a decisive vote that this funding is legal, legitimate, and vital to our democracy. Together, we've shown politicians that people across Europe want to have a voice in ending the climate crisis and defending Europe's nature teeming with life.

04 STOP TRUMP-STYLE SURVEILLANCE IN EUROPE

30,746
signatures



Europol is Europe's police agency. In 2025, a proposed reform would **enable Trump-style surveillance in Europe**: mass data collection and surveillance of people on the move and human rights defenders. Before a key vote, we sent a strong message to EU lawmakers, telling them to **reject the most dangerous surveillance provisions**. We worked with partners to provide visible support from across Europe. And we made sure our message was seen by the EU lawmakers, sending over 1,500 emails to their inboxes.

Just before the vote, the worst parts of the proposals were dropped. Provisions that would have allowed large-scale biometric data collection and police operations beyond judicial oversight were defeated in the vote. While the actual reform went through, the fact that the worst parts didn't make it into the final text was a relief. The direction of Europe towards more Trump-style surveillance continues to be something this community is dedicated to fighting.

05 BREAK UP WITH BIG TECH

150,749
signatures



Trump says to Europe: “Hands off USA Big Tech companies”. WeMove Europe said, “Hands off our democracy and laws.”

When the Commission refused to act against Big Tech, we reminded them whose interests they are meant to serve: everyday Europeans. In 2025, thanks to the power of our community, we contributed to **two massive actions against Musk’s X (former Twitter) and Google’s digital advertising monopoly.**

First, WeMove Europe members donated to fund a **hard-hitting report on X, which found over 100 illegal posts on Elon Musk’s platform.** All of them were reported to the platform. All (but one) were ignored. We gave the exclusive to Euronews, and the story made waves. Within days, the Commission replied that they took the report very seriously as part of their ongoing investigation into Musk’s platform. Then, it was Google’s turn. Together, we subsidised a YouGov poll demonstrating that **two-thirds of people in France, Germany, and Spain want the EU to enforce tougher rules on Big Tech.** The news made headlines in the media, and in September, **the Commission fined Google €2.95 billion for abusing its digital advertising power.**

That’s what happens when we come together to stand up for our rights. But Big Tech’s pockets are deep, and their hands are still all over Europe. But that won’t stop us from staying vigilant and fighting them each step along the way.

06 PUT AN END TO THE FAST-FASHION ERA

127,540
signatures



Each year, 150 billion garments are produced around the world. Companies like **Shein**, **Primark**, and **Zara** produce mass-produced, cheap clothing at an astonishing speed. To do that, **they consume trillions of liters of water each year, exploit workers in Asia without legal consequences, and pollute our planet with microplastics** that, from the ocean, make their way into the food we eat.

In 2025, **France** came up with a bold plan: an **“Eco-score” for clothes**. A simple, powerful label to help consumers by **showing the environmental impact of each piece of clothing**. And a tool to push the fast fashion industry to clean up its act.

But the plan needed a green light from the EU Commission, which was dragging its feet. So, we teamed up with a coalition of French and European organisations; **over 100,000 of us signed a petition demanding action**, and over 1,300 emailed the European Commission directly.

And they listened. In their official response, they acknowledged the urgency of the fast fashion crisis and gave France the green light to roll out the Eco-score for clothes. It's a **crucial step toward holding the industry accountable**, and a huge win for our community. Will the rest of Europe follow? We'll keep campaigning to make sure it does.

07 SAIL TOGETHER TO HELP GAZA

Thousands of people sailed from Europe to Gaza last summer with the Global Sumud Flotilla. They brought food with them. Medicine. Essential goods. Unarmed, peaceful. Their goal: **breaking Israel's illegal blockade of Gaza and providing first aid to starving Palestinians.**

Hundreds of thousands of people took to the streets to support the Flotilla across Europe. The WeMove Europe community joined those efforts. 150,000 of us mobilised to build public visibility around the Flotilla's departure and expose the EU's silence. And when Israel intercepted the Flotilla and captured all the activists, we raised our voice even more. We flooded European foreign ministers' inboxes. We called them directly. **Our ask was clear: act now to protect civilians. Stop Israel's violence.**

We didn't break the siege, but eventually, all activists were released and returned home. We do not know what would have happened to them without strong international attention and pressure. Which is why, at WeMove Europe, we cannot stay silent. **That's why we keep calling for the recognition of the state of Palestine, and an immediate end to the EU-Israel trade deal.** Until Palestinians can breathe again.

**152,922
signatures**



08 EMPOWER SMALL FARMERS AGAINST BIG MEAT

For every 4€ in taxes to the EU, almost 1€ ends up in the hands of a few giants in the Meat and Dairy industry, leaving small farmers behind. This industry is **one of the biggest contributors to heavy climate-polluting gases, like methane**. And here's the problem. If CO2's effects on the planet are like an Americano, slow but steady, methane is like a double espresso: its impact is immediate. And much, much stronger.

So when Europe was writing its Vision for Agriculture, we wanted to see everyday people, small farmers, and a healthy and sustainable food system take centre stage in that vision. We partnered with the ChangingMarkets Foundation, and more than 110,000 of us urged the Commission to protect people's health and the environment. Together, we funded two small farmers, Manuela from Italy and Joseph from Romania, to speak to the Commission in Brussels. As Joseph put it: "We need to start a real conversation with people. Decisions made without listening to farmers won't work".

"We need to start a real conversation with people. Decisions made without listening to farmers won't work"

**Joseph,
Romania**

When the Vision for Agriculture came out, it was a step in the right direction. The EU promised to better enforce green rules, reward farmers who do more for nature, and **start looking at how farming, especially livestock, can help cut emissions by 2040**. Now, we will make sure that the EU sticks to its promises and that people's needs and health are prioritised over company profits.



**112,495
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!



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