



WEMOVE
EUROPE
gGmbH

WeMove Europe gGmbH - Activity report 2025

Registered office: 10967 Berlin Amtsgericht Berlin-Charlottenburg HRB 175639 B	Managing Director: Olgica Vukovic VAT-ID: 306039517	Business account: GLS Gemeinschaftsbank eG Bochum IBAN DE52 4306 0967 1187 9874 00 BIC GENODEM1GLS
--	--	--



Foundation	3
Visual identity	3
Activities & Charitable causes	3
Introduction	3
Purpose: Education	4
Make Homes for People, Not for Profit	4
Purpose: Democratic State	6
Don't let Big Tech lobbyists exploit our data!	6
Keep GMO food regulated and labelled!	7
No more corruption: let's clean up EU politics!	8
Purpose: protection of the environment	9
Keep the Baltic Sea clean and safe!	9
We won't let climate-deniers rest	10
Purpose: Internationalism and Tolerance	11
Make coffee fair for people and the planet	11
Stand in solidarity with European farm workers	11
Purpose: Civic Engagement	12
YouMove Europe	12
The team	14
Financial Development	14



Foundation

WeMove Europe gGmbH was founded in March 2016 as a daughter organisation of the European Social Cooperative WeMove Europe SCE mbH.

The charity “WeMove Europe gGmbH” is a society for EU-wide education, democracy, international understanding and environmental protection. It fosters action in these fields, within the European community, and promotes European political discourse for, and by, European citizens. Indeed, the EU works best when its citizens are engaged and address European institutions through instruments of citizen participation, like for example the European Citizens Initiative, made available by the European Commission. Also, the creation of campaigns is another illustration of successful citizens' engagement: recent experiences in Europe have shown how powerful they can be for addressing and informing important issues like climate change or social justice.

WeMove Europe gGmbH empowers citizens and enables them to learn about and directly engage and communicate with European institutions.

Visual identity

The website has been updated on a regular basis with the new WeMove Europe gGmbH campaigns and partnerships, it reflects our new visual identity for communicating our history, experience and expertise in the European digital campaigning space. Our brand reflects cooperation and is meant to solidify and make it easier to navigate the visual identity relation between WeMove Europe gGmbH and its legal partner, WeMove Europe SCE.

Activities & Charitable causes

Introduction

Through campaigns and a series of online and offline tools, WeMove Europe gGmbH promotes the participation of citizens in the creation of the European political discourse and involves them actively in the European political agenda. Our YouMove platform offers Europeans the



opportunity to create their own campaigns, disseminate them to a wider audience and bring upon real sustainable change.

Through internet-based educational formats, we are able to make some challenging topics accessible and understandable for all citizens. This year, we provided information about the European housing crisis and solutions to tackle it; about the need to protect people's privacy over corporate and Big Tech interests; about drilling projects for oil and gas in the Baltic Sea and about working conditions of coffee producers.

People from all over Europe got involved in these campaigns, sharing ideas and taking action through signing petitions, writing to local representatives, Members of the European Parliament or sending postcards. All these possibilities have been promoted by WeMove Europe gGmbH to enable people to play their part in the European democratic space.

In 2025, facing a new attempt by the Polish Presidency of the Council of the EU on GMO deregulation, WeMove Europe gGmbH continued to coordinate the campaign to keep GMO food regulated and labelled. We reached out to our members who had already signed the petition and showed sensitivity to the topic, inviting them to write personal emails to the Polish Minister of Agriculture and Rural Development and to the Belgian representatives in the Council. Through this campaign, we coordinated and executed different kinds of online actions in coordination with our partners to empower our community.

This report outlines a comprehensive presentation of the outcomes of our activities in 2025, displayed following the missions reflected in our statutory purposes.

Purpose: Education

WeMove Europe gGmbH contributes to citizenship education by informing its members about the political decision-making processes at the EU level. In 2025, we kept informing members through internet-based educational tools such as online petitions. We also started physical actions such as postcard campaigns and shared information online to foster citizens' awareness and mobilisation on pressing issues.

Make Homes for People, Not for Profit

Everyone deserves a safe, affordable place to call home, but across Europe, rents are rising faster than salaries and buying a first home often feels out of reach. At the same time, entire

neighbourhoods are being hollowed out by holiday lets and unregulated overtourism. To tackle these pan-European issues, the European Commission was tasked to deliver a European Affordable Housing Plan and find solutions to the housing crisis.

Make Homes for People, Not for Profit

ENGLISH

82,565 of 100,000 signatures

First name* Last name

Your email*

Country* Postal code

Mobile phone

Are you or anyone you know directly affected by the housing crisis? Let us know and we'll get in touch.

Your comments:



Already in August 2024, we launched our ["Tell the EU: Homes for People, Not for Profit"](#) campaign, which was maintained throughout 2025 as a tool for ongoing public pressure. We gathered over 64,400 petition signatures calling for urgent housing reforms at the EU level. In

November 2025, we launched a new ["Make Homes for People, Not for Profit"](#) campaign on housing, with clearer demands and pathways for impact. Our goal was to ensure that European citizens' interests were taken into account in the European Commission's draft legislation. We also partnered with Build Better Lives (Climate Action Network Europe), which coordinated the Funding Fairer Futures campaign for Fair Housing and Fair Energy for All, a coalition of over 32 groups working on climate and housing action.

Many people across Europe have already expressed solidarity with the topic:

"I have a home, but it hurts me that young people are cut out from ever buying a place of their own, while others are paying such hefty rents. Is this the Europe we can be proud of?" - Athena.

"Too many wealthy people who already own properties can easily buy more - treating housing as an 'investment' while others struggle to afford a home." - Paul.

Our petition alone gathered over 82,000 signatures, while our partners took our demands to the streets, organising [different actions](#). Furthermore, just before the plan was published in December 2025, we launched a postcard campaign, with dozens of postcards sent to Commissioner Dan Jørgensen, responsible for the European Affordable Housing Plan. Thanks to these campaigns, Commissioner Dan Jørgensen started following us on social media, meaning that our content



remains visible within his information space. This continuous mobilisation paid back, and on 16 December 2025, when the draft legislation was published, some of our key issues were taken on board: addressing short-term rentals in areas under housing stress; addressing speculation in the housing market; enabling faster and simpler public support for social and affordable housing.

As the legislators aim to approve the European Affordable Housing Plan by June 2026, we will keep informing European citizens and ensure that the biggest profiteers and developers on the housing market do not derail the law's purpose.

Purpose: Democratic State

WeMove Europe gGmbH launches campaigns aiming at the political participation of citizens in the EU political decision-making processes. Thanks to our petitions, European citizens have a window to express what they expect from their own political systems. As the role of our platform is to promote democratic principles, we provide European citizens with tools so that they can hold their national politicians accountable for their actions and be involved in EU politics.

Don't let Big Tech lobbyists exploit our data!

In today's world, those who control data can wield disproportionate power over people. For this reason, democracies must ensure mechanisms and legislation that respect citizens' privacy. In Ireland, home to all Big Tech companies thanks to its low taxes, the government did the exact opposite, appointing an ex-Facebook lobbyist as its new data chief.

WeMove Europe gGmbH's campaign "[Don't let Big Tech lobbyists exploit our data!](#)" targeted the European Commission, the Irish Government, and the Irish Department of Justice, Home Affairs and Migration, asking to re-hire a new Data Protection Commissioner and ensure the

impartiality and independence of all national Data Protection Authorities.



Launched in November 2025, the campaign raised more than 75,000 signatures, a result that confirms the importance of this issue for European citizens. The petition was launched on the

back of a [civil society letter](#) and [complaint](#), which highlighted the problem of hiring an ex-Meta lobbyist into an institution supposed to oversee the Big Tech companies in Ireland.

Despite the strong demand to re-hire a new Data Protection Commissioner, the Irish government kept ignoring civil society complaints and confirmed its lack of interest in what Europe or the EU think about its problematic corporate capture of its tech regulators.

Keep GMO food regulated and labelled!

The European Union has regulations on genetically modified organisms (GMOs). However, over the years, there have been several attempts to change the legislation in place and deregulate GMO foods. Back in 2022, WeMove Europe gGmbH, together with a strong coalition of partners, created a campaign calling to keep GMO food regulated and labelled. The campaign "[Keep GMO food regulated and labelled](#)" alone collected over 180,000 signatures, and altogether the coalition collected more than 400,000 signatures, sending a strong message to the European Commission and EU governments that people all over Europe want to keep GMO foods regulated. In 2025, the Polish Presidency of the Council of the EU tried to conclude a deal



on GMO deregulation. The Polish government's proposal was incompatible with core EU principles of health and environmental protection as well as farmers' and consumers' rights; hence, we mobilised our community to send emails to the Polish Minister of Agriculture and Rural Development to express their concern. The Polish Minister of Agriculture, Czesław Siekierski, answered our email, but the

proposal went forward in an even worse version than the first one. We therefore decided to try to influence Belgium's government (Belgium as a key country). We asked our members to write personal emails in French to the Vice Minister in the federal government and other key federal ministers involved in the decision. As a result, 1,139 emails were sent to national targets of the first action and the Polish ministry, and 2,084 emails were sent by members to Belgian targets.

Belgium, along with 8 more EU countries, did not indicate support during the meeting of the Committee of Permanent Representatives (COREPER) in Brussels. However, a qualified majority of EU Member States backed the deregulation of genetically modified (GM) plants

produced using so-called new genomic techniques (NGTs), and it is now up to the European Parliament to reject this deal.

No more corruption: let's clean up EU politics!

A new corruption scandal rocked the EU Parliament in 2025, when several Members of the European Parliament were accused of accepting bribes from Chinese tech giant Huawei in exchange for promoting their interests. In the previous Parliament's term, an agreement to establish the ethics body was made. A key step the EP needed to take to implement the ethics body was to change the Rules of Procedure to introduce the procedures of the body.

With our campaign "[No more corruption: let's clean up EU politics!](#)", we wanted to hold politicians accountable towards European citizens and to preserve the EP's role as a space for democracy, participation and public interest. More than 58,000 signatures have been gathered since April 2025. We partnered with [Transparency International EU](#) and environmental and social justice activist Chloe Mikolajczak to reinforce our message, backing our members' voices:



"What we need in the EU parliament is transparency. Who is talking to who needs to be registered and controlled. Jobs should become more transparent. So none lobbies for their own profit or benefits. You are responsible to protect our democracy. Our laws and our climate. You are the representatives. So please act like it and do what's right!" – Sarah

"Please stop corruption in our European Parliament or you risk losing the people's trust. You must enforce more strict anti corruption laws and transparency! The people voted for you in the hope that you would lead the world in good, honest politics with utmost transparency and humility! Please show us now that you can restore our faith in you all." – Mike

In view of the EP Committee on Constitutional Affairs' (AFCO) vote on the Ethics Body Report, we launched an email to target action to MEPs from the EPP (European People's Party) in the AFCO Committee. Nearly 800 WeMove members participated: 108 in Spanish, 3 in Hungarian, 143 in Italian, 519 in French, and 22 in Polish. Unfortunately, despite our pressure on EPP members, the Ethics Body report did not pass in the AFCO Committee.

Purpose: protection of the environment

WeMove Europe gGmbH works continuously on the promotion and dissemination of campaigns to protect the environment. Our main goals are to raise awareness towards the degradation of our natural ecosystem, contribute to citizens' participation in the decision-making process at the EU level and at the same time create long-lasting collaborations to foster the adoption of major measures on urgent environmental issues.

Keep the Baltic Sea clean and safe!

In summer 2025, plans were revealed to exploit an oil and gas deposit just 6 km offshore Świnoujście, Poland, in the Oder Delta and Pomeranian Bay. This area borders Natura 2000 protected sites, lies close to Germany, and is vital for biodiversity and local tourism economies.

Our campaign "[Keep the Baltic Sea clean and safe!](#)" goals were twofold: in the short term, we wanted to prevent dangerous new oil and gas extraction in the Baltic Sea, but in the long term, our demand was systemic, directly challenging fossil dependence and pushing governments to prioritise climate and marine protection over short-term profit.



The petition collected 88,721 signatures, and we partnered with Coalition Clean Baltic, BUND Friends of the Earth Germany and Initiative Lebensraum Vorpommern. Several of our members raised their concerns about the new extraction projects in the Baltic Sea:

"Oil and gas should be a thing of the past in Europe. There are other solutions for our future that are sustainable. We have the possibility to make healthy choices that actually benefit our descendants." – Anne

"If we want to slow down global warming, no new oil or gas fields can be developed. Yet the Polish government risks locking us all into decades more of fossil fuel dependence, while breaking EU nature protection rules and climate goals." – Stefanos

The petition was handed over in December 2025 at the Helsinki Commission (HELCOM) Heads of Delegation meeting to representatives of Poland, the EU, and HELCOM Chair, Vice-Chair,

and Executive Secretary, raising the campaign's visibility and drawing political attention to the topic. Since then, the drilling project has not moved forward. At this time, no specific date has been set for the start of the project near Świnoujście.

We won't let climate-deniers rest



Every summer, Europe is hit by heatwaves, which cause wildfires, loss of biodiversity and widespread devastation. In summer 2025, in the negotiations in the European Parliament on the 2040 EU climate target, there was a risk that the original goal of a 90% cut in greenhouse emissions would be watered down.

To avoid that, WeMove Europe gGmbH partnered with [CAN Europe](#) and mobilised its community to ensure that the EU would keep its promises and stick to the 90% cut in greenhouse emissions by 2040 with the campaign "[We won't let climate-deniers rest](#)". We gathered more than 60,700 signatures and, following our partners' suggestion, we targeted the Environmental meetings of the Council of the EU. Throughout the autumn and early winter of 2025, we ran a petition, an email to target action, a phone call to target action, and partners used the numbers of mobilised citizens in their advocacy meetings. Our members were very vocal in asking the EU to stick to their goals:

"Climate targets need to be strengthened, not weakened. We need to cut emissions much earlier than 2040. Carbon offsets are not the solution. The solution is to stop greenhouse gas emissions. If politicians really are worried about the impact on less financially secure households, they should tax the rich and use that revenue." – Henrik

"We have no time to slow down. Make our economy future-proof and save humanity from catastrophe." – Agnes

Power-mapping the Council of the EU and customising messaging per country had the desired effect: Parliament fell in place, and [the 2040 climate target was approved](#) with very minor changes. As the situation evolves, we stay vigilant on the upcoming developments in climate policy and potential threats from climate change deniers.

Purpose: Internationalism and Tolerance

WeMove Europe gGmbH proposes activities for creating connections among cultures and promoting internationalism and tolerance. In 2025, we kept advocating for solidarity and policies that protect people and put dignity first.

Make coffee fair for people and the planet

Coffee farm labourers worldwide often face long working hours, a lack of basic facilities, and inadequate pay. Even well-known sustainability certification schemes that we often see on coffee packages in our supermarkets, in practice, fail to reflect ethical or environmental standards. The campaign "[Make coffee fair for people and the planet](#)" aimed to mobilise consumers across Europe by collecting petition signatures to pressure these certifiers into implementing meaningful reforms.

Make coffee fair for people and the planet



ENGLISH

71,361 of 100,000 signatures

First name* Last name

Your email*

Country* Postal code

Your comments:

Do you want to find out if this campaign is successful? *

- Yes! Let me know if this campaign is successful and how I can participate in other relevant campaigns. If you leave us your email we may contact you to tell you more about how you can help us, including by supporting our work with a donation.
- No, I don't want to receive information about the progress of this campaign or other campaigns.

You can unsubscribe at any time. We will not sell or share your information to third parties. By submitting your information you confirm that you are at least 16 years old.

SIGN THE PETITION

WeMove Europe gGmbH partnered with [Coffee Watch](#) and gathered over 71,000 signatures. Our members asked coffee certification schemes to end all forms of exploitation across certified farms, require fair prices for coffee farmers, enforce human rights policies at every stage of the supply chain, conduct unannounced,

regular inspections of certified farms to find and address violations, and only certify coffee grown with deforestation-free and planet-friendly practices.

After delivering our petition, the Fair Trade certification scheme reached out to our partner Coffee Watch to ask for a meeting, and declared that [businesses must play a part in achieving sustainable livelihoods](#) for farmers, whereas other schemes, such as Rainforest Alliance and 4C, have stopped responding. In the future, we consider involving our members in follow-up escalations, such as stickering actions, to keep the public pressure alive and increase accountability and transparency within the coffee certification industry.

Stand in solidarity with European farm workers

In 2024, the death of migrant worker Satnam Singh sparked protests against the exploitative

conditions faced by seasonal farm workers in Italy and across Europe. His case is a tragic reminder that, in the agriculture sector, profit is often placed above workers' rights and even human life.

Through our campaign [“Stand in solidarity with European farm workers”](#), we demanded fair labour and social standards for all agricultural workers, such as safe housing, proper work equipment, healthcare access, and residence permits for those with irregular status who have suffered labour violations.

Since its launch, we sent three mass mailings to first inform and then deepen the understanding of our community about the issue. More than 83,200 people signed the petition, expressing their solidarity and the urgent need for change:



“This should not happen in a prosperous region. Europe has the power and the money to treat farm workers decently.” – Hilda

“Stop the modern day slavery Now. This is the 21st century we should treat everyone with respect for the work they do and give them the pay they deserve. And somewhere decent to live. They should also not be made to work excessive hours with out being justifiably paid for the extra time they work. Overtime working should be voluntary and without restrictions.” – Graham

The campaign is, for the time being, in stand-by. While we keep researching the best ways to advance it, we continue to push for justice - ensuring that those who feed us are treated with the dignity and respect they deserve.

Purpose: Civic Engagement

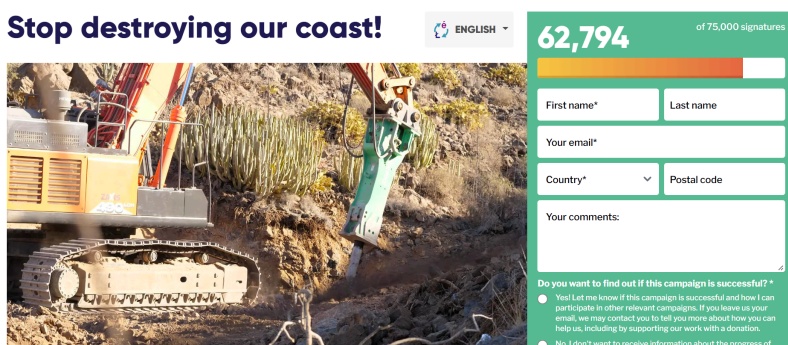
Civic engagement is one of the core values of WeMove Europe gGmbH. Throughout the years we have developed and implemented various projects to foster the participation of ordinary citizens in the political decision-making process of the European legislative institutions, through educating and making tools available for participation and citizens' meetings.

YouMove Europe

Our YouMove platform enables committed citizens and organisations from all over Europe to publish their own petitions related to European policies, thus contributing to the public

debate. WeMove Europe gGmbH ensures the continuous maintenance of this platform and provides both technical support and advice for those who want to run a campaign in the European sphere.

One of the perks of the YouMove platform is that the Europe-wide petitions can be set up in multiple languages. In this way, we promote stronger citizens' engagement across borders and broader participation in the political processes in Europe.



In total, 58 new campaigns were launched on the YouMove platform in 2025 in 13 different languages (108 campaigns in more than 20 languages in 2024). YouMove petitions collected about 330,848 signatures (over one million signatures in 2024), and we received over 121,000 new

contacts (256,000 in 2024). In 2025, we reduced our efforts to promote the YouMove platform, which has contributed to the decline in campaigns launched, compared to the previous year. Toward the end of 2025, WeMove Europe gGmbH initiated a review of the platform's effectiveness and its future maintenance.

In 2025, across Europe, people have used the YouMove Europe platform to act on a wide range of urgent issues: from climate and environmental protection to social justice and peace. Campaigns have more concretely called for ending investments in climate-damaging industries, stopping harmful infrastructure projects, protecting marine ecosystems, and banning toxic substances in food. Others have pushed for stronger animal welfare or action on conflicts and human rights crises. YouMove Europe has made it possible for many of these citizen-led initiatives to grow beyond small, individual efforts. In particular, petitions like those against [toxic mineral oils in food](#) (over 230,000 signatures), the [Freedom Flotilla campaign](#) (over 80,000), or the [Underwater tourism project in Spain](#) (over 60,000) gained significant traction through promotion and other campaigning support.

By lowering the barrier to launching a campaign and connecting people across countries, the platform turns individual concerns into collective pressure. Whether a campaign gathers a few dozen or hundreds of thousands of signatures, it contributes to a broader democratic ecosystem where citizens can influence debates, challenge decisions, and push for change at the European level.



The team

After the team expansion for the EP elections project in 2024, in 2025, the WeMove Europe gGmbH team returned to the team setting for managing the regular campaigning work, including mainly one full-time campaigner and part-time support for managing the YouMove platform. Towards the end of 2025, WeMove Europe gGmbH has entered a phase of reviewing the effectiveness and future constitution of the YouMove platform (for conclusion in 2026). During this review phase, since November 2025, there is no further staff capacity invested into the day-to-day management of the platform.

Financial Development

In 2025, WeMove Europe gGmbH received substantial support from committed individual major donors, in total €255,000. Expenditures returned to regular levels (after the EP Elections project was closed), and the reduced investments in the YouMove platform started to have an effect, with the year ending with a small profit of €11,000.