

SumOfUs



Celebrating 10 Years
of People Power

2021 ANNUAL REPORT

SumOfUs

This year, our global community of more than 19 million people, celebrated a decade of pushing corporations and governments to prioritise people and planet over profit. This is an amazing milestone for our movement! Together, we've taken on the most powerful corporations in the world—and we've won. Since our very first campaign challenging Google to quit the shadowy U.S. Chamber of Commerce, to fighting Bayer-Monsanto to save bees from toxic pesticides, to standing with Indigenous-led groups demanding Kinder Morgan stop supporting climate destructive pipelines, to forcing JP Morgan Chase to divest from private prisons and immigration detention centres—we are unwavering until we win.

We are poised to continue to have a major impact. At the core of the work we do, is belief in the power of human connection to drive change. This year alone, we've safeguarded billions of people from data exploitation, stopped the French government from investing hundreds of millions in Arctic gas and oil drilling, raised tens of thousands to support on-the-ground groups in Afghanistan amidst the Taliban takeover, and much more. In the upcoming year, we plan to expand our movement into the Middle East and North Africa, develop new tech tools and innovative tactics that allow us to bring our demands directly to decision-makers, leverage shareholder advocacy to shape corporate governance, and mobilise millions to take collective action to achieve real-world impact.

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Our Year In Review



We forced Facebook to stop the release of Instagram for Kids.

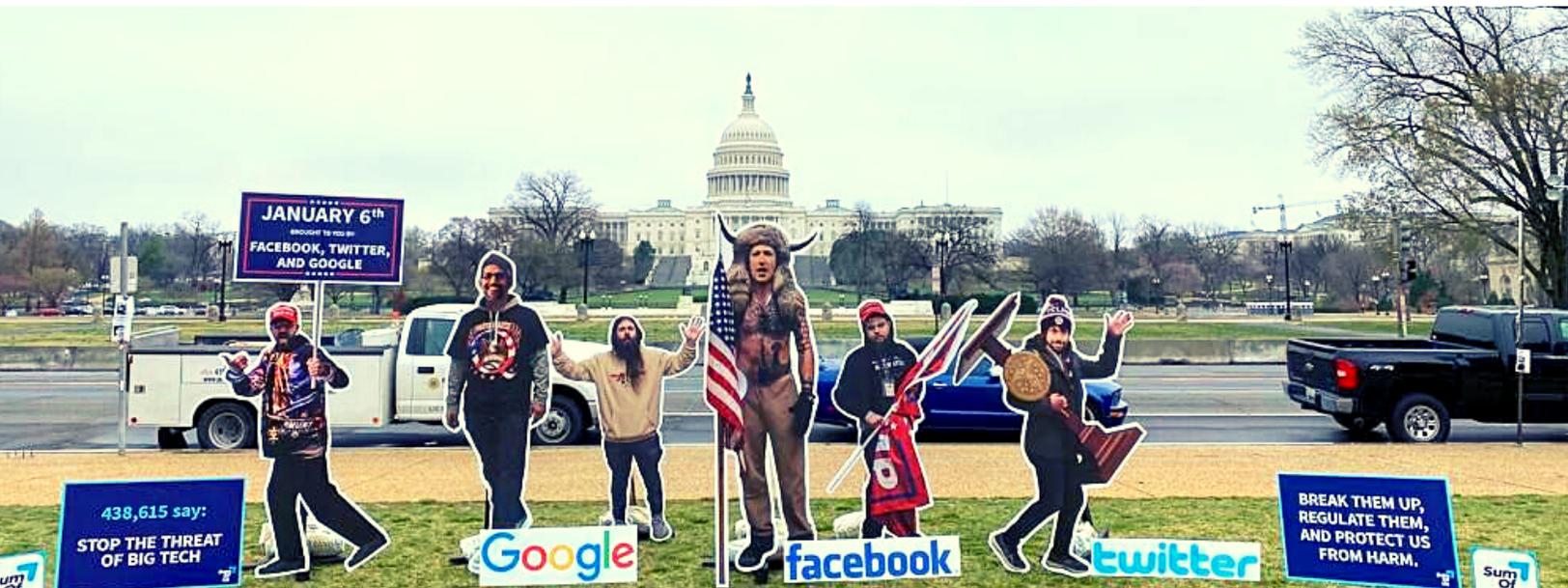
We stopped the French government from financing TotalEnergies' destructive gas drilling project in the Arctic.

We compelled the world's largest manufacturer of ice cream, Ben & Jerry's, to stop selling its products in Occupied Palestinian Territory.

We produced powerful visuals, ensuring sustained media coverage that used our framing in top publications around the globe.

We pressured the top German political parties to commit to a fair digital election campaign.

We forced Uber to electrify 50% of its rides in Europe via emissions-free vehicles across 7 European capitals by 2025.



Our Year In Review

We helped push the Bank of New York Mellon to stop supporting Adani's Carmichael mega coal mine in Australia.

We compelled the biggest hospitality company in Europe, Accor, to respect workers' rights.

We safeguarded billions of users from mass data harvesting and exploitation by WhatsApp and Facebook.

We persuaded billion-dollar corporations Deutsche Bank, Telefonica, Gasag, and Bosch to stop advertising on German-language disinformation and far-right websites.

We expanded our operating languages to include Dutch.

We pressured the most powerful central bank, ECB, to implement binding policies that address the climate crisis.



Our Year In Review



We secured net-zero commitments from the top three banks in Canada—RBC, TD Bank, and Scotiabank.

We pressured the largest insurer in France, AXA, to exclude coverage of new oil and gas projects.

We pushed the Australian government to endorse the World Trade Organisation's proposal to provide global access to the Covid-19 vaccine.

We forced the largest bank in Europe, BNP Paribas, to implement new measures to stop deforestation in the Amazon and Cerrado.

We pushed the largest commercial insurance market, Lloyd's of London, to stop investing in new coal projects.

We ensured audio app Clubhouse adhered to Europe's privacy and data protection laws.



141,180

Sum
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Us

Taking on Tech Giants Around the Globe

Forced Facebook to stop the release of Instagram for Kids.

Facebook wants to target children under age-13 as its next growth area, despite child development experts overwhelmingly opposing the idea and Facebook's dismal track record for preventing the exploitation of children across its platforms. Since May, we've marshalled opposition against the creation of Instagram for Kids, mobilising more than 125,000 SumOfUs members to pressure Facebook and generating media coverage in top outlets like USA Today and The Hill. We rallied support for legislative changes by collecting powerful testimonials of kids' harmful online experiences in multiple languages. We shared these compelling testimonials with legislators in the UK who are assessing a draft Online Safety Bill, which aims to improve internet safety. Lawmakers thanked us for bringing the distressing stories to their attention, proof that these narratives are having an impact.

In addition, we produced hard-hitting research, demonstrating how young people on Instagram are exposed to toxic content that promotes eating disorders, skin whitening, and plastic surgery. To optimise the impact of our report, we briefed the U.S. Congressional Sub-Committee on Consumer Protection and its Chair Senator Richard Blumenthal, D-Conn., on these findings. This strategy was successful. Sen. Blumenthal utilising the model proposed in our research, posed as a 13-year-old female on Instagram to see what content would appear in his feed. It quickly filled with harmful recommendations, providing Sen. Blumenthal with firsthand evidence of Instagram's dangers. As a result, Sen. Blumenthal demanded a hearing with Facebook CEO Mark Zuckerberg or Head of Instagram Adam Mosseri. This increased media attention, uplifting the framing that tech giants are knowingly harming kids. Then, immediately following the release of the Wall Street Journal (WSJ) files that outlined the negative impacts of Facebook on kids, we secured a mobile billboard to drive around the U.S. Capitol and Facebook's office in Washington, DC, featuring quotes on the harms caused by the platform. Our multifaceted, global, pressure campaign was effective, pushing the company to announce it would pause Instagram for Kids. This initiative is part of an ongoing strategy to make the regulatory environment increasingly hostile for Facebook, pushing the platform to change its behaviour or governments to regulate it.

Safeguarded billions of users from mass data harvesting and exploitation by WhatsApp and Facebook.

In January 2021, WhatsApp started a global rollout of a new policy update that forced users to share data with Facebook and third parties (i.e. businesses). This would have enabled Facebook and WhatsApp to sell people's personal information, undermining data privacy and protection for billions of their users. SumOfUs sprung into action. We launched a multipronged campaign, strategically focused on stopping enforcement of this policy in Brazil, WhatsApp's second-biggest market. We mobilised more than 209,000 of our members, adding to a global public outcry on the issue. Next, we commissioned a legal brief from a top data privacy lawyer and filed a legal petition. To further box in the platforms, we built partnerships with powerful civil society groups such as the Brazilian Institute for Consumer Protection (IDEC) and Coalizão Direitos na Rede (CDR). We worked with them to produce a legal paper with recommendations for protecting users and to publicly oppose the policy. We also persuaded top Brazilian federal authorities to recommend the WhatsApp policy not be enforced. In addition to the hard-hitting tactics above, we simultaneously generated media coverage for weeks in dozens of high-profile publications. As a result of our efforts, the Brazilian Federal Public Prosecutor threatened a civil suit against WhatsApp and Facebook if they didn't implement the recommendations. This threat pushed WhatsApp to suspend its policy update everywhere in the world, not only in Brazil. Therefore, billions of users won't be forced to accept exploitative terms to keep using the messaging app. Recently, at a meeting with Brazilian authorities, we confirmed that the brief and other legal actions started by SumOfUs, is what prompted the public prosecutors to consider initiating a civil case. Now, we're working closely with the attorneys for a highly likely civil case they will file against the companies to prevent mass harvesting and exploitation of users' data.

Building narrative power and shaping public opinion on the harms caused by tech giants.

A key value add for our coalition partners is SumOfUs' ability to generate major media and shape public opinion through attention-getting stunts. In August, our partner TTP produced a report focused on militia groups spreading vaccine disinformation on social media. To amplify the report, we produced a group photo portraying top Facebook executives Mark Zuckerberg and Sheryl Sandberg posing with militia people, while wearing matching camouflage ensembles and holding anti-vaccination signs. To optimise media coverage, we staged our stunt at a location that is frequently



photographed by locals and tourists, the iconic Facebook "like" sign located outside Facebook's headquarters in California. Leveraging our media experience and deep relationships with top news outlets, we strategically offered an exclusive to *Vice News*—it worked. Not only did *Vice News* commit to covering the report, but they agreed to use the powerful image SumOfUs produced. The article embraced the narrative framing our coalition has been pushing, referencing crucial points from the TTP report. To boost public attention, we used our digital acumen to amplify the *Vice News* article on Twitter and Facebook, capturing the attention of Reddit users. By the end of the day, the Reddit post on the report had an impressive 52,000 Upvotes (four times more than any other recent post) and was the number one story on Reddit's technology homepage, a very popular subreddit with over 10 million subscribers. This is proof of the power of the SumOfUs community to popularise issues with new audiences, broadening our movement's reach and demonstrating our ability to influence public opinion.

In November, our partners [Stop Funding Heat](#) released a report that spotlighted Facebook's complicity in elevating climate disinformation. Facebook's opaque algorithms allow disinformation to spread like wildfire across their platforms—undermining our collective ability to have a shared reality. Without access to facts, people lack the pivotal foundation they need to address complex issues such as the climate crisis. More than 1.3 million people view climate disinformation per day on Facebook, while the company only directs 100,000 people per day to its climate disinformation centre, demonstrating a significantly negligent response to this issue. To amplify our partner's bombshell report, on the day it was released, we staged a powerful visual protest: we placed a 5,000lb iceberg made of real ice, with the Facebook logo on fire burning through it, outside the U.S. Capitol buildings. This thought-provoking visual, facilitated global media coverage of the report, including [The Verge](#), [Forbes](#), [Independent](#), [Vice News](#), [El Pais](#), [The Washington Post](#), and dozens more. This initiative is part of our ongoing strategy to shape and shift the media coverage of tech giants, building momentum and political will to secure industry-wide shifts.

Demanding Google stop elevating and profiting from Spanish-language Covid-19 disinformation.

More than 41 million people in the U.S. are native Spanish speakers, making it the second most-spoken language in the country. In the 2020 U.S. elections, an alarming amount of disinformation targeted Latinx and Spanish-speaking communities, influencing vaccination rates and election outcomes. In November, a new [research](#) report from our partner the Global

Disinformation Index (GDI) showed that Google is monetising Spanish-language disinformation via digital ads, further exacerbating the problem. Simultaneously, our consumer accountability partner Free Press planned to host a Congressional roundtable discussion and media briefing focused on disinformation in the Spanish community. To strengthen attention on GDI's report, we facilitated a cross-collaboration between them and Free Press. Our efforts helped to ensure key lawmakers such as Sen. Ben Ray Luján, Sen. Amy Klobuchar, Rep. Tony Cárdenas and FTC Commissioner Rebecca Kelly Slaughter reviewed the findings and secured media coverage in outlets such as *NBC News*, *News One*, and *ABC News*. In addition, we launched a corporate accountability campaign targeting four key advertisers to pull their ads from disinformation websites. Now, with partners, we're planning to turn up the pressure, organising digital actions and visual stunts to push advertisers to prohibit their ads from appearing on disinformation sites. To complement these efforts, we are working with Latinx social media influencers to explore the creation of a social media campaign speaking to the impact of disinformation on Spanish speaking communities.

Popularising and building the movement for shareholder divestment from tech giants.

The divestment from fossil fuels movement transformed the conversation around financing in the industry. It removed more than \$14 trillion in funding from the sector and led investors and bankers to question the viability of fossil fuels as a whole. This strategy was a game-changer. We are striving to secure a similar industry-wide shift in big tech. This year, we launched a multifaceted, multiyear campaign to build momentum for shareholder divestment from tech giants, by exposing the financial risks posed to investors and eroding positive sentiment for tech companies. Recently, we initiated our first campaign, asking key institutional investors to stop funding Facebook. We are strategically focusing on six state-run teacher pension funds, a constituency that has a track record of aligning its values with its investments. Now, we are mobilising our members to take action, collecting stories from teachers on the harms Facebook presents to their students and partnering with allied groups to organise parents and teachers to demand responsible investments of their pension funds. We are also running a parallel campaign calling on Facebook's Oversight Board, (a group appointed by the same corporation it reviews content enforcement policies for), to force Facebook to release its research on harms caused by the platform. We have mobilised more than 56,000 people to demand the company's board take action or resign. This campaign reinforces the narrative that Facebook refuses to provide



transparency or be held to account by anyone, even its own self-selected advisors.

A key aspect to achieving success will be educating and activating investment firms and advisors to demand Facebook shift its toxic business model. To advance this goal, we have produced a risk report for investors to examine the numerous concerns that Facebook's management and practices raise for their shareholders, particularly for Environmental, Social, and Governance (ESG) funds. We will use this report to strengthen our call for shareholder divestment, motivating and informing key stakeholders of the financial and reputational risks posed. In addition to the efforts above, we are co-filing shareholder resolutions at multinational tech conglomerates Alphabet and Facebook. To maximise our effectiveness, we are organising to "build the vote" in support of our resolutions and are developing a cohort of SumOfUs members that are primed to take action as investors. This is part of a long-term strategy to shift the exploitative and negligent business models at tech giants, ensuring our collective safety and upholding democratic practices and ideals.

Building a broad movement across Europe and the U.S. under the banner, "The People vs Big Tech."

Right now, the EU is drafting legislation to better regulate content on big tech, providing a rare opportunity to significantly curtail the damage caused by tech giants. This legislation will be a key enforcement mechanism to uphold the rights of users of all digital services. It will also provide a model for governments around the globe to hold tech giants to account. To ensure the strongest possible legislation, we are building a multi-country, multilingual, European and U.S. movement. Our movement will rally a cry of support and increase parliamentary pressure on decision-makers to incorporate our key policy asks. To kickstart this effort, we mobilised more than 64,000 SumOfUs members to sign the People's Declaration, a proclamation with clear directives to ensure people and safety are prioritised on tech platforms. More than 100 civil society organisations, representing over 71 million citizens across the EU joined, showcasing a groundswell of public support. Then, with our partner Reset, we launched the People vs Big Tech website. It provides a hub for individuals to take collective action, featuring new research reports and content on digital harms, and spotlighting partners' campaigns, all aimed at boosting attention on key campaign asks. Ahead of key votes on the EU legislation, we have mobilised our members to participate in Twitterstorms and call-in-campaigns, sending advocacy letters to key Members of the European Parliament (MEPs), ensuring everyday voices are considered in the decisions making process.

In addition, we produced a drumbeat of eye-catching public moments to promote sustained media coverage and lawmaker attention furthering the narrative that tech giants are enabling mass harm. This included seizing the moment following Facebook whistleblower Frances Haugen's bombshell disclosure. Prior to her testimony in front of the U.S. Congress, we erected a 10-foot installation depicting Mark Zuckerberg surfing a wave of cash, surrounded by distressed tweens. This powerful image was featured in dozens of high-profile publications including the *Financial Times*, *Forbes*, and *Gizmodo*, further cementing the narrative that Facebook is damaging. Then, ahead of Frances Haugen's testimony to UK lawmakers, we re-staged a powerful protest outside of the UK Parliament, grabbing the attention of Members of Parliament (MPs), and generating global media coverage in the *Telegraph*, *Metro*, *The Times*, and dozens more. To complement our installation, we mobilised hundreds of our members to Tweet their concern to MPs, harnessing people-power to influence decision-makers.

We are determined to keep the pressure on. To encourage more workers in big tech to come forward, we co-hosted a panel with partners featuring other courageous whistleblowers including Pinterest whistleblower Ifeoma Ozoma and former Facebook employee Yael Eisenstat. They spoke on how women and women of colour are taking on tech giants and the challenges they face. In addition, we mobilised more than 91,000 SumOfUs members to sign a petition in support of tech whistleblowers and send messages of support. We delivered their words of encouragement to Frances Haugen ahead of her testimony to MEPs in Brussels. This drew the attention of key MEPs including Alexandra Geese, Paul Tang, and Kim Van Sparrentak who participated in our action, holding photos with text from the "People's Declaration" and retweeting images of our action in a show of solidarity. We will continue to leverage our global presence to deploy innovative online and offline actions at critical moments to secure real-world impact.

Challenging Central Banks on Climate Chaos

Persuaded Europe's most powerful central bank to implement binding policies that address the climate crisis.

Central banks have the power to influence governments' climate policies, respond to public sentiment more readily than private actors, and can set the tone for the entire banking industry in a country. This is why it's crucial that we



push them to stop funding industries that are making climate change worse. In 2020, we mobilised more than 172,000 of our members to demand the European Central Bank (ECB), one of the most powerful financial institutions in the world, stop funding the fossil fuel projects that accelerate climate change. In just five months, our coalition pushed the ECB to put climate at the top of its priorities list. This July, the ECB released a new monetary policy that essentially lays the groundwork to stop funding fossil fuels by making the EU's climate neutrality objective a binding constraint. It has also started to remove the worst polluters from its portfolio. This is a dramatic and significant shift that will shape policies across Europe. In under 18 months, the ECB went from not considering climate change as a topic of interest, to recognising the reality of climate change, to committing to more action, and now integrating binding measures into its new policy. This shift encompasses the values at the centre of the SumOfUs community: empowering people to participate in debates and make their voices heard to achieve real-world change. The people's pressure and interest sustained through prolonged media attention were decisive in shaping the conversation and securing this landmark policy. But, now we must hold them to account. Over the next year, our coalition will ensure ECB's new policy is implemented with concrete protocols. We will also use this framework to target institutions outside of Europe such as the powerful U.S. Federal Reserve System.

Leveraged people power to obtain an important directive for the Bank of England to go green.

We are strategically focused on shifting the environmental policy of as many members of the European central banks as possible to cut off financial support for projects that accelerate climate change. The Bank of England (BoE) can regulate other financial institutions, forcing a shift on fossil fuels policies at multiple banks. Therefore it is an optimal target to maximise our impact on this issue. Last year, with our partners PositiveMoney UK, we launched a pressure campaign targeting the UK Chancellor of the Exchequer, Rishi Sunak. We increased public attention on Chancellor Sunak through petitions, mobilising more than 64,000 members to take action, organising BoE citizen panels to ask for a green mandate from the government, and spotlighting our demands with an ad 'letter' from petition signers in a popular local newspaper. As a result of our efforts, this March, Chancellor Sunak directed the BoE to align its monetary policy with the government's net-zero target. Next year, we will deploy a series of high-impact tactics to ensure the implementation of this vital mandate.



Pushed the Bank of France to announce the most progressive environmental policy across the EU central banks.

SumOfUs' strength is popularising niche issues and motivating tens of thousands of people to demand action at a moment's notice. For months, Reclaim Finance had been engaged in tough negotiations with the Bank of France to exclude fossil fuel industries from its monetary policy. In January, to boost Reclaim Finance's bargaining power, thousands of SumOfUs members directly messaged the French Bank Governor Villeroy de Galhau, demanding a ban on investing in coal, shale oil, and gas. Following the uproar, the bank committed to a bold plan of excluding these three fossil fuel industries from financing. Now, we are working with partners to pressure the bank at the European level to immediately implement these measures. In February, we mobilised more than 55,000 SumOfUs members to sign our petition urging the Governor to call on the ECB to abandon the fossil fuels industries. Then, in September, SumOfUs leveraged our relationship with top media outlet Le Monde, to publish an op-ed on climate inaction at the Bank of France, ensuring this issue cannot be ignored by decision-makers. Last month, the Bank Governor Villeroy de Galhau was re-elected. This presents an opportune moment to heighten public attention on this issue. Now, we plan to mobilise our members to send him "welcome cards" listing all our new policy expectations for his new mandate to showcase mass public support for sustainable finance, and opposition towards officials that do not support progressive climate policies.

Forced the German Central Bank to drop its opposition to a green monetary policy.

Across Europe, politicians have made a clear commitment: to keep global warming at 1.5°C, reduce GHG emissions by 50-55% by 2030, and reach carbon neutrality by 2050. To achieve these goals, all of the EU needs to work together, including powerful financial institutions and banks. Our coalition is making significant headway in pressuring central banks across Europe to align their policies with the EU's climate commitments. This year, we launched a campaign to target the German Central Bank (Bundesbank). Bundesbank's Governor Jens Weidmann has been one of the biggest opponents and blockers of a greener monetary policy at the European Central Bank (ECB). So far, we mobilised more than 27,000 SumOfUs members to take action on climate change, organised an open letter to the Bundesbank governor, and joined innovative offline and online activities that generated major media attention around the globe in Reuters, Les Echos, and many other outlets. This led to a response letter from the governor and pushed Bundesbank leadership to stop opposing a green ECB monetary policy. Then, in October, Governor Weidmann stepped down, signalling the end of 10 years of conservative leadership, and presenting an opportunity to encourage a

progressive director to fill the role. Now, with our partners Reclaim Finance, we're mobilising German Members of European Parliament (MEPs) to lobby in favour of the most progressive and climate-friendly candidate to replace him. We've started our initial engagement strategy, encouraging MEPs to take a stance on this vital issue, either publicly or privately. Over the next few weeks, we will cultivate mass public support and increase media attention to ensure a governor that supports addressing climate change.

Fighting for Human & Workers' Rights

Compelled the world's largest manufacturer of ice cream, Ben & Jerry's, to stop selling its products in Occupied Palestinian Territory.

This May, after an 11-day onslaught of Israeli forces against Palestine, SumOfUs strategised how best to support the Palestinian community. In June, we launched a campaign demanding Ben & Jerry's (B&J), a corporation renowned for its progressive values, align its business strategy with its principles, by leaving the Occupied Palestinian Territory (OPT). We consulted with the grassroots group Vermonters for Justice in Palestine (VFJP). VFJP provided strategic advice and insights that assisted us in strengthening our negotiation tactics when we met with top executives at B&J. We increased public pressure on the corporation by mobilising more than 123,000 SumOfUs members to sign a petition calling for immediate action on this critical issue. Within a month, B&J committed to leaving the OPT by the end of 2022. Based on intel from sources within the company, we know our members' voices had a major impact in securing B&J's historic policy shift. Following, B&J's announcement, the company received major blowback from far-right news outlets. To counter right-wing nationalist backlash, we motivated more than 19,000 of our members to send messages of encouragement to the board and staff of B&J. Now, we are leveraging B&J's landmark commitment to force some of the biggest companies on the globe to leave the OPT. By doing this, we will build corporate momentum to exit Israel—similar to the business exodus that occurred in the 1980's due to apartheid in South Africa. Right now, we're advocating for the multi-billion-dollar brands General Mills and PUMA to make a similar commitment—and we're having an impact. Recently, we met with PUMA CEO Bjørn Gulden as well as a high-level executive at General Mills, and are continuing to amplify the efforts of coalition partners at critical moments. We are confident that we can secure a win on this vital issue in the upcoming months.

Demanding multinational corporations stop using forced Uyghurs labour in their supply chain.

More than one million Uyghurs are subject to brutal treatment and detention by the government of China, forced to work in state-sanctioned internment camps. Hundreds of the world's biggest and best-known corporations are enabling this egregious behaviour by utilising suppliers that use forced Uyghur labour. By compelling companies to cut this inhumane practice out of their supply chains, we will pressure the government of China to change its policy. This strategy plays to SumOfUs' strengths. Since March, we have leveraged our global presence to create a multinational movement with widespread pressure points that cannot be ignored. In the UK and France, we've mobilised more than 175,000 people to demand [Zara](#) take action, discussed our demands with the company's Sustainability Director, and targeted its CEO via newspaper ads. In September, we collaborated with the Coalition to End Forced Labour in the Uyghur Region to produce an attention-grabbing protest at [New York Fashion Week](#), which included real mannequins calling out leading brands on their complicity with human rights violations. Then, we collaborated with the World Uyghur Congress to target Zara stores in Paris, producing a live installation featuring actors depicting Uyghurs forced to work on cotton fields. This powerful action was covered in media around the globe, including [Mediapart](#), [Le Courrier de l'Atlas](#), [Times of India](#), [Yahoo! News](#), and many more outlets.

In Germany, we are pressuring high-end fashion firm [Hugo Boss](#) through a series of high profile actions such as using ads to engage listeners during Hugo Boss's new Spotify series and strategically-timed Tweetstorms targeting high-profile executives during New York Fashion Week and Cyber Monday. Based on conversations with Hugo Boss, it is clear the company is feeling the strain. In a few weeks, we are publishing an op-ed to spotlight this issue in a major news outlet, and are planning more actions at pivotal moments to amplify our collective demands.

In the U.S. last year, through shareholder advocacy, SumOfUs members pushed [Apple](#) to adopt a landmark policy to respect freedom of information and expression as human rights. In partnership with Tech Transparency Project (TTP), we have [filed a similar resolution](#) focused on upholding human rights by banning forced Uyghur labour in Apple's supply chain. It's already [captured Apple's attention](#) and the company has requested the U.S. Securities Exchange Committee (SEC), which regulates corporate governance, reject our proposal. This is a good sign. It shows Apple is reluctant to put our proposal to a vote. To further demand accountability, our partner, TTP, has [filed a complaint](#) with U.S. Customs and Border Protection (CBP) regarding Apple's links to forced labour. In 2020, SumOfUs successfully pushed CBP to [block palm oil imports](#) from Malaysian agribusiness company FGV Holdings, which used forced labour.



If CBP takes similar steps with Apple, it will effectively stop imports of iPhones into the U.S. and send a powerful message to the biggest corporations in the world: no one is above the law and no one will get away with human rights violations.

Pressuring the EU to adopt stronger corporate due diligence laws, including access to justice for victims of human rights violations.

Businesses in Europe have been implicated in human rights abuses and environmental crimes around the globe through their supply chains. At the end of 2021, the European Commission will propose legislation to improve the standard of accountability for all businesses operating in the EU and will include enforcement mechanisms to hold bad actors to account. Since January, we've been working with the European Coalition for Corporate Justice (ECCJ) to build momentum for this legislation. So far, we've mobilised more than 125,000 SumOfUs members to contribute to the European Commission's public consultation on the law. We've also delivered our demands to the EU Commissioner with a broad coalition of NGOs and trade unions. In September, in partnership with our allies, we commissioned polling in nine key EU member states. The results demonstrate overwhelming public support for the new EU law to hold companies liable for human rights violations and environmental harms. The polling data, conducted by YouGov, is now being used by advocates around the EU to demand action from political leaders. To complement the efforts above, in collaboration with our partners, we mobilised more than 1.2 million people to support a related bill demanding the EU adopt stronger laws to prevent companies from importing commodities linked to deforestation. We will continue to leverage our global presence to galvanise public support and enhance political will to ensure corporate accountability by closing major loopholes.

Building momentum across Europe to suspend arms trade with the Algerian dictatorship.

Since February 2019, millions of Algerians have participated in massive, sustained, peaceful protests against the authoritarian, 20-year presidency of Abdelaziz Bouteflika, resulting in the military forcing his resignation. Now, every Friday, millions of people, known as the Hirak, are protesting to remove the corrupt, military dictatorship. Unsurprisingly, the Algerian dictatorship is using weapons it purchased from democracies such as France and Germany to repress this peaceful movement. To support the efforts of the Hirak, SumOfUs and more than 80 NGOs have called on the French government and Members of Parliament to cease the arms trade with Algeria, which is illegal under the Arms Trade Treaty ratified by France. This campaign is just getting started. In 2022, with partners, we will ramp up public pressure, mobilising hundreds of thousands of people to demand action and elevating media attention on this critical issue through public polling, research, and engaging offline and online actions.

Protecting Water Rights & Public Resources

Demanding the U.S. Forest Service protect the San Bernardino National Forest and local community.

As the U.S. western states face worsening droughts and wildfires due to the climate crises, corporations are pumping out tens of millions of gallons of water from the region. This is putting the forests, people, and animals who live there at greater risk. In partnership with local groups in San Bernardino, California, we are challenging the U.S. Forest Service (USFS) to deny the company that purchased Nestle's North America water operations, BlueTriton's, water permit. The permit would allow the company to take millions of gallons of water out of the drought-stricken region. Stopping the privatisation of water in San Bernardino would not only benefit that region, it would also create momentum to shut down pumping operations across North America. In support of this goal, this summer we kicked off a multi-pronged campaign to pressure the USFS. We delivered the voices of more than 50,000 SumOfUs members on a billboard truck, outside of the new USFS Chief, Randy Moore's, swearing-in ceremony. To amplify our attention-grabbing stunt, we mobilised our members to send over 1,600 emails and Tweets calling on USFS to deny BlueTriton's permit. Then, in August, after wildfires broke out in San Bernardino County, we rapidly mobilised hundreds of our members to flood USFS with messages, spotlighting the urgent need for action to prevent destruction and harm. In January 2022, the water board will hold a multi-day hearing on the permit. This presents an opportunity for us to do what we do best. We plan to deploy a series of high-impact activities, mobilising thousands of our members to message the local decision-makers as well as directly targeting BlueTriton's Board Chairman. Potential activities include mobile billboards in strategic locations, aeroplane flyovers, and placing posters by the Board Chairman's home as well as ads in his local newspaper. These tactics have repeatedly proven effective in persuading local governments and decision-makers to prioritise the community and its livelihood, over billion-dollar corporations.

Stopping the corporate takeover of public water systems in Pennsylvania.

For-profit water companies' priorities are often at odds with the public interest and lead to cost increases for consumers, job loss, and lower quality of service. Since 2016, Aqua Pennsylvania (Aqua) has purchased more than eight public



water systems across Pennsylvania with the clear intention to eventually control all public waterworks in the region. This would increase the cost of water for millions of people. Now, Aqua is attempting a hostile takeover of the non-profit, publicly-owned Chester Water Authority (CWA). If the sale goes through, the residents of Chester City, which is a mostly low wealth community, will experience a nearly 50 percent increase in rates. Fortunately, in early October, the Pennsylvania State Legislature introduced a bipartisan bill that would make it impossible for private corporations, like Aqua, to take over publicly owned waterworks that are not in financial or operational distress. In collaboration with local partners, Save CWA and SEIU 32BJ, SumOfUs is leveraging our digital expertise to build public awareness and support for this vital legislation. To kickstart this effort, we launched a petition and mobilised our members to email decision-makers, enhancing public pressure ahead of a lobby day organised by partners. Now, we're leading an acquisition campaign to build up our membership in key areas of Pennsylvania to optimise our ability to leverage people power. Over the next few weeks, we will run digital ads in key local newspapers and outlets, mobilise our members to participate in Tweetstorms and call-in days, and other high-impact escalations until we win.

Promoting Economic & Racial Justice

Challenging Europe's biggest packaging company Smurfit Kappa to respect Indigenous rights and land in Colombia.

The indigenous Misak people, the Nasa people, and peasant communities have lived in the Cauca region of Colombia for thousands of years. The land is part of their cultural identity and has many sacred spaces. For decades the Indigenous community has been fighting against multi-billion-dollar packaging company Smurfit Kappa, which is destroying the rainforest, fragile ecosystems, and sacred ancestral areas to produce paper products. To fight back against this egregious behaviour, SumOfUs has partnered with the Misak community. In September, we [mobilised more than 123,000 SumOfUs members](#) around the globe to demand the company return Misak people's land to them. Now, we're increasing public pressure and awareness, engaging tens of thousands by producing engaging [videos](#) and [shareable graphics](#), mobilising more than 2,000 of our members to Tweet at Smurfit Kappa's CEO and the company demanding they respect Indigenous land rights, connecting with Members of Parliament to amplify this call to action, and coordinating speaking engagements for the Misak people to share their powerful story. Over the next few months, we will continue to amplify

the Misak's community call to action in strategic and innovative ways, leveraging our relationships with social media micro-influencers to enhance public awareness, releasing op-eds in key publications, and much more.

Building momentum and public awareness for the global reparations movement.

Corporate power, global inequalities, environmental degradation, and climate chaos have their roots in the enslavement of people, looting of lands, and Indigenous genocides committed by 'Global North' nations. These inequalities have become more apparent during the Covid-19 pandemic. In addition, the Black Lives Matter movement has brought these issues into the mainstream media. Seizing on this momentum, we will pressure all governments and corporations that have enriched themselves and their countries through slavery, slave trading, genocidal actions upon indigenous communities, colonialism, and racial segregation to commit to reparations. As a global organisation, SumOfUs is uniquely positioned to cultivate mass public support on this vital issue. Right now, we are optimising the language needed to engage our millions of members. Then, we will leverage this knowledge to foster a mass movement through a global petition in multiple languages, digital ads targeting key markets, and high-impact activities at critical moments in the news cycle. This initiative enables SumOfUs to elevate a call for justice for people, everywhere, embodying our global community's core values.

Leading an educational series on facial recognition technology and its harms.

Earlier this year we polled our membership, and surveillance technology topped the list of what our community is interested in learning more about. Surveillance technology has become increasingly popular among law enforcement agencies across the United States. In addition, the general public and most lawmakers are not fully aware of how the usage of sophisticated tech like facial recognition technology (FRT) has opened the door for law enforcement to disproportionately monitor marginalised communities while private companies profit from sales and contracts. Until the federal government passes regulations addressing surveillance, we must push for more states and city governments to protect our communities by banning or significantly curbing the usage of FRT. In pursuit of this goal, we are launching an education series to highlight FRT's threat to our privacy and civil liberties. This learning series will provide SumOfUs members and stakeholders with: a general overview on the history of surveillance, information on how law enforcement uses tech like facial recognition as a mass surveillance tool, the wider implications and harms of its use to BIPOC people, and how individuals can



take action to curb the usage of surveillance tech in their area as well as push for a federal ban. Our hope is that participants will ascertain a foundational understanding of technology surveillance, and be motivated to take action on campaigns targeting corporations and governments on this critical issue.

Disrupting Financing for Climate Destructive Projects

Pressured the largest insurer in France, AXA, to exclude coverage of new oil and gas projects.

In 2017, French insurance giant AXA was the first insurer to implement coal-related underwriting restrictions, phasing out all coverage of coal and gas plants at the end of 2020. This year, our partners the Sunrise Project and Reclaim Finance have been engaged in conversations with the company to also exclude new oil and gas projects from its services. Companies like AXA often announce new climate policies in the lead up to the annual United Nations Climate Change Conference (COP), to ensure maximum attention on their climate initiatives. This presented us with a small window to secure a commitment on this issue. In October, ahead of COP26, we launched a rapid response campaign [mobilising more than 92,000 SumOfUs members](#) calling on AXA to be an industry leader by ending support for new oil and gas projects. Building on this huge public uproar, in collaboration with partners, we published a full-page spread in the *Financial Times* targeting AXA's CEO Thomas Buberl. Most executives are not used to being in the public spotlight, so this tactic has repeatedly proven effective in pushing decision-makers to respond to our demands. In less than three weeks, as a result of our pressure, AXA revised its energy policy. The company moved from an unambitious policy to more restrictive measures: excluding the most destructive new oil and gas projects, including fracking, Arctic drilling, and tar sands production. This is a major win for our movement. We will continue to leverage people power to ensure the biggest companies in the world take action on the climate crisis.

Stopped the French government from financing TotalEnergies' mega gas project in the Arctic.

The French oil giant TotalEnergies (Total) is planning to pump more than half a million barrels of oil per day from under the Arctic, generating tonnes of pollution and threatening the health of the indigenous community. This destructive project was primed to receive €700 million in financial backing

from the French government. In March, SumOfUs launched a multifaceted campaign, mobilising more than 247,000 of our members to take action, and co-authored an op-ed in prominent magazine L'Obs, boosting public awareness and media scrutiny on this topic. We increased parliamentary pressure, coordinating an open letter signed by 39 Members of the European Parliament (MEPs), calling on the French government to withdraw financing. Seizing on this momentum, we commissioned an ice sculpture, representing the €700 million that would be invested by the French government in Total's pollution project. We leveraged our eye-catching visual to encourage high-profile media coverage of our petition delivery at the Ministry of the Economy and our meeting with the Ministry's Chief of Staff. Our attention-grabbing stunt generated major media attention in dozens of publications. As a result, for the first time, the French government was under considerable pressure to stop public financing of drilling projects. By September, at COP26, France made a commitment alongside 38 countries and institutions to stop supporting fossil fuel projects. Finally, in December, the French government officially announced it was withdrawing support for Total's environmentally destructive project. This was a big deal. The French government is used to being able to ignore advocacy organisations demands for accountability, but our innovative and varied tactics successfully empowered hundreds of thousands of people to challenge a complex financial deal, while creating an interesting story for the media to cover. This is proof that together, everyday people, can compel decision-makers to stop contributing to climate chaos.

Elevating and building public awareness around the “toxic bonds” industry to stop funding destructive fossil fuel projects.

It's a common belief that global finance is dominated by equities (i.e. stocks). However, the global bond market is almost three times the size of the stock market. As bank lending has become more restrictive for coal-related projects, the bond market is one of the last refuges for fossil fuel companies seeking financial support. In fact, coal companies raise more than double their capital through bond issuance (a way for entities to raise funds for projects) than through bank loans. Therefore it's critical that public attention and pressure is brought to bear on the actors propping up dirty new coal, oil, and gas projects through the “toxic bonds” market. In pursuit of this goal, we are mobilising millions of SumOfUs members to build public outcry, generating major media attention, filing hard-hitting shareholder proposals, and supporting partners to elevate our collective goals. As part of this multifaceted initiative, in partnership with Reclaim Finance, we launched a campaign targeting French multinational oil and gas company TotalEnergies (Total) on its greenwashed sustainability-linked bonds. So far, we have



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mobilised more than 86,000 SumOfUs members to demand top financial institutions not invest in Total's climate destructive projects. In addition, we collaborated with Market Forces to stop Deutsche Bank from underwriting Australia's largest undiversified coal mining corporation Whitehaven Coal's first bond issuance. We plan to dial up the pressure at critical moments to ensure our demands reach decision-makers through high-profile petition deliveries and other attention-grabbing tactics. We know the key to achieving our collective goals is utilising multiple pressure points to build a groundswell of momentum for industry-wide policy shifts. To increase investor pressure, we have filed shareholder proposals at the top two credit rating agencies, S&P and Moody's, calling on them to better incorporate climate risk into their crucial investment ratings. We plan to mobilise tens of thousands of our members to email, call, and participate in other high-profile activities ahead of their annual general meetings. In early 2022, we will launch the Toxic Bonds hub, a one-stop-shop for information on this topic. The website will feature research, campaigns, resources for campaigners, media, and other critical content on the global bonds market.

Ensuring the largest commercial insurance market Lloyd's of London upholds its climate commitments.

Lloyd's of London is accelerating the climate crisis by insuring destructive fossil fuel projects around the globe. Last year, in collaboration with partners, we launched a multifaceted pressure campaign targeting Lloyd's on this issue. Our coalition deployed a series of innovative online and offline actions including leveraging parliamentary pressure. Within months, the company announced it would stop investing in new coal projects, a major climate policy shift for the insurance market giant. However, one month after Lloyd's Environmental, Social, and Governance (ESG) announcement, partners uncovered a destructive oil drilling project in the Bahamas by the company. We launched an opportunistic campaign to spotlight Lloyd's inconsistency, mobilising more than 38,000 people to demand Lloyd's stop insuring the Bahamas oil exploration. To keep the pressure on, we collaborated with the Sunrise Project and Mothers Rise Up on a Fathers' Day action in London. Together, we delivered a giant oil drum of dead flowers and an oversized Father's Day card to Carnegie-Brown's office, intended for Lloyd's Chairman Bruce Carnegie-Brown. This was a direct appeal to the father of four to help protect all our children's future. To amplify this effort, we organised SumOfUs members to protest in-person and mobilised more than 3,700 people to participate in a Tweetstorm. Our demonstration generated media coverage and the action led to a meeting between Lloyd's and parents from Mothers Rise Up, this is an encouraging sign that our demands are being taken seriously by decision-makers.



Additionally, a week prior to the United Nations Climate Change Conference (COP26), we mobilised more than 4,500 SumOfUs members to send personal messages to Lloyd's describing how their lives have been impacted by the climate crisis. Our partners at Coal Action Network delivered SumOfUs members' powerful messages directly to Lloyd's employees and executives, during a high-profile series of actions in London and Newcastle. Furthermore, SumOfUs members joined activists at the Climate Justice Memorials, outside of Lloyd's office building to commemorate communities directly impacted by the pollution projects insured by Lloyd's. These efforts not only kept the pressure on the corporation, but put a spotlight on Lloyd's past and present complicity in colonialism and Indigenous rights violations. We will continue to amplify partners efforts and carry out strategic actions to hold Lloyd's to account.

Pressured the largest bank in Europe, BNP Paribas, to implement new measures to stop deforestation in the Amazon and Cerrado.

Soybeans, grown in Latin America and in particular in the Cerrado savanna in Brazil, are one of the main drivers of deforestation in the world. The Archer Daniels Midland, Bunge, Cargill and Louis Dreyfus (ABCD group) are responsible for 56 percent of soybean exports. BNP Paribas is one of the leading financial backers of soybean traders. Between 2016 and 2020, it provided ABCD group with more than 6 billion dollars in financial support. In November 2020, with partners, we launched a campaign calling on BNP Paribas to stop funding deforestation, mobilising more than 141,000 SumOfUs members to demand the company adopt binding zero-deforestation policies and become the financial industry leader in the fight against deforestation. We ramped up the pressure, engaging in a dialogue with their corporate social responsibility department, boosting public and media attention by publishing open letters, developing engaging videos, and deploying more high-impact online and digital actions. Our strategic campaigning tactics were successful. Within three months, BNP Paribas announced the implementation of new measures to stop deforestation in the Amazon and Cerrado by 2025. This is a great step forward, and has had ripple effects in the industry, pushing French insurance giant AXA to publish a new policy aimed at addressing deforestation and the conversion of ecosystems. Now, our coalition has expanded our campaign targets to include all major banks for their complicity in Amazon and Cerrado deforestation. So far, we've mobilised more than 90,000 SumOfUs members to take action. In November over 30 companies, several of which were targets, made a commitment to net-zero deforestation by 2025. That's not ambitious enough. Over the next few months, we're planning a series of high-profile tactics to pressure corporations to implement net-zero deforestation by 2022.

Ensuring Environmental & Climate Justice

Forced the government of Brazil to halt legislation that would destroy the Amazon rainforest and harm Indigenous communities.

The Amazon rainforest is home to more than 20 million people, including more than 50 tribes that have not engaged with the modern world. Far-right Brazilian President Jair Bolsonaro is strategically weakening environmental protections, supporting legislation that would allow constitutionally-protected Indigenous lands to be utilised for mining and other detrimental activities by private corporations. In consultation with Indigenous led-groups, we mobilised more than 236,000 SumOfUs members to demand the Brazilian government uphold Indigenous peoples' constitutional and international rights, generating worldwide attention on this issue. Building on our collective call to action, we raised tens of thousands of dollars to support grassroots groups on-the-ground activities. SumOfUs members' support provided critical resources that enabled people to participate in the "International Indigenous Mobilisation," where community leaders camped for more than 20 days in front of the Brazilian Congress to protest against the harmful legislation. These innovative online and offline efforts were successful in halting the bill. SumOfUs was the only global organisation to support this Indigenous led-movement, and we will continue to amplify and support initiatives that empower everyday people to fight for their rights.

Compelling multi-billion-dollar snack food giant Mondelez to end deforestation in its supply chains.

Mondelez is a top buyer of palm oil and the parent company for popular products such as Oreos, Ritz, and Cadbury. It has made a commitment to use sustainably sourced palm oil in its global supply chains. However, Royal Golden Eagle (RGE), a supplier for Mondelez, is carrying out mass deforestation in the Leuser Ecosystem through its aggressive palm oil production. Indonesia's Leuser Ecosystem, a more than 6.4 million acre rainforest, is the only place on Earth where orangutans, elephants, rhinos, and tigers cohabitate in the wild. RGE, a top importer and exporter of palm oil in Indonesia, cannot afford to lose Mondelez's business. This is a pressure point we can use to our advantage. In June, SumOfUs launched a multifaceted campaign calling on Mondelez to cut ties with RGE as a result of its destructive business practices that undermine the company's commitment to environmental sustainability. So far, we have mobilised



more than 160,000 SumOfUs members to pressure the snack food giant to drop RGE as a supplier. Now, we're planning a series of online and offline activities including a high-profile petition delivery at Cadbury World UK (owned by Mondelez) to ensure our members' voices are heard by decision-makers. In addition, we have hundreds of members that are investors in Mondelez and will mobilise them as shareholders to build investor pressure ahead of the company's annual general meeting. These tactics have repeatedly proven successful in forcing the biggest corporations like PepsiCo and Citigroup to clean up their supply chains.

Demanding the second-biggest chocolate producer in the world stop the exploitation of children in its supply chain.

Snack food giant Ferrero has been at the heart of public attention around palm oil because of its popular Nutella products. For years, its sustainable palm oil sourcing efforts were deemed sufficient compared to industry standards. But at the end of 2020, a report exposed the ties between Ferrero and child exploitation and abuse on chocolate plantations. In April, we launched a campaign, mobilising more than 274,000 SumOfUs members to demand Ferrero stop exploiting children in its supply chain. Then, in August with Rainforest Action Network (RAN), we delivered the demands of hundreds of people to protect children to Ferrero's headquarters in New Jersey. Our small, but powerful protest with eye-catching visual aids and mobile billboards, captivated the attention of the workers and passersby. We will keep the pressure on until we force Ferrero, the manufacturer of popular treats like Girl Scout Cookies, to cut ties with any plantation that uses child labour.

Persuading the most profitable automotive company in the world to commit to more ambitious climate action.

Toyota has a long history of announcing commitments to environmentally responsible policies and behaviour, while simultaneously lobbying governing entities around the world to support fossil fuels. As the largest company in Japan, and the direct or indirect employer of hundreds of thousands of people around the world, Toyota has a responsibility to its shareholders, consumers, and workers to ensure its business practices align with the company's values. To hold the company to account, we plan to build atmospheric pressure ahead of its 2022 annual general meeting (AGM). In collaboration with partners, SumOfUs will leverage our global presence to force Toyota to begin to prioritise policies that support climate action initiatives. We will mobilise hundreds of thousands of SumOfUs members, building global public outcry and boosting attention on this vital issue. This strategy plays to our strengths. We are experts at showcasing the underbelly of how a company is run, motivating key constituencies to take collective action to ensure real-world impact.

