

**SUPPORT
COMMUNITIES
NOT
CORPORATIONS**

ANNUAL REPORT

2020

OUR YEAR IN REVIEW

Since 2011, SumOfUs has built a global movement of people who are committed to ensuring corporate accountability for the well-being of everyone, everywhere. This year, our movement has grown by leaps and bounds to almost 17 million individuals, with more than two million new members joining our community. As a people-powered and people-led movement, we are unwavering until we win—our members are filing shareholder resolutions, signing petitions to demand action from decision-makers, and flooding governments and tech platforms with calls and messages to make sure their voices are heard. In 2020, we took on everyone from disinformation mega amplifiers like Facebook and Google, to climate chaos accelerators like TD Bank and PepsiCo, to corporate crony governments, in order to ensure people were prioritised over profits in their pandemic response—and we've won many of our campaigns.

In the midst of an all-consuming global health crisis, SumOfUs members have shown up for one another in deep and meaningful ways. For example, our newly-created global Covid Support Network has distributed tens of thousands of dollars to SumOfUs members and their families who are struggling during this Covid-19 crisis around the world. This direct support helped people pay their mounting bills, obtain legal advice, and even buy groceries. At the heart of the work that we do, is the belief in the power of human connection and that through our collective action, we can achieve real-world impact. Initiatives like this demonstrate the strength of our online community and its ability to rapidly respond to the moment in powerful ways.

Next year is our ten-year anniversary, and with the support of our global community and institutional partners, we are poised to continue to challenge corporations that disregard human rights, foment inequality, and harm the planet. In the pages ahead, you will read more about our impactful campaigns, major initiatives, and innovative tools and tactics.



OUR TOP ACCOMPLISHMENTS

Apple published its first-ever policy on human rights.



Canada's largest bank TD committed to net zero carbon emissions by 2050!

Microsoft sold its investments in dangerous facial recognition company, Anyvision.



Procter & Gamble was forced to stop importing palm oil made with forced labour.

Nestlé is selling all of its American water bottling operations!

More than 264,000 people supported each other in the SumOfUs Covid Support Network and distributed thousands of dollars to families in need.

PepsiCo finally cleaned up its palm oil policy!



Frontline workers at Dollarama won danger pay increases and proper protective gear!

Hanwha and Samsung ruled out further investment in the Adani coal mine.

The European Central Bank backflipped and put climate at the very top of its political agenda!



French insurance giant AXA divested from Israeli weapons giant Elbit Systems.

CHALLENGING CORPORATIONS CONTRIBUTING TO CLIMATE CHAOS

As people around the world are increasingly exposed to the impact of climate chaos, the entities inflicting the most damage—corporations—must be pushed to prioritise people and planet over profit. This means challenging the corporations producing harmful products, and the institutions that are enabling them to operate like insurers and banks. Both have a responsibility to their consumers, stakeholders, and investors to avoid projects that lead to climate chaos and violations of human rights.

Secured a landmark policy shift on sustainable palm oil from PepsiCo. This is a major victory because receiving a commitment from PepsiCo to use sustainably-sourced palm oil guarantees an industry-wide policy shift that can end rainforest deforestation caused by palm oil. Since 2014, our efforts targeting public-facing brands have transformed the palm oil industry, pushing numerous corporations including McDonald's, Yum! Brands, and Samsung to commit to responsibly sourced palm oil. Our digital campaigning (from petitions to social media actions to viral videos) was critical to getting our primary target PepsiCo to negotiate with our partners Rainforest Action Network and International Labor Rights Forum on their policy. A major key to securing this victory was our global presence, which enabled us to mobilise more than one million people all over the world. After five years of sustained campaigning and negotiations, PepsiCo issued a revised palm oil sourcing policy. This is a huge win for the sustainable palm oil movement, and will enable us to secure similar commitments from dozens of other corporations.

Pushed Canada's largest bank to commit to net-zero carbon emissions by 2050. TD Bank is the second-biggest funder of fossil fuel projects in Canada and the eighth-biggest in the world. This year, we put forward a major shareholder resolution at TD Bank's annual general meeting (AGM) for the company to stop funding fossil fuel expansion projects and phase out existing investments.



We mobilised more than 41,000 of our members to demand TD take immediate action to address the climate crisis. Our proposal received 18% of the shareholder vote, without the backing of any shareholder advisory firms (last year a similar proposal only received 3% of shareholder votes). Shortly after the AGM, we learned that there was significant movement internally to address fossil fuel funding and greenhouse gas emissions (GHG), including the hiring of a new Director of Sustainable Finance to address environmental, social, and governance (ESG) concerns—proof that our pressure was working. In November, TD Bank announced a bold climate plan that included a commitment to net-zero carbon emissions by 2050.

Challenging the world's largest insurance market to stop accelerating climate chaos. Lloyd's of London, unlike other insurers, operates as a marketplace, where dozens of insurance companies compete for business and share liabilities. It has built a reputation as a place where companies can find coverage for projects that no one else will insure. Since September, we have mobilised more than 150,000 of our members to pressure Lloyd's to shift its dangerous climate policy and approach. Our members have called on Lloyd's to not renew current insurances and to adopt policies that exclude insuring future fossil fuel projects. In support of this campaign, we amplified the climate concerns of customers and citizens in and around the re-opening of Lloyd's headquarters on September 1st. We partnered with Tipping Point and Stop Adani groups to drive social media pressure on Lloyd's syndicates by generating hundreds of tweets using our custom TweetStorm tool. We're just getting started on this work. Over the next year, we plan to ramp up parliamentary and advocacy pressure, mobilise tens of thousands of our members to demand Lloyd's divest from fossil fuels, and generate more public outcry and major media attention around this critical issue.

Building on the global water rights movement. Multinational corporations such as Nestlé often seek water privatisation permits in drought-stricken locations and small towns, making water even harder to access for people who are already struggling. Since 2016, we have been providing ongoing support to our grassroots partners around the globe from Michigan to Ontario to Zurich. This summer, after years of deploying hard-hitting online and offline actions, Nestlé



announced its intentions to abandon its water operations in North America citing too many obstacles to do business. This is a major victory for our community and water rights advocates around the world.

Now, we're calling on Nestlé to return the five most contentious water sites to the local communities before any final sale. These sites are located in Michigan, California, Florida, Ontario and Colorado, and grassroots groups have been challenging Nestlé for years to make them publicly-owned. This November, in partnership with Story of Stuff Project, we leveraged our global membership to collaborate with grassroots groups in Switzerland. They delivered the names of over 120,000 SumOfUs members demanding public control over vital water sources to Nestlé HQ in Switzerland. In the coming months, as it becomes clear who will buy Nestle water assets, our coalition will deploy a series of high-impact tactics to pressure the new owner on this issue.

Stopped Zurich Insurance Group from insuring the destructive Trans Mountain Pipeline. This summer, we called on multinational insurance companies Zurich Insurance Group, Chubb, Liberty Mutual, AIG, and Llyod's of London to stop insuring the Trans Mountain Pipeline which is poisoning the water of Indigenous people in Canada and endangering native wildlife. We mobilised more than 152,000 people to demand they defund the project. Our pressure is working, Zurich caved to our demands, and we are confident that Chubb will also not renew insurance policies.

Prevented governments from providing Covid-19 bailouts for multi-billion-dollar corporations. In Canada, we prevented a \$30 billion big oil bailout through a series of impactful tactics including a joint petition with Greenpeace, Leadnow, Stand.earth and other coalition partners to demand bailouts for essential workers. We also placed critical ads in *The Hill Times* (a publication read by Canadian politicians) and a banner flyover at Trudeau's daily press address. Instead of the government is now creating 5,000 green jobs for workers previously in the oil industry. In Austria and Germany, we mobilised more than 42,000 of our members to demand top polluting airlines like Lufthansa and Austrian only receive a multi-billion dollar bailout if they commit to environmental protection—



and we won: the government's stake in those airlines now ensures a continued accountability to environmental outcomes.

Pressuring the European Central Bank President Christine Lagarde to commit to monetary policy shifts for the EU Green Deal. Working with coalition partners including WeMove EU and Avaaz in March, we mobilised more than 314,000 people to demand the EU commission enact an environmentally accountable Green Deal. Building on these efforts, we called on the European Central Bank (ECB) to stop funding the climate crisis by adopting strong policy changes that address this critical issue. To date, we have mobilised more than 166,000 people to demand ECB not finance environmentally-damaging industries such as multinational fossil fuel corporations. We surveyed our European members on this issue and more than 24,000 people expressed overwhelming support for the ECB to take ambitious and immediate action to help end fossil fuel finance. Our results and media pressure forced the ECB to consider incorporating the work of expert environmental and financial NGOs into their climate policy. Currently, we are considering partnering with 350.org and Reclaim Finance to file a lawsuit against ECB to secure more structural policy changes.

COMBATting DISINFO ON BIG TECH

This year, we prioritised countering disinformation on tech platforms, executing strategic and rapid response campaigns that spotlight tech giants' reckless behavior. Our goal was to demonstrate the threat online platforms pose to our everyday lives and collective well-being, building the momentum for better regulation and accountability. So far, more than 612,000 people have taken action, challenging the mass disinformation and hate across platforms like Facebook, Twitter and Google—and we're just getting started.

Calling out election-related threats posed by big tech platforms.

The damage of misinformation is undeniable and threatens the very fabric of our democracy, with falsehoods traveling on platforms 70%

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faster than facts. Ahead of the U.S election, we mobilised more than 148,000 SumOfUs members to call on YouTube to pause political ads during the election, and motivated more than 12,000 of the petition signers to download an ad blocker to block YouTube ads. In October, we pressured Twitter to delay Donald Trump's tweets citing the more than 20,000 false claims he's shared on Twitter to his more than 80 million followers. We received a strong response from our community with more than 73,000 petition signers, working to triple our impact, we mobilised action takers to email and tweet at Jack Dorsey and Twitter's policy team. Then, as pressure was building on the platforms in the days leading up to the election, we sailed a boat with a 30-ft banner displaying our demands, docking it in the waters right outside Jack Dorsey's home and office. In addition to the emails and media advisories we sent out ahead of time to ensure our message reached decision-makers at Twitter, our image made it to the top of Reddit's homepage for "In the News." We will continue to think of impactful ways to push tech giants to proactively address behavior that undermines democracies and facilitates the mass spread of disinformation.

Demanding online platforms like Facebook and YouTube detox their algorithms.

An algorithm is a machine designed to make choices. Tech giants like Facebook and YouTube can choose to incentivise and reward information that does not promote dangerous conspiracy theories and hate, but instead are choosing to prioritise extremist content over our collective well-being. These toxic algorithms are the primary reason groups spreading election disinformation are able to grow by tens of thousands in a matter of hours. In November, we launched another public pressure campaign targeting Facebook, YouTube, Google, and Twitter to stop disinformation. These efforts included mobilising more than 68,000 of our members to sign onto a petition to demand change. We also protested outside Mark Zuckerberg's home alongside a dozen coalition partners including Global Exchange, MediaJustice, Raging Grannies Action League, and Resistance SF. Our efforts generated local media attention on this crucial issue, in part because we cleverly had a person wearing a big Mark Zuckerberg head, cleaning gloves, and holding a mop.

Spotlighting Facebook's ongoing negligence and mismanagement.

In April, we worked behind the scenes to leverage our consumer brand expertise, providing an essential framework for the powerful



Stop Hate for Profit campaign. Stop Hate for Profit is a national coalition of social justice organisations, including Color of Change and the NAACP, that are pushing big tech platforms like Facebook to address hate and disinformation on their platforms. In July, more than one thousand companies around the world including Ford, Verizon, Unilever, and the Royal Bank of Canada committed to an advertiser boycott of Facebook. Building on this campaign, SumOfUs asked individual Facebook users to join our campaign by downloading a Facebook ad blocker to block the platform's major revenue stream until they clean up their act. Almost 50,000 individuals have downloaded the ad blocker, and we are confident we can secure tens of thousands more.

In October, we connected with the Real Facebook Oversight Board, a coalition of experts demanding accountability from Facebook. Together, we organised a coalition of a dozen partners including Mozilla, AccountableTech, Sleeping Giants, Centre for Humane Technology, Free Press, the NAACP, and the National Hispanic Media Coalition. Our coalition developed a strategic set of demands designed to stop Facebook from being used to incite violence. In support of this campaign, SumOfUs mobilised more than 56,000 SumOfUs members to sign on to our collective demands, adding to the hundreds of thousands of people calling for action from our partners. Feeling the pressure, Facebook did suspend recommendations for new and political groups in the week before the election and has shut down some groups calling to "Stop the Steal" of the election. The work continues as disinformation about the election has continued in the aftermath of Joe Biden's win.

Pressuring Google to stop monetising dangerous disinformation.

We know that online manipulation and disinformation shifted the outcome of the 2016 Presidential election, propelling Donald Trump to victory over Hillary Clinton. This is why protecting the U.S. election from dangerous digital content was a top priority for our community. A key element of this work was ensuring that the websites hosting false and divisive election information lose their advertising dollars. For instance, Zero Hedge, a right-wing blog with more than 40 million monthly visitors was on our radar because it was the initial source of the misleading claim about the head of the Ukrainian energy company at the heart of the House impeachment inquiry. So, when



the Global Disinformation Index (GDI) report revealed that SecondLife was advertising on Zero Hedge, we ramped up pressure on the company to pull their support—and we won. When many of these same websites sparked the spread of Covid-19 disinformation, it gave us an additional impetus to demand that Google and other ad tech companies address this issue. We partnered with the GDI to track ads appearing next to conspiracy theories and disinformation on these websites, then, together with GDI, showed advertisers the evidence. This led to a range of companies from Deutsche Bank to Warby Parker to Made.com expanding blocklists to include the impugned sites, and amidst the pressure, Google announced it would ban advertisements on sites pushing Covid-19 disinformation. This was a great step forward, and now we're advocating with Google directly to stop funding disinformation by banning such sites from monetising their content.

Demanding YouTube stop profiting from Covid-19 misinformation ads. Previously, YouTube allowed video creators to push conspiracy theories and fake cures for coronavirus—prioritising ad profits over the health and well-being of their billions of subscribers. To combat this harmful content, we launched a campaign calling on YouTube to ban the monetisation of Covid-19 content—mobilising more than 15,000 of our members to take action by signing our petition and tweeting directly at the company. To ramp up the pressure, we partnered with the second-largest labor union in the U.S., the American Federation of Teachers (AFT). We created a video featuring a nurse appealing to YouTube and other tech giants to stop profiting off of pandemic misinformation while nurses, doctors, and other frontline workers risk their lives caring for people. This story struck a nerve, engaging more than 60,000 people on this critical topic.

FIGHTING FOR HUMAN AND WORKERS' RIGHTS

SumOfUs has mobilised millions of our members to demand workers' and human rights around the globe—from pushing French insurance giant AXA to stop investing in Israel's arms trade, to forcing cosmetic giant Yves Rocher to stop union-busting in Turkey—and we've won!



We will continue to push back against human and workers' rights violations by corporations, and the political context that facilitates those abuses.

Pressured Apple to publish its first-ever policy on human rights.

This year, we submitted a shareholder proposal for Apple's annual general meeting supporting freedom of expression in China. Our proposal was endorsed by the world's largest investor firms, Institutional Shareholder Services and Glass Lewis, and received a whopping 40.6% of the vote (four times more than a similar proposal last year). This is a huge victory because Apple recommended its shareholders vote against the proposal.

Our efforts generated major media attention in the New York Times, The Guardian, Financial Times, and many other outlets. In September, Apple adopted a new human rights policy in response to concerns raised by shareholders over the company's role in enabling the government of China's cyber-surveillance and censorship. This effort is part of a long-term campaign to pressure Apple to protect human rights in China. We will continue to work with partners representing impacted communities of Tibetans, Uygurs, Chinese, and Hong Kongers as they are most affected by repressive policies and expansion of "the great firewall."

Demanding Best Western stop allowing immigrants to be involuntarily detained at its hotels. U.S. Immigration and Customs Enforcement (ICE) has a well-documented track record of cruelty—from denying urgent medical care, to separating families at the border, to forced sterilizations. More than 100 migrants, many believed to be children, were detained at the Best Western Plus Dragon Gate Inn by ICE and its contractor MVM. In response to this news, SumOfUs launched a campaign demanding that the international hotel chain put out a public statement that they will no longer work with ICE and its contractors. We mobilised more than 24,000 of our members to take action on this urgent issue, delivering their voices to Best Western's Senior Communications Director. This sparked an email exchange to discuss our demands and we won when Best Western committed to not having its properties used for involuntary detention. We will continue to work in partnership with Accountable.us, Jobs with Justice, Daily Kos, and Sanctuary DMV to push Best Western



to release a public statement that clearly states they will not work with ICE.

Stopped Procter & Gamble from importing palm oil to the US that had been produced with forced labour. For years now, multinational consumer goods corporation Procter & Gamble (P&G) has knowingly imported palm oil to the U.S. that was produced by its partner FGV Holdings (FGV) with forced labour. To push back against this egregious practice, we used an old U.S. trade law to request that the imports be prohibited from entering the country. As a result, in early October, the U.S. government announced the ban of FGV palm oil imports. This is a massive blow to both P&G and FGV because all products will either be blocked at U.S. ports or are being rerouted if they are enroute. This sends a powerful message to the entire industry: no one is above the law and no one will get away with human rights violations.

Compelled Microsoft to divest from a facial technology company that is being used to violate civil liberties. AnyVision is a cutting-edge facial recognition startup funded by multi-billion dollar corporation Microsoft. Its technology is being used by repressive governments such as in China, Russia, and Israel to surveil and track people who disagree with the governments. Last year, in partnership with MPower and Jewish Voice for Peace, we launched a campaign called #DropAnyVision to push Microsoft to commit to upholding democratic freedoms and divest from the company. We held a powerful day of action at Microsoft's HQ in Redmond, California, where our coalition delivered a 75,000-signature petition, passed out flyers to workers, and hosted a teach-in. Our efforts were covered by GeekWire and several international news outlets. In March, we won this campaign when Microsoft committed to divesting from the contentious facial recognition firm.

Pushed TD Bank to divest from private prison corporation GEO Group. GEO Group is infamous for its role in the Trump administration's harmful child separation policy, and now its facilities have become a hotbed for Covid-19. In the middle of the pandemic, TD Bank, Canada's second-largest financial institution and the tenth-largest bank in the U.S., bought thirty thousand shares in the private prison giant. For-profit prisons are not subject to the same freedom



of information and open records laws as public prisons, which enables human and workers' rights abuses with limited accountability or consequences. To push back on this, we launched a campaign calling on TD Bank to divest from for-profit prisons. On the first day of our campaign, Bloomberg published a story focused on SumOfUs' efforts, and in under twenty-four hours, TD Bank responded to the pressure and committed to not invest in private prisons like GEO Group. Last year, we were instrumental in the victory to get Canadian Pension Plan (CPP), a \$300 billion pension fund to divest from GEO Group and CoreCivic (another private prison corporation), a few months after this campaign, all commercial banks in the world agreed to end financial ties with GEO Group. We will continue to monitor TD Bank and all commercial banks to ensure the company upholds this hard-won victory by human rights groups around the world against the American prison industrial complex.

DEMANDING RACIAL AND ECONOMIC JUSTICE

SumOfUs campaigns empower millions of people to take action toward justice. Over the years, we pushed JP Morgan to defund two of the biggest U.S. immigration detention centers, pressured PayPal to stop processing payments for far-right extremists, and shut down the global expansion of far-right news outlet Breitbart. We will continue to fight the corporations and governments that allow systemic injustices to thrive, using our collective voices to demand a more equitable and just society.

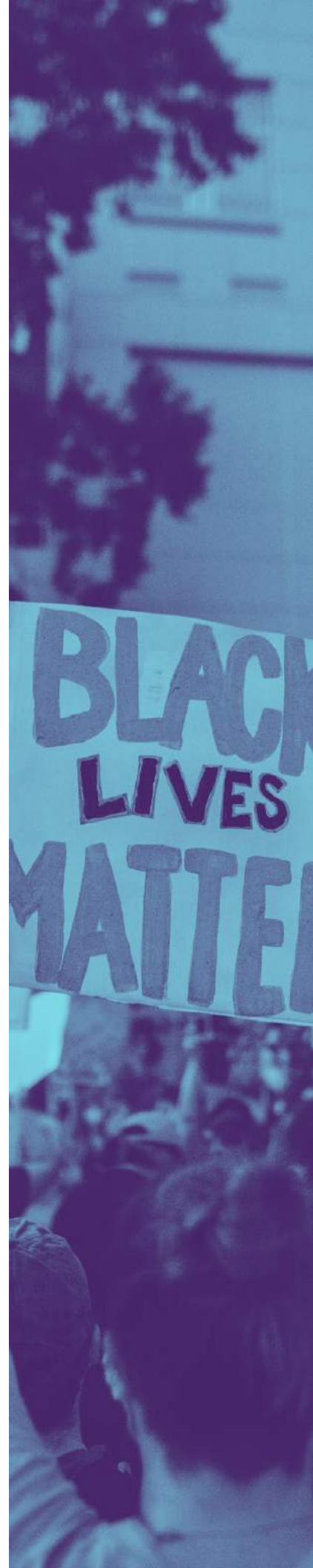
Stopped Walmart from profiting off hate. Black Lives Matter has been the rallying call in the U.S. and around the globe in the fight for racial justice. In response, anti-black and racist groups have used 'All Lives Matter' as a dog whistle to show they stand against racial justice. Walmart, like many big brands, put out a statement saying that "Without question, Black Lives Matter." But, its Canadian online store promoted a dangerous counter-movement to Black Lives Matter, profiting from the sale of "All Lives Matter" merchandise. In response, we launched a rapid response campaign to demand Walmart stop selling hateful products. In under 24 hours, thousands of SumOfUs



members flooded Walmart with messages and calls on this issue. Within 48 hours, Walmart released a statement that it would stop selling this merchandise in its Canadian stores. Within a week, Walmart stopped selling these racist products in the U.S. as well. This Walmart victory is not the first time we pushed companies to stop selling hateful products. In 2018, after a sustained campaign, we pushed multinational e-commerce company Shopify to ban hate groups like the Proud Boys from selling items through its platform too. We will continue to demand corporations stop profiting off hate.

Demanding government accountability in support of the Black Lives Matter Movement. In May, following the police killing of George Floyd, tens of millions of people around the world participated in demonstrations in support of Black Lives Matter. This movement is the largest uprising in U.S. history with upwards of 26 million people demanding justice and accountability. In August, in response to the news of Jacob Blake's shooting, SumOfUs launched a petition demanding the resignation of Police Chief Daniel Miskinis and Sheriff David Beth. Almost 20,000 SumOfUs members signed the petition, which was delivered to the offices of Kenosha Mayor John Antaramian and Wisconsin Governor Tony Evers. We will continue to look for opportunities for our members to challenge systemic injustices, pushing governments and corporations to respect human rights.

Pressuring the most popular supermarket chain in Florida to stop bankrolling voter suppression. Publix is one of the biggest regional supermarket chains in Florida and has given hundreds of thousands of dollars to right-wing politicians. Following the U.S. presidential election, we launched a campaign to hold Florida lawmakers accountable for passing a law that disenfranchised more than 700,000 former felons. So far, we have mobilised over 22,000 members to demand Publix stop supporting politicians who supported this law, and we are confident we can mobilise tens of thousands more to take action. We ramped up the pressure by organising a Tweetstorm targeting the company's customer service handle, we interviewed Publix's customers and produced a video highlighting their concerns. We are currently in conversations with employees on ways for them to add internal pressure on the



company. This campaign is just getting started, and we will continue to deploy more high-impact online and offline tactics to pressure Publix to stop its donations to right-wing politicians.

Calling on Delta Airlines to stop bankrolling racist politicians in Georgia. The results of the Georgia runoff elections will determine who controls the U.S. Senate. The key to winning these races is voter turnout, which will cost millions of dollars. Delta Airlines has given tens of thousands of dollars to both of the right-wing Senate candidates, Kelly Loeffler and David Perdue. In an effort to reduce their revenue stream, we launched a campaign demanding that the company publicly commit to stopping their donations. More than 19,000 members have called on company executives to stop financing right-wing candidates who support racist conspiracy theories and undermine democracy. Currently, we are mobilising our members to message Delta executives to ramp up the pressure on this timely issue. In December, we plan to place ads or a billboard around the Atlanta airport to build on our public pressure efforts.

CURBING BIG TECH'S INFLUENCE AROUND THE WORLD

In the tech space, where platforms are multinational corporations it is essential that we generate a groundswell of global public outrage and harness that energy to establish a public-led set of principles and best practices. In pursuit of this goal, we have mobilised our millions of members around the world to advocate for big, structural reforms of tech giants, leveraging our global mass mobilisation capabilities to multiply the impact of our campaigns.

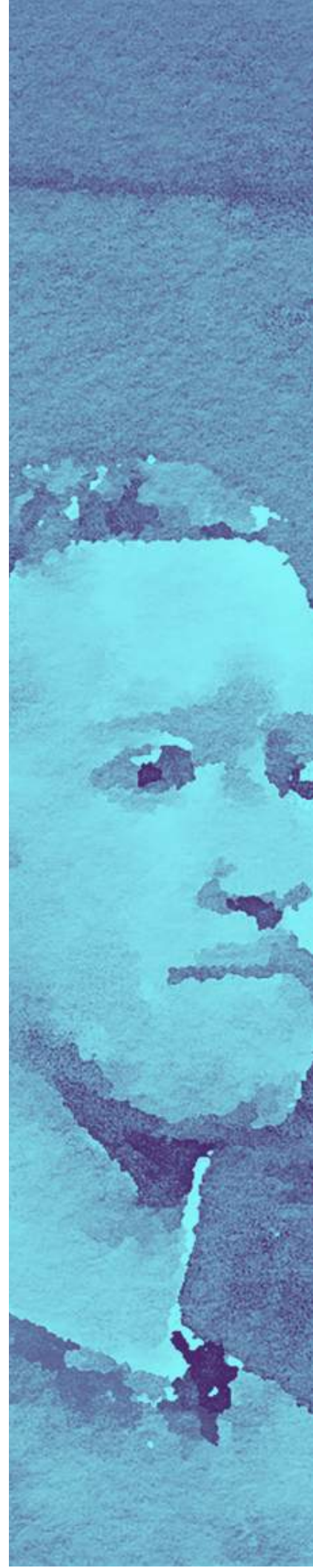
Advocating for the UK Online Harms bill. Despite long promising legislative action to tackle online harms, the UK government has delayed bringing forward a bill, and shown worrying signs it intends to leave disinformation out of its scope. We have been working to



ramp up the pressure on the government, supporting parliamentary voices calling for action, pushing for a stronger response from Labour and marshalling arguments that might help persuade decision-makers. In support of these efforts, we engaged almost 2,000 members to submit messages to a Labour consultation on its big tech policy. Building on this momentum, we mobilised more than 25,000 people to call on Prime Minister Boris Johnson to take action, which gave a vital boost to allied Members of Parliament debating the bill. Recently, we commissioned a leading economics research agency to investigate the impact of Covid-19 disinformation on the UK economy. This research showed that disinformation cost the UK economy £3.8 billion in quarter two and quarter three, it caused 25,000 additional Covid-19 cases, and directly cost the NHS £25 million. We are planning a series of activities to showcase these bombshell results, and are confident this will generate more public outcry and pressure on this crucial issue.

Demanding Facebook stop covering up the Rohingya genocide.

Three years ago, the Myanmar military massacred Rohingya families, raped women and children, and razed entire villages. Over 800,000 people were forced to flee to Bangladesh and are now facing a major humanitarian crisis. Myanmar has recently been brought before the International Court of Justice (ICJ) to determine if the country's military leaders committed genocide against its Rohingya people. A vital part of this case is that hate speech and disinformation about the Rohingya spread like wildfire on Facebook, fanning the flames of this genocide. While Facebook took down much of the violence-inciting content, it is now refusing to share it with the ICJ, which could prove that the Myanmar military intended to commit genocide against the Rohingya. SumOfUs connected with lawyers who are following the case closely and determined that even more public pressure on Zuckerberg could help unlock the evidence, and could even inspire Facebook employees to join our effort to clean up the platforms. In support of this goal, SumOfUs has gathered over 63,000 signatures on a [petition](#) urging Zuckerberg to provide this evidence that could help prove genocidal intent by the Myanmar military. Additionally, we ran a full-page ad in the [San Francisco Chronicle](#) on November 25 highlighting Facebook's role in inciting violence against the ethnic minority group, and pressuring Zuckerberg to stop covering up



genocide. This is an ongoing campaign and we are planning to deploy online and offline escalation tactics at critical moments to turn up the pressure.

Pressuring the EU Commission to stop the flood of disinformation.

The EU has launched a public consultation for EU citizens to give their opinion on disinformation and tech platforms. SumOfUs reviewed the survey and identified several barriers for user engagement: its extensive length (100 pages), clunky interface, and convoluted language. To facilitate a positive user experience, we reached out to the commission with several suggestions on how to make the survey more user-friendly. In response, the commission agreed to drastically simplify it, from 100 pages to seven, ensuring that many more voices will be heard. We also created a [guide](#) for EU citizens to follow as they're completing the survey—highlighting the most critical pieces of the survey to fill out in order to get the strongest legislation to prevent disinformation and hold tech platforms accountable. Finally, we conducted our own comment-gathering exercise, leading to a “people-powered” submission comprising messages from almost 700 members calling for urgent action on disinformation.

Lifting the lid on Covid-related disinformation in Australia. Since April we have been working behind the scenes with partners Reset Australia to launch a new campaign to mandate access to trending Covid-related content on social media platforms for health agencies and researchers. The ‘Live List’ policy has been developed by Reset Australia in wide consultation with public health, tech and privacy experts. It will prevent health agencies from having to play catchup with fast-moving disinformation and allow them to make timely and targeted communication interventions to halt the spread of misinformation and maintain confidence in a vaccine. SumOfUs will be its launch partner and leverage the power of our 150,000 Australian members to pressure the Australian Government to legislate the data access mandate.



PROMOTING DEMOCRATIC, OPEN, AND EQUITABLE TRADE DEALS

Around the globe dangerous multilateral trade deals negotiated by corporations, governments and lobbyists have encouraged a massive liberalization of trade rules and lowering of barriers for corporations doing business in an increasingly globalized world. To challenge these dangerous and undemocratic trends, SumOfUs has built an informed and motivated constituency that fights for trade deals that respect human rights and the environment.

Disrupting the Investor-State Dispute Settlement (ISDS) system.

The private, business-friendly court system Investor-State Dispute Settlement (ISDS) allows companies to sue governments for hurting their bottom line. As a result of this system, companies have reaped billions in public money when health standards, environmental, and workers' rights laws restricted their profits. Last year, we launched a multi-pronged campaign to stop ISDS from being included in trade and investment policy and to terminate existing treaties containing it. So far, we have mobilised more than 120,000 SumOfUs members on this issue, and are going to launch a large-scale petition to educate the public about this system, generating more support for efforts to eliminate it. Currently, we are working with a coalition of dozens of social justice organisations, unions, and environmental groups to pressure the U.K. to not include ISDS provisions in new and replacement trade agreements.

Pushing for a more equitable EU-Mercosur trade agreement.

The EU-Mercosur trade agreement between the European Union and the South American economies of Brazil, Argentina, Uruguay, and Paraguay would have dangerous implications for health, the environment, animal welfare, and human rights. The agreement would allow commodities from the included South American

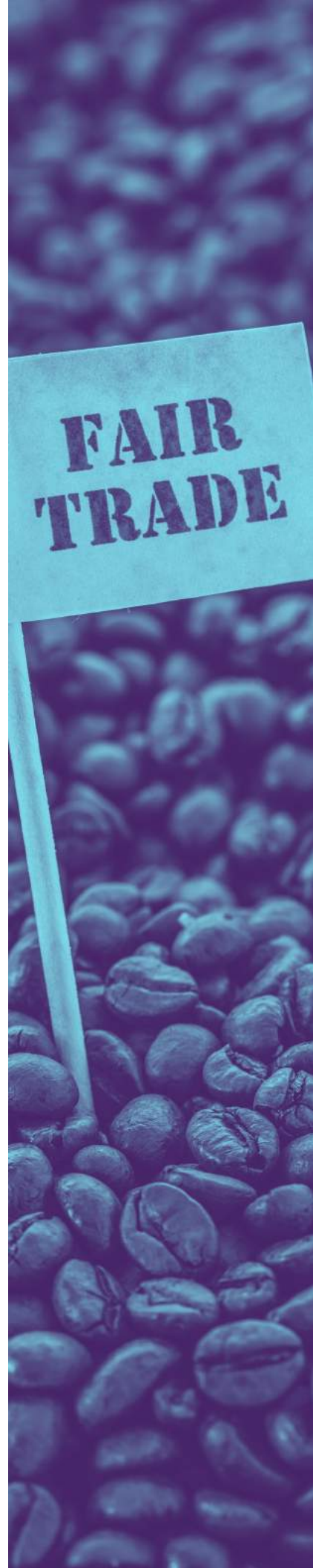


countries to be fast-tracked into Europe without sufficient environmental protections, healthy food standards, or labor rights. In 2019, we launched a petition that mobilised more than 250,000 people to pressure the EU to end negotiations. In collaboration with partners, we planned to carry out a series of actions in early 2020, however, we were forced to cancel our activities in light of the global health crisis.

Pressuring the U.K. government to maintain high environmental and labor standards in negotiations of bilateral treaties emerging from Brexit. In 2019, the U.K. government presented a bill to make provisions about the implementation of international trade agreements after Brexit to Parliament. This Trade Bill did not provide the means to prevent corporations and vested interests from extending their influence over trade policy and priorities, jeopardising labor standards, public health, food standards, and the environment. SumOfUs organised a series of high-profile actions to demand transparency and accountability, but the bill did not complete its passage because a general election was called. This was unfortunate as the bill had reached its final stages, with the House of Lords having voted for an amendment that provided for almost everything we were asking for. The bill, in its original, unamended form, was reintroduced for this Parliamentary session, so we are repeating our demands and tactics, pushing for an amendment to ensure negotiations are transparent, and to require Parliament consent to the terms of trade negotiations. Currently, the Lords' have just reinserted the scrutiny amendment to the Trade Bill and we are awaiting the next stages, expected early in the new year with the aim of defending that amendment.

OPTIMISING OUR IMPACT

We are experts at disrupting consumer brands, and showing consumers the ugly underbelly of how they are run. A key aspect of this work is developing new tools and strategies to amplify members' voices. This assures that their messages are delivered directly to decision-makers, creating real-world change.



Big Tech Whistleblowers: As we push for big structural reforms on major digital platforms like Facebook, it's essential that we empower those within the corporation to disclose and fight against threats to the public interest. Big Tech Whistleblowers, is an initiative to give tech employees a platform to share their insights and stories, while providing them with the necessary resources to campaign for change within their own companies. This platform will leverage SumOfUs' digital expertise to actively engage tech employees and contractors, partner with investigative journalists and social media influencers, build a robust coalition of partners, and provide legal resources and other critical information.

Employee Impact Hub: We are piloting a large-scale employee database to enable us to take advantage of high-profile moments when a company is under the spotlight. The Employee Impact Hub mobilises staff to take collective action when their company's actions do not reflect their values or undermine the public good. We are in Phase One of this project, and are identifying employees at the biggest corporations in the world, including those who are our members. We are also expanding our reach with digital ads on LinkedIn and Facebook to target more employees. Over the next few months, we will experiment with the best ways to engage and track the issues most important to employees at major companies like AT&T and USPS. We will determine which tactics such as polls, open letters, quotes for media, partner organising, email blasts, and ads directed to employees work best to recruit them to our database.

Distributed Organising Platform: We are growing our movement of informed and engaged activists, specifically in the Latinx communities and countries such as the United States, Brazil, and Colombia. These constituencies bring an untapped energy and member-base for advancing policies that challenge corporate power. Our new distributed petition platform is key to this effort, allowing anyone to start a petition on an issue they care deeply about. We will continue to work with community members to strengthen and amplify their petitions, use our digital expertise to bring their issues into public discussion, and organise action to build momentum around important causes. This year, more than 563,000 new people



from Spanish and Portuguese-speaking communities joined our movement, and we are confident this number will continue to grow. Next year, we plan to focus on building out our Dutch-speaking community and will continue to add new languages in the months to come.

Members Storytelling Portal: We are piloting a video uploader tool that allows our millions of members to record themselves speaking directly to corporate executives and political leaders, ensuring decision-makers hear our collective voices. Our goal is to collect thousands of stories and strategically incorporate these powerful testimonials into our campaigns.

Covid Support Network: Our community is only as strong as the people who are a part of it. So, when the global pandemic hit, and our members were facing isolation and uncertainty, we sprung into action. We created the only global mutual aid network to ensure our members could support each other around the world. Our network has engaged more than 264,000 people, providing a multitude of support from direct aid for members through micro-fundraisers totaling more than \$67,000, to offering to run errands, to providing online yoga classes. We are working hard to build more support for each request we receive and ensure connections are made between our members and the wider community.

LOOKING FORWARD

People are by definition multi-issue, and so are the impactful campaigns we run and the on-the-ground groups and issue experts we partner with to carry out our vital work. In collaboration with our millions of members and institutional partners, we will continue to execute high-impact campaigns that lead to real-world change.

- **We are turning ten!** This is a major milestone for our global community and we are planning a series of activities to spotlight our achievements and to showcase our vision for the years ahead.



- We are **advocating for a “People's Vaccine”** to ensure individuals everywhere have access to the Covid-19 vaccine and we are challenging disinformation that undermines its distribution and access.
- We are preparing to **challenge the palm oil industry** to uphold its commitment to stop palm oil deforestation by the end of this year.
- We are **challenging the privatisation of vital public resources** by multinational corporations like Nestlé.
- We are building on efforts to **grow our base of engaged and informed** activists in Spanish and Portuguese-speaking communities and countries around the globe.
- We are **fighting powerful financial institutions and asset managers** to stop funding climate chaos in Europe, North America, South Africa, and Brazil.
- We are building narrative power and public awareness by running a drumbeat of campaigns to **expose the mismanagement and negligence of tech giants**.
- We are mobilising tens of thousands of our members to communicate with and lobby their pension funds to divest, invest, and **participate more actively as shareholders**.
- We are **pushing for democratic and equitable trade deals** that prioritise people over profits.
- We are hosting our second digital campaigning **training for Indonesian activists** on stopping palm oil deforestation.

**THANK YOU FOR YOUR
SUPPORT AND ALL THAT
YOU DO!**

