

ANNUAL REPORT 2018



OVERVIEW

SumOfUs was founded to challenge corporate power and create a more just economy. SumOfUs campaigns bring hundreds of thousands of people together to challenge corporations when they disregard human rights, worsen inequality, and harm our planet. We make smart use of media and technology to bring people together across borders, to stand toe-to-toe with some of the largest multinational corporations in the world. SumOfUs has already proven we can deliver. In the seven years since our organization started, SumOfUs members have taken on everyone from major multinationals like PepsiCo and Unilever, to the high-level negotiating teams charged with brokering dangerous trade deals like TPP and TTIP.

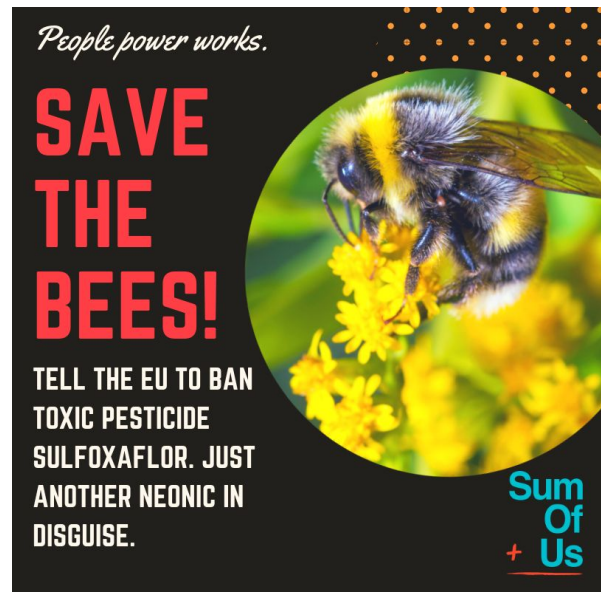
OUR WORK IN 2018

AGRIBUSINESS

We have campaigned against neonicotinoids and other chemicals that are hazardous to **pollinators** for a number of years. In 2018 we had a huge win for the bees in Canada when Health Canada banned two bee-killing neonic pesticides: clothianidin and thiamethoxam.

This means that all three of the most commonly used bee-killing neonics will soon be officially illegal in Canada. In France, we helped ban a new class of chemicals similar to neonics (including sulfoxaflor and flupyradifurone), and also won a vote in the

French lower chamber on a bill that would have allowed corporations to bypass the current neonics ban. In Australia, we forced major retailers Woolworths, Bunnings, and Mitre 10 to remove neonics from their shelves permanently by the end of the year.



Our campaigns have sought to ban **glyphosate**, the controversial chemical in Monsanto's RoundUp, which is known to be a carcinogen and an endocrine disruptor, as well as damaging to biodiversity. In France we helped push President Macron to commit to ban glyphosate in France by 2020.

Through a combination of member actions—petitions, emailing the company, social media activity, and shareholder work—we pushed McDonald's to limit **plastic** straws (which contribute to ocean pollution) in multiple regions. While it's necessary for companies to drastically reduce their plastic footprints, we also recognize that some disabled people need a plastic straw to drink safely. Through this campaign we have been able to speak to both of these important aspects through media work. In 2019 we plan to push McDonald's and others to both be more sustainable and make the world more accessible.

In the UK, we pushed coffee shop Costa to take responsibility for its **single-use** coffee cups, both by promoting reusable cups and through a pledge to recycle as many cups as it gives out. We also pressured Starbucks on its coffee cups, and in March it announced that it will commit \$10 million in a partnership to bring a fully recyclable and compostable cup to market in three years.

CLIMATE

Federal courts sided with First Nations in Canada and quashed the approval of the Trans Mountain pipeline, set to be built by **tar sands** company Kinder Morgan. This was a huge victory for Indigenous rights, the climate, and our coasts. It wouldn't have been possible without the dedication of Indigenous leaders bringing this court case forward and fighting for the last two years. SumOfUs members also played a pivotal role in this fight over many years, using many tactics including chipping in to Indigenous legal challenges and supporting Indigenous leaders to attend meetings with Kinder Morgan's investors.

We have had a focus on the rainforest **deforestation** caused by palm oil plantations for the past four years.

In 2018 we had a number of breakthroughs in this work. After pressure from SumOfUs and partners, PepsiCo published its revised global palm oil policy and 3rd annual progress report in June. It's not perfect, but it's a much needed and important step in a good direction. Earlier in the year, we successfully pressured both PepsiCo and Citigroup to stop doing business



with palm oil producer IndoAgri, which is responsible for some of the most damaging palm oil plantations. More recently, we've focused on changing European biodiesel regulations, which currently encourage palm oil biodiesel.

PLATFORM ACCOUNTABILITY

Ahead of **Amazon's** annual general meeting, Amazon shareholders, represented by SumOfUs, submitted a shareholder resolution calling on the company to separate the role of CEO and chair of the board. We argued that #BezosNeedsABoss and cited Amazon's

continued sponsorship of right-wing organizations like NRAtv and Breitbart, and incidences of workforce exploitation, tax avoidance, and monopolistic practices as reasons for independent oversight of the company. Our shareholder resolution was endorsed by renowned proxy advisory firm, Institutional Shareholder Services and received roughly 26% of the votes, which included more than 40% of independent Amazon shareholders.

We called on **Facebook** to adopt a more transparent policy on censorship and collaboration with law enforcement. Our work on Facebook's censorship has grown and now has a home with the #FreedomFromFacebook coalition where we are calling on the Federal Trade Commission to break-up Facebook's social media monopoly and spin off companies like Instagram, WhatsApp, and Messenger.

Together with partners, we hosted offline actions at **Microsoft** offices in cities across the United States to deliver a joint petition with 300,000 signatures asking Microsoft to drop its contract with **ICE** in the wake of devastating policies affecting immigrant families.

We recently won our campaign pressuring **Paypal** to stop processing donations for Tommy Robinson, far-right UK political voice known for his racism and Islamophobia.

We've been taken the lead against **Uber's** exploitative working practices, catalyzing campaigns to inform and mobilize consumers, and working in partnership with other NGOs and workers' rights organizations. From an early focus on message testing and investigative research, we've shifted focus to key local fights. Working closely with British trade unions, we convinced Transport for London to revoke Uber's license, though unfortunately it has since been reinstated. We also had a victory in Edmonton, Canada, and we're ready to launch in towns and cities around the world that need emboldening to take their regulatory powers more seriously.



OTHER WORK ON CORPORATE POWER AND HUMAN RIGHTS

We partnered with the BCGEU union in Canada to do a special push around filing **shareholder** resolutions at some of Canada's largest companies in the areas of human rights, sexual misconduct in the workplace, sustainable palm oil sourcing, and putting executive power in check. Our proposals earned considerable vote counts and thousands of SumOfUs members played a critical role in increasing the vote count by writing to their pension and mutual funds using our purpose-built pension tool. We hope this partnership will lay the groundwork to leverage more worker capital for corporate accountability.

We ordered an unprecedented poll showing that French people are massively against French involvement in the **arms trade** with countries involved in the Yemen war. Our poll was picked by the New York Times and Reuters. Our work also helped to push the French media to cover the topic that was until then largely ignored. Our petition achieved 111,000 signers (a very high number for this type of issue) and we also launched a phone campaign to push French MPs create an investigative commission on the French arms trade.

LOOKING AHEAD TO 2019

We will continue to deepen our engagement with our principal areas of work:

- **Platform Accountability:** We will force digital corporations to improve their ethical practices.
- **Trade:** We will challenge the regressive global trade agenda that undermines human rights and worsens inequality.
- **Public Services:** We will governments to back track on policies that hand over the delivery of public services to corporations.
- **Agribusiness:** We will obstruct farming practices that are hazardous to human, animal, and environmental health.
- **Climate:** We will challenge the economic viability of industries that accelerate climate change.

We will carry out our work using a suite of tactics that has repeatedly proven powerful in challenging corporate power in our three languages of operation (English, French and German). These include:

- **Mass mobilization:** bringing millions of people together internationally to take action to pressure corporations and the institutions responsible for regulating them
- **High-profile escalation:** whether through billboards outside corporate headquarters, or brand-jamming social media content, we turn up the volume until we win
- **In-person action:** we mobilize our members offline, bringing a highly-impactful deeper form of member engagement to our work
- **Shareholder mobilization:** we use corporations' own governance machinery to hold them to account, mobilizing our members as investors and shareholders
- **Financialization:** we trace back target corporations' investors and use our tactics on them as well to bring to bear more pressure on our targets.

In addition to continued campaigning work, below are three of the additional ambitions that we have for our organization in 2019 and beyond.

- **Channel diversification:** SumOfUs wants to invest in its capacity to mobilize in a multi-channel context, to ensure we're building our membership and its capacity to take action in places and ways that are new, and to keep our targets on their toes.
- **Spanish:** Our basic Spanish website is already live! In 2019, we want to start testing campaigns in Spanish and to grow the Spanish-speaking part of the SumOfUs membership so we can run and win campaigns in more parts of the work.

- **Internationalizing our shareholder work:** In the years ahead, we aspire to internationalize our shareholder program. Starting with key

finance hubs, such as the UK and Germany, we will build our capacity to connect our members as investors with the issues where we need to create change.

