

**ACTIONAID
DENMARK**

**MELLEMFOLKELIGT
SAMVIRKE
ANNUAL
REPORT
2024**

**THE SECOND
YEAR IN 'A DECADE
OF ACTIVISM'**

**MELLEMFOLKELIGT
SAMVIRKE** **actionaid**

2024



ABOUT THIS REPORT

This report is organized around Mellemfolkeligt Samvirke – ActionAid Denmark’s (MS) five signature areas from our five-year strategy: A Decade of Activism, and provides key figures on our finances and results as well as stories from our work internationally and in Denmark. The report can be read together with the Strategic Annual Plan, which provides annual goals and ambitions from our Council and Board. More details, results, and reports of our programs and campaigns can be found on our [homepage ms.dk](https://ms.dk).

LIST OF ACRONYMS

■ AA

ActionAid

■ MS / AADK

Mellemfolkeligt Samvirke / ActionAid Denmark

■ TCDC

Training Centre for Development Cooperation – A Pan-African center in Arusha, Tanzania, founded by MS under a Denmark–Tanzania agreement. Offers capacity development in democratic governance, human rights, leadership, gender equality, youth participation, and climate governance.

■ CSO

Civil Society Organization

■ HRD

Human Rights Defender

■ SPA

Strategic Partnership Agreement – A formal collaboration promoting sustainable development and international cooperation with the Danish Ministry of Foreign Affairs.

■ SIF

Strategic Implementation Framework – A federation-wide plan (2025–2028) guiding ActionAid’s strategy through four objectives: transforming partnerships, deepening system change work, ensuring fair resourcing, and aligning all functions to decolonial, feminist, and anti-racist principles.

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FOREWORD



**HAIFAA AWAD, Chairwoman of
Mellemfolkeligt Samvirke – ActionAid Denmark**

This year, ActionAid Denmark discovered one of the organization's founding publications in a cardboard box in our basement. The pamphlet, written towards the end of the Second World War, reflected on the devastation of a world at war while recognizing that only through people's dedication to working together for a fairer and more peaceful world can it be rebuilt when the guns fall silent. In them, we found a powerful connection across time, reaffirming how ActionAid Denmark has remained steadfast in our values and principles of equality, justice, and peace.

In many ways, this dedication to the struggle for a more peaceful world has made 2024 a hectic but also an important year. The attacks in Gaza continue, and the ceasefire that MS gathered 50,000 petition signatures for has neither succeeded in bringing the hostages home nor in stopping the relentless attacks on Gaza. International law has been weakened, and it is now up to individual countries to uphold its mandate. That is why we are suing Denmark to take action and to stop arms exports to Israel.

Standing by international law and justice comes at a price, which we have felt in the increasing polarization and politicization of the debate at home. However, this only strengthens our belief in our work for global solidarity, recognizing both the connections in our own history and our shared interconnectedness and collective security through the hundreds of thousands of people we work with around the world.

While the United States is cutting development aid with catastrophic consequences and several European countries are making similar cuts, we are proud to see that Denmark remains committed to the 0.7% target. We see development cooperation as a crucial mechanism - one that MS is proud to have helped start in Denmark - because it not only addresses global inequality and injustice but also serves as Denmark's strongest tool for promoting democracy, peace and human rights worldwide. And despite the set-backs, it is important to remember that there are willing partners, alliances and popular movements for this work all over the world.

In 2024, we witnessed a "Summer of Activism," where thousands of young people from Kenya, Nigeria, and Zambia took to the streets to demand reforms, and where protests led to the downfall of a dictator in Bangladesh. Young people are carrying the future forward. In Denmark, we have started new exchange programs with young people from the Eastern neighbourhood countries who are experiencing geopolitical shifts firsthand yet forming visions for the societies they want to build, and supported marginalized Danish youth in gaining democratic participation through our National Youth Program.

Few places have made a people's dedication to justice and peace clearer than my second homeland, Syria, where a brutal dictator has finally been ousted, and the Syrian people are once again finding unity across ethnic divides. A new generation of young people are leading the way toward a new vision of a Syria for the people. They need all the support they can get, and we are proud to work with local partner organizations operating in the most vulnerable and affected areas to rebuild Syria.

As we reflect on an eventful 2024, we also look ahead to 2025, where we will work to ensure that the new government action plan against racism lives up to its promise, and our Nordic Centre for Sustainable Finance will continue the efforts for climate action through divestment from fossil fuels, while the Copenhagen People Power Conference will bring together hundreds of activists, diplomats and funders from around the world to discuss how we can build peace from the ground up, because our message - that peace is created when people come together in collective effort - is more needed than ever in this moment.

MS IN NUMBERS

NATIONAL ENGAGEMENT

Reach	2022	2023	2024
Members	15,866	16,969	16,398
Financial Supporters	33,575	36,193	33,356
Petition Signups	136,625	199,628	59,588
Social Media Followers	124,000	135,000	144,142

National Cluster Activities	2023	2024
People trained	2,596	4,810
Partnerships, Networks & Alliances	42	67
People participating in events	17,834	17,864
Visitors to MS.DK from SoMe	39,008	123,000

GLOBAL RESULTS

These figures represent results from our international work made in partnership with 17 ActionAid partners, 6 MS programming units and dozens of partners, movements, networks, and alliances. The outputs of these partnerships range from new policies introduced at national assemblies to direct legal assistance for those facing human rights abuses to alternative climate solutions. A few key indicators have been highlighted, however complete details about our international results will be presented in the Strategic Partnership Agreement annual report* for the Danish Foreign Ministry once finalized at the end of June.

* Previous and future SPA Reports can be found here: <https://www.ms.dk/vores-arbejde>



Fig.1 AA partner countries

Overview	2023	2024
AA partner countries	16	17
Humanitarian outreach	111,336*	285,671
Campaign reach	22,835,278	17,684,901
Policy changes	57	124

* The figure for Humanitarian Reach in 2023 has been revised. This revision accounts for double counting with IHART figures outside of SAPII

Youth Engagement	2023	2024
Youth trained	45,308	98,222
Youth elected to decision making positions	4,300	10,038
Youth taking action on common causes	56,381	56,206
Youth activity attendance	164,441	200,145

MS IN NUMBERS

YOUTH LEADERSHIP IN CRISIS

Our dedication to creating a more localized and accountable humanitarian system is more crucial than ever, especially considering the global funding shortfalls impacting our response capabilities. In our programming, we focus on empowering youth for humanitarian actions, equipping young people in local communities with the skills and resources

necessary to take action during crises and disasters. Our work aims to empower youth to lead humanitarian efforts, ensuring they can effectively respond, advocate for their community's needs, and contribute to building resilience in times of adversity.

HIGHLIGHTS FOR 2024 INCLUDE:

Palestine:

- Over **67,675** people received food assistance
- 333** families supported with cash aid in Gaza.
- 27** latrines installed, improving hygiene for **4,000+** displaced individuals
- 2,400** women and children accessed psychosocial support.

Myanmar:

- Localized aid reached **2,491** individuals across **349** households, including **10** women HRDs, with food and cash assistance.

Syria:

- 11,494** people benefited from cash-for-work programs revitalizing local infrastructure and economy.
- Following political upheaval, emergency response reached **54,393** people, including **45,875** with food bundles and hundreds with medical supplies.

Nepal:

- Jajarkot Earthquake: Relief reached **800+** families with winterization aid; **150** pregnant/lactating women received nutrition support.
- Flood Response: Aid reached **9,101** individuals; **1,569** received cash aid, and **450** households supported with bedding.

Gaza Crisis Response:

- 52,122** people received food aid
- 14,193** supported with water, sanitation and hygiene services
- 23,170** accessed protection services.

Bangladesh:

- Flash flood response reached **12,226** people
- Over **6,900** received cash grants
- 1,590** received emergency medical supplies.
- In Satkhira, youth-led peacebuilding efforts ensured a violence-free Durga Puja celebration, showcasing the role of young people in promoting interfaith harmony and social cohesion.

Somalia:

- 5,000** individuals reached (**70%** women); programs included gender-based violence awareness for **535** women, training for **25** female protection workers, and **29** community members on emergency response.

Youth Leadership and Advocacy:

- The digital advocacy campaign "Front Liners" in Palestine reached **900,000+** on Facebook and **12,000+** on Instagram.
- The Young Humanitarian Handbook launched in 5 languages; adopted globally by UN agencies and local actors.
- Policy influence activities led to the creation of a National Youth Desk in Zimbabwe and youth-authored policy briefs in the Southern African Development Community.

FINANCE & ORGANIZATIONAL

2024 ANNUAL RESULTS

The annual result shows a deficit of DKK 3.25 million, which is an improvement of DKK 0.3 million compared to the revised budget (where a deficit of DKK 3.6 million was expected). In the original board-approved budget (approved in October 2023), a surplus of DKK 2.5 million was forecasted, which was

not realized—The negative result is attributable to a number of factors, including a shortfall in new project funding, a decline in income-generating activities, project write offs, a new fair share model reducing organizational overhead and the implementation of the new collective bargaining agreement.

(all amounts in DKK 000)	Result	Result	Result
Income	2022	2023	2024
Institutional Funding	154,055	165,203	154,055
Donations, Collections, and other funding	37,706	40,064	37,706
Income generating activities	18,129	22,794	18,129
TCDC	28,468	22,276	28,468
Other income	20,199	28,322	20,199
Total income	258,557	278,660	258,557
Expenses	2022	2023	2024
Global Program work	164,841	179,551	164,841
Work in Denmark*	25,175	23,764	25,175
Expenses related to income generating activities	21,648	23,523	21,648
TCDC	28,296	22,241	28,296
Administration and management	10,65	16,983	10,65
Private fundraising	11,199	12,321	11,199
Total expenses	258,557	278,660	261,809
Result	2,988	278	- 3,252

* The Danmarks Indsamling programme work is moved to Global Programme Work, as all the funds (excluding a 7% admin fee) are transferred to our international partners. It was previously included in Work in Denmark.

GLOBAL FUNDING BY REGION

Region	Amount (in DKK)	% of total amount
Asia	9,963,471.84	6%
Global	83,879,712.81	51%
East Africa	25,655,710.07	16%
Eastern Europe	7,770,170.74	5%
Middle East	22,159,586.47	13%
West Africa	4,785,829.88	3%
North Africa	10,626,608.10	6%

ESG OVERVIEW

As a civil-society organization, finances are not the only bottom-line of our year-to-year operations. The Environment, Social, Governance report explores the organization's composition and actions through a set of key indicators and lays the foundation for areas in which we want to improve in the future. You can read more in the report, linked on the website: [ESG Report 2024*](#)

* ESG 2024: <https://www.ms.dk/esg-rep0ort-2024>



CLIMATE FINANCE

Focusing on Nordic banks, pension funds, and public finance, ActionAid Denmark's Center for Sustainable Finance exposes fossil fuel finance in breach of global climate goals and shows how financial institutions and governments can tackle this head-on. This Signature Project has the specific goal of shifting finance from fossil fuels to investments at the frontlines of the climate crisis. In 2024, we delivered a huge win, initiated political discussions in Denmark, expanded into new work areas, and welcomed some very special guests.

CLIMATE FINANCE HIGHLIGHTS 2024

In March, we hosted two activists from Uganda, Hilda Nakabuye and Samuel Okulony, who are fighting against the East African Crude Oil Pipeline (EACOP) project in Uganda and Tanzania. During their visit to Denmark, they focused on Denmark's largest pension fund, PFA, which is the biggest investor in Total, the company leading the EACOP project. They met with PFA, Nordea, and members of parliament, and protested outside PFA's main office alongside the climate choir God Energi. Their visit garnered media coverage and resulted in an op-ed in Information written by Hilda and Samuel.

In April, AADK's Nordic Center for Sustainable Finance published a report on the Norwegian Oil Fund's massive coal investments, secured media coverage, and pushed for the Norwegian parliament to strengthen the fund's coal criteria.

In May, PFA divested from oil giant Shell, citing a loss of faith in the company's commitment to transitioning away from oil and gas. Our reports highlighted Shell's significant role in PFA's fossil fuel investments, and we had strongly advocated for this divestment. We also participated in protests at TotalEnergies' annual general meeting in Paris, using the event to highlight TotalEnergies' expansion plans to Danish audiences through news stories and op-eds. The Danish Broadcasting Corporation (DR) joined us in Paris, resulting in a story focused on PFA, Total, and the EACOP, as well as an entire episode of the weekly TV program Jorden Kalder.

In response, three political parties proposed a ban on investing in fossil fuel companies engaged in new projects. Green Left MP Lisbeth Bech-Nielsen told DR: "We need new measures to stop fossil fuel expansion. It is bizarre that we allow

investments in expanding fossil fuel companies when climate science clearly states that we cannot meet the Paris Agreement if we finance new fossil fuel projects."

The call for new regulations stemmed from two major efforts earlier in 2024. Leading up to the EU elections in June, we persuaded several Danish candidates to propose an EU ban on financing expanding oil and gas producers. A few months later, we published a roadmap with 11 recommendations for political action that the Danish Parliament can take to reduce the financial sector's climate footprint. This roadmap was launched at a major conference at the Danish Parliament, attended by about 150 stakeholders, including leaders from Danske Bank, Nationalbanken, and PFA.

In the autumn, we expanded into two new areas. We began advising investors on how to use their stewardship to accelerate the decarbonization of truck makers and steel producers, which account for significant global emissions. In November, our senior advisor Katrine Ehnhuus participated in COP29 in Azerbaijan, where she became one of the most quoted Danish participants by the media. Katrine attended COP29 to observe how world leaders plan to shift financial flows from fossil fuels to sustainable energy sources.

CASE STORY: DANSKE BANK HAS LISTENED TO US, NOW ON TO NORDEA

After years of pressure from AADK and others, Danske Bank decided to divest from 1,730 out of 1,900 fossil fuel companies. Danske Bank is the largest bank in Denmark and among the 60 largest banks in the world. It is among the first banks globally to set strict exclusion criteria on expanding oil and gas producers in its asset management and pension fund Danica.

This announcement came in March 2024 and followed Danske Bank's 2023 move to end new finance to expanding oil and gas producers. Now that we have made Denmark's biggest bank listen to our demands, we have moved on to the biggest bank in the Nordics, Nordea. Much of the fall of 2024 was spent mapping the loans and investments of the ten biggest banks in the Nordic countries and planning for how to build pressure on Nordea to follow Danske Bank's footsteps.

CLIMATE FINANCE

CLIMATE JUSTICE

To build the capacity of young people and youth-led organizations to hold their governments accountable for climate action, the Global Programme, together with TCDC, organized the 2024 Climate Justice Academy (CJA), training its 3rd cohort of 29 young activists, reaching a cumulative 82 young people since 2022. We also expanded access to climate justice training by creating an online course available on the AA e-learning portal. The course is available for all AA and GP staff, local partners, and young people, thereby expanding the reach of the Global Programme's impact beyond SPA II countries. In 2024, 57 young people completed it. The 2024 CJA included a new storytelling module to enhance the public narrative skills of the participants. Following the training, CJA alumni become leaders in climate activism, taking grassroots actions such as community training on advocacy, storytelling and activism, awareness-raising campaigns on climate justice, tree-planting, and other campaign initiatives.

In Nigeria, for example, a CJA alumnus contributed to policy advocacy by participating in the review of the Borno state

Environmental Law, fostering climate-responsive governance. In Myanmar, local partners Hsar Mu Htaw and AAYON, trained at the 2023 CJA, have begun integrating climate justice principles into their community projects, creating environmental conservation and waste management training programs in 2024, which equipped youth networks with practical tools to address environmental challenges. In Ethiopia, two young people trained at the Academy ensured the active participation of AA Ethiopia in the Global Weeks of Climate Actions in September 2024.

In 2024, the Global Platforms network continued to strengthen its youth-led climate justice efforts, playing a key role in ActionAid's global campaign on climate justice. During the Global Week of Climate Action, the network mobilized over 500,000 young people in September through a diverse range of activities, including arts, strikes, marches, youth festivals, hikes, media interactions, flash mobs, murals, forums, digital campaigns, and more.



YOUTH IN ELECTION

Our commitment to fostering youth engagement in democracy and co-citizenship remains steadfast. In our latest initiative, we are launching the "Youth in Elections" project, aimed at empowering young people to actively participate in the electoral process. This project will provide comprehensive training to youth across our global partnerships, including Denmark, to ensure they can effectively engage, advocate for their rights, and hold those in power accountable.

YOUTH IN ELECTION PROJECT

The overall goal of this project is to strengthen youth engagement in democracy and co-citizenship through the participation of young people in elections. We will achieve this by training young people across our partnerships in the Global South and in Denmark to engage, demand their rights, and hold those in power accountable.

ActionAid Denmark is committed to young people's participation—whether as voters, candidates, or in other supporting roles—from the pre-election period, through polling, to the post-election period. Understanding that the electoral cycle is a process, not an event, our contribution includes continuous training and exposure in advocacy and campaigns, manifesto tracking, context analysis, and scenario building.

WHAT HAPPENED IN 2024

The support to partnership countries celebrating elections in 2024 continued, for example, in Jordan, Bangladesh, and Tanzania. Additionally, we supported young people's struggles in the aftermath of the elections in Zimbabwe and Georgia.

In Jordan, systemic barriers to women's political participation were addressed by promoting safe spaces, combating discrimination, and ensuring equal opportunities. Youth were empowered through leadership training and election monitoring, enabling them to actively engage in democratic processes. They also held the Independent Election Commission accountable for climate justice and inclusivity. Despite ongoing

gaps in representation, youth monitored reforms and advocated for transparency alongside a local CSO. Their efforts contributed to registering over 5 million women and young voters, marking a significant step toward inclusive governance.

In 2024, in collaboration with ActionAid Zambia, a safe house was established in Zambia to protect Zimbabwean activists during a period of political unrest and elections. Fourteen activists, including members of the FIXIT protest movement, were supported in fleeing persecution and were given shelter after being released from jail. This protection was especially vital during the SADC Heads of State Summit, when risks were heightened. Alongside emergency support, the initiative also provided training and coaching to strengthen the skills and resilience of activist groups, enabling them to continue their advocacy safely and effectively.

In Tanzania, over 200 young people ran for office in the November 2024 Local Government Elections, with 127 candidates — including 40 young women — successfully elected to leadership roles such as village councils. This marked a major step forward for youth representation in governance. These outcomes were driven by capacity-building efforts under the SPAll program, which empowered young people to engage in decision-making and pursue leadership positions. In collaboration with ActionAid Tanzania, Global Platform Tanzania also supported policy advocacy, including work on the national Youth Development Policy and voter education campaigns ahead of the elections.

The need for a more systematic approach to our support in these elections has led to the formation of an internal signature project working group. This group includes the National Youth Programme (NYP), International Programme and Partnership (IPP), Global Platform Secretariat, and TCDC, and is responsible for directing the development of training materials.



YOUTH IN ELECTION

WHAT IS COMING UP

Young people across our partnership countries and in Denmark will receive systematic training in how to engage before - during and after elections. One central element in the training is the development of youth manifestos which best can be described as concrete demands young people are putting forward to politicians; to gain their support for these demands so they afterwards can claim accountability for them. At the end of 2025, the vision is to gather young people at TCDC to present a global manifesto as a summary of many different national manifestos. The global manifesto will be launched in a setting with many different donors, stakeholders, government representatives and politicians.

UPCOMING ELECTIONS WHICH MIGHT BE PART OF THE PROJECT

- **Burundi** June 2025
- **Moldova** July 2025
- **Malawi** September 2025
- **Tanzania** October 2025
- **Denmark** November 2025
- **India state election** 2025/2026
- **Uganda** January 2026
- **Ethiopia** June 2026
- **Zambia** August 2026
- **Morocco** September 2026
- **Somaliland** 2026



SOCIAL MOVEMENTS

GET TO KNOW MOVE

In 2022, Mellemfolkeligt Samvirke established the Global Social Movement Centre (MOVE) in collaboration with ActionAid Nigeria, TCDC, Tanzania, ActionAid Association India, and the global platform El Salvador. Anchored in our experience with community organizing, youth-led organizing and activism, MOVE provides an ecosystem for Human Rights Defenders and their movements to be supported in all aspects of their work through the different phases of their struggles.

Social movements are at the center of our understanding of how to advance democracy, climate justice, and peace and security. Across the globe, social movements led by communities and young activists are sparking transformative change, challenging power, and imagining new possibilities. In 2024, MOVE was in its third year of supporting progressive social movements with funding, capacity-building, strategy development, non-material resources, and protection mechanisms for at-risk activists.

MOVE also developed its Building a Movement Mindset program to support the AA federation and civil sector in becoming more movement-minded. Building on the success of the first People Power Conference, MOVE began planning the second People Power Conference, set for 2025, to bring together movement leaders and gather their insights on the role of social movements in peacemaking and conflict resolution.

MOVE focuses on two interconnected aims:

- 1 Supporting social movements directly** through capacity strengthening activities, direct funding, action research and knowledge sharing.
- 2 Building an ecosystem of actors that can and should support movements**, through international convenings, and developing resources for civil society organizations, decision makers and donors to be better and more relevant allies.

MOVEMENTS IN CONFLICT AND PEACE PROCESSES

Research shows that citizen movements wield immense power to effect change before, during, and after conflicts. Non-violent mobilization leads to more inclusive peace processes and amplifies the voices of ordinary people in negotiations, offering alternatives to violence. Nevertheless, movements are often overlooked in peacemaking efforts. As a precursor to the Global People Power Conference 2025, MOVE gathered 27 movement leaders representing contemporary and historic social movements in Palestine, DRC, Suda, Ukraine, Ethiopia, Myanmar, Mexico, Colombia, South Africa, Yemen, Nicaragua,

Bangladesh, Sri Lanka and Haiti to look at commonalities and lessons across different movements, discuss strategies and tactics in different phases of conflict, and to explore specific movement support mechanisms. The key takeaways around the importance of 'do no harm' principle, importance of justice in peace, solidarity, different support needs in different contexts, counter narratives, negotiation, and protection were used to create tracks for further collaboration such as the REACT series of

webinars and collaborative writing, and the planning of the next conference with this new area of MOVEs work.

BUILDING A MOVEMENT MINDSET

MOVE's program on making the civil society sector including the members of the AA federation more movement minded is focused on fostering a comprehensive understanding of the dynamics and importance of social movements in achieving systemic change and how CSOs can support them in this effort. In 2024, MOVE has increased organizational commitment to movement building across the federation and SPA2 partners as well as other CSOs. AA International has placed a significant focus in SIF3 on supporting social movements and several SPA partners (AA Nigeria, Zambia, Zimbabwe, Kenya) have adapted new strategic plans that integrate a movement minded approach, while others have implemented internal trainings on movement building to embed these principles

KEY 2024 FIGURES

- 27,995** community-based HRDs trained
- 24,927** grassroots-level meetings organized
- 2,683** cases of HRDs at risk supported
- 417** social movement leaders supported through rapid response mechanisms



SOCIAL MOVEMENTS

within their structures (AA Tanzania, AA Ukraine, AA Uganda, Amnesty, Oxfam, Global Focus, PLAN International).

RAPID RESPONSE

2024 was a year of ever-increasing repressive environment for movements which led to an unprecedented need for protection for at risk activists. As many as 417 social movement leaders have been supported by the Claim Your Space rapid response mechanism while the MOVE India Hub responded to 2683 requests for legal aid to HRDs. To meet the growing demand, MOVE made strategic partnership with the Building Responses Together network with Access Now and others, and a Protection Community of Practice with OHCHR and Humanity United

MOVE HUBS HIGHLIGHTS

2024 was a year of regional gatherings for MOVE hubs, including regional GOLD trainings. MOVE/GP collaborated on the first European Movement gathering, bringing together movements and organizations primarily from Eastern Europe, leading to more strategic support and rapid response in Georgia.

MOVE India supported 2,683 cases of Human Rights Defenders (HRDs) at risk through the HRD-initiated lawyers network across 13 states in India. It built the capacity of 8 regional, 35 subnational, and 27,995 community-based HRDs on social and ecological rights, and organized 24,927 grassroots-level meetings with vulnerable communities to help craft the People's Agenda, driving policy actions of future governments based on people's needs and priorities.

MOVE Nigeria supported movements such as What About Us, Take It Back, Educational Rights Campaign, Nigerian Earth Warriors, and Activista in their critical role in the mass organized End Bad Governance demonstrations in August 2024 across Nigeria, demanding government transparency, eradication of corruption, and restoration of fuel subsidies.

MOVE TCDC acquired \$300,000 for social movement support, which was used to subgrant 10 movement partners for their campaigns, strategizing, community organizing, direct actions, and rapid response.

MOVE Latin America (GP El Salvador) brought together 14 organizations from Guatemala, Honduras, Peru, Colombia, Ecuador, Mexico, Brazil, Dominican Republic, and El Salvador at a regional forum to create a regional alliance and exchange experiences on the opposition to the new mining law, privatization of water, and criminalization of and violence towards HRDs. They used these experiences to explore methodologies and tools for joint advocacy and campaign actions in 2025.

CASE STORY: FREEDOM FROM FEAR SUMMER OF PROTESTS

In the summer of 2024, young people in Nigeria, Uganda, Kenya, Zambia, Zimbabwe, Bangladesh, Myanmar and Georgia led their communities to demand transformative change, challenge power and imagine new possibilities as they grappled with poverty, insecurity, corruption, fraudulent elections, unemployment, and governance failures. Social movements created powerful alliances and built people power with the support of AA partners and MOVE and organized protests, social media campaigns, voter empowerment and mobilization, and marches, offering just a glimpse into the countless acts of resistance and solidarity of interconnected struggles worldwide.

The crackdown on activists was extremely severe – from intimidation, suppression of assembly, humiliation, infiltration, and disinformation campaigns to arrests, kidnapping, physical violence including torture and killing. With the MOVE's comprehensive ecosystem of support at their disposal, AA partners were able to see the social movements as short term projects nor only as spontaneous protests, but as democratic processes they invested in over a longer period of time with resources, expertise, convening spaces, mentoring, protection mechanisms, networking opportunities, strategic planning, direct action support, campaign planning, and psychosocial, medical and legal support during and after the protest peaks.

GLOBAL PLATFORMS

The Global Platform (GP) network is MS' concept of locally rooted and globally connected activist centers. They serve as youth-led safe spaces where young people learn, organise and connect. With coaching and training in organising and campaigning for change using the Global Platforms methodologies. Our goals for the GP network in the new strategy are to:

■ Grow and improve the network with platforms and local hubs around the world, including in Europe and fragile context.

■ Strengthen the GPs in Copenhagen and Aarhus to become centers of volunteer and political engagement in Denmark.

KEY 2024 FIGURES

- 103 GPs in 32 countries
- +500,000 young people mobilized for Climate Justice Days
- 6 new platforms opened in Europe
- +12,000 young people trained



Fig.2 Distribution of GPs

EXPANDING THE GP NETWORK

The Global Platforms network continues to expand its reach and impact geographically, while deepening and strengthening the resources and capacities across the network on issues such as climate justice campaigning, youth leadership in emergencies, feminist leadership, and building the power of young people to push for the inclusion of youth in electoral processes and general democratic developments across the world. During 2024, the GP Secretariat has supported more than a handful of new partners in taking onboard the GP methodologies and joining the network in their countries and contexts. These

new partners of the GP network include ActionAid in countries such as Somaliland, DR Congo, and The Gambia, as well as youth partners on the border between Myanmar and Thailand, in Morocco, and several countries in Eastern Europe.

The GP Secretariat continues to invest specifically in developing new projects and partnerships with youth organizations across Eastern Europe, including Ukraine, Georgia, Armenia, Moldova, Poland, and Romania. Adding value by applying and integrating the GP methodologies and approaches with partners, as well as by connecting causes and actors across the region and globally, activists are empowered and capacitated



GLOBAL PLATFORMS

in their struggles for a range of issues – not least supporting democracy and progressive values in the face of Russian authoritarian influence. To conclude the year, the GP Secretariat, in collaboration with other teams across the national and international clusters of AADK, brought together staff, volunteers, and activists from nine European countries for a leadership training in Copenhagen.

In addition to the inclusion of new countries into the GP network, the focus on localization of the GP work has supported several of the GPs to set up new spaces in other areas of the country, allowing them to work with young people in their own contexts and communities, as well as working with different groups of marginalized youth. One example is GP Tanzania setting up a GP space within Nyarugusu refugee camp in Kigoma region in Western Tanzania.

Responding to the increased diversity of the network, the GP Secretariat continues its focus on supporting partners in localizing and contextualizing the Global Platforms concept across different contexts. Examples of this work include developing new, applicable resources for partners to start and run Global

Platforms, translating existing resources into a handful of new languages, and carrying out the first-ever non-English GP global gathering, bringing together Francophone GPs for a training and induction in Senegal in December.

The GP network today includes more than 100 physical GP spaces across the world, training more than 12,000 young people during 2024 and engaging more than five times as many in other types of youth-led activities taking place at the GPs.

In Denmark, our two GPs in Aarhus and Copenhagen, along with 17 local groups, manage both our cafés and a wide range of volunteer-driven events and campaign activities—approximately 200 per year. These include cross-cutting, theme-based initiatives such as “Diversity Days” and “Climate Justice Days,” which are directly linked to our two main campaigns.

Furthermore, the EU-funded project “Reboot,” focused on agroecology and transforming food systems, was granted and launched in 2024. It is now being implemented nationwide through the GPs.



FUNDRAISING

INDIVIDUAL FUNDRAISING

MS's private fundraising branch is essential in ensuring that MS has the financial resources necessary to carry out its vital humanitarian work. By securing a strong and stable financial base from dedicated members and individual donors, MS is able to maintain the independence and flexibility needed to act quickly and engage in situations where help is required, without being constrained by external pressures or limitations. In 2024, our fundraising program achieved significant success in ensuring MS's involvement and support on both national and global levels. During the war in Gaza, MS was at the forefront of the humanitarian and political response to the crisis, and our fundraising efforts made this possible. The fundraising team raised 2.26 million DKK in humanitarian funds and 2 million DKK for climate campaigns and political work, while also benefiting from the heightened awareness of MS's work. At the same time, 16,398 members contributed 19.1 million DKK to our efforts, providing a strong foundation for our work in the years ahead.

KEY 2024 FIGURES

- 20.4 million DKK private donations
- 19.1 million DKK collected from members
- 31.198 Supporters (# giving single or membership donation)
- 16.969 Members
- 2.26 million DKK in humanitarian funds

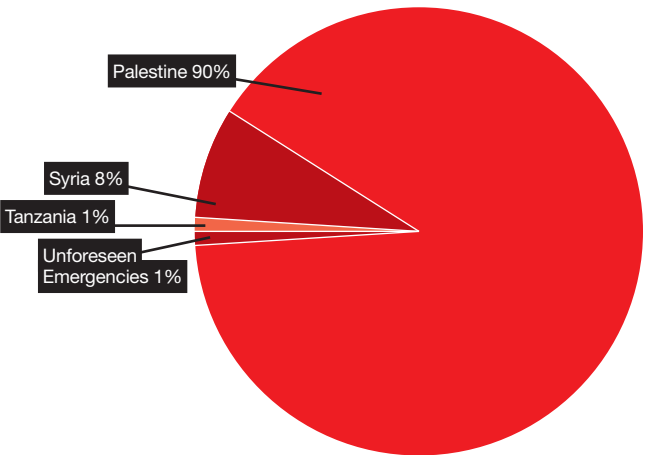
FUNDING

INSTITUTIONAL FUNDRAISING

2024 continued the positive trend in international fundraising, with **over 37 million DKK** secured through successful applications to both new and existing donors. A total of 30 applications were submitted, with a **50% success rate** and several still pending. While top-up grants under the Danish MFA's SPA framework remain a core part of our funding, there was notable diversification through new grants from the New Democracy Fund, DAPP, private foundations, and global conference sponsors. Nationally, over **10 million DKK** was secured from a range of private foundations and public institutions. These results underscore MS's growing recognition as a relevant civil society and development actor – and reinforce our commitment to broadening our funding base beyond core donors.

BREAKDOWN OF HUMANITARIAN APPEALS

Region	Amount (in DKK)	% of total amount
Palestine	2,048,926	90%
Syria	177,519	8%
Tanzania	24,646	1%
Unforeseen Emergencies	13,300	1%
Total	2,264,391	



FUNDRAISING

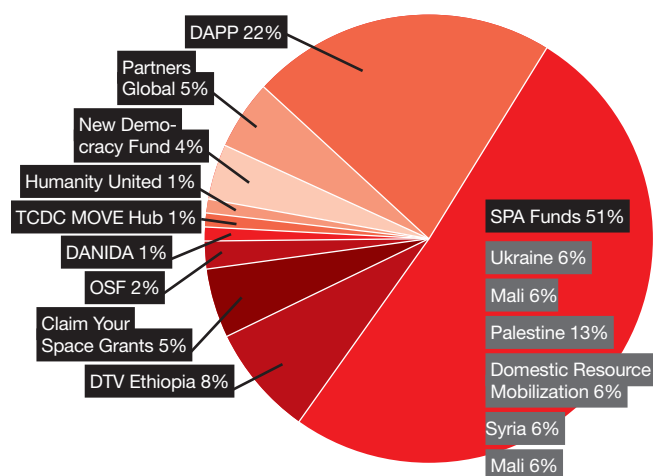
INTERNATIONAL FUNDING

Overall international funds

Funds	Amount (in DKK)	% of total amount
New Democracy Fund	1,600,000.00	4%
DAPP	8,000,000.00	22%
Partners Global	1,765,000.00	5%
Humanity United	300,000.00	1%
DANIDA	500,000.00	1%
OSF	700,000.00	2%
TCDC MOVE Hub	225,000.00	1%
Claim Your Space Grants	2,000,000.00	5%
DTV Ethiopia	3,000,000.00	8%
SPA Top-ups	19,100,000.00	51%

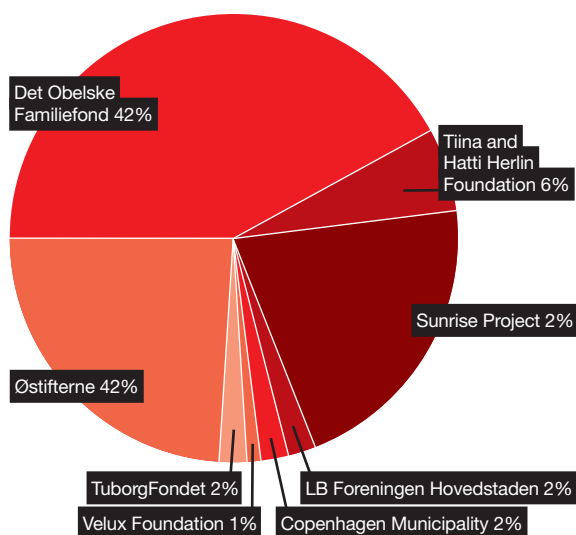
Breakdown of SPA Top-ups

SPA Top-ups	Amount (in DKK)	% of total amount
Ukraine	4,450,000.00	12%
Palestine	5,000,000.00	13%
Domestic Resource Mobilization	2,250,000.00	6%
Syria	5,000,000.00	13%
Mali	2,400,000.00	7%



NATIONAL FUNDING

Grants	Amount (in DKK)	% of total amount
Det Obelske Familiefond	4,300,000	42%
Østifterne	2,500,000	24%
TuborgFondet	217,000	2%
Velux Foundation	115,000	1%
Tiina and Hatti Herlin Foundation	600,000	2%
Sunrise Project	2,200,000	21%
LB Foreningen Hovedstaden	155,000	2%
Copenhagen Municipality	163,000	2%



FUNDING



Ulighed i verden. Det er problemet. Derfor bringer vi mennesker sammen for at skabe fællesskab og forandring. Sammen med ActionAid kæmper vi i 45 lande for at styrke menneskerettigheder og udrydde fattigdom.

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