

2025

ACTIVITY REPORT

The Bridge ASBL

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CITIZEN ENGAGEMENT IS MORE IMPORTANT THAN EVER

It has now been two years since The Bridge was launched, and during that time, many changes have taken place at European and international level.

Our mission to build a bridge between citizens and political decision-making has never been more necessary, against a backdrop of polarisation and an ecological backlash.

A look back at a pivotal year for our campaigns.



OUR VISION

We are working towards a fair world that respects planetary boundaries, where political and economic decisions are aligned with environmental challenges.

OUR MISSION

Our mission is centred on three main areas:

- Building a strong and committed citizens' movement at European level
- Developing a compelling narrative to make the issues accessible and understandable
- Providing effective means of action to have a tangible influence on political decisions at key moments

OUR APPROACH

We select our campaigns based on three key criteria :

- The urgency of the issues
- An opportunity for public engagement
- Potential political impact

Our activities combine :

- Advocacy
- Public engagement
- Digital campaigns
- Working with experts
- Media presence

CAMPAIGNS AT THE HEART OF EUROPEAN ISSUES

In 2025, we focused our efforts on several strategic priorities :

Corporate sustainability (Omnibus – CSRD, due diligence)

The reopening, as part of the Omnibus Package, of several key pieces of legislation relating to corporate sustainability notably the **CSRD** and the **Due Diligence Directive** has sparked a strong backlash against a backdrop of growing pressure to water down environmental and social standards at European level.

We have carried out in-depth work in collaboration with legal, economic and sector-specific experts to analyse the proposed amendments and formulate recommendations. We have also played an active role in the public debate through a sustained media presence, as well as through several rounds of negotiations and discussions with policy-makers, parliamentarians and institutional representatives. All this whilst mobilising thousands of citizens at key moments in Parliament and the Council



Clean Industrial Deal

We have contributed to the debate on European reindustrialisation within the framework of the Clean Industrial Deal, emphasising the need to make public funding **conditional on compliance with ambitious environmental and social criteria**.

Our involvement took the form of publishing several opinion pieces and commentaries in specialist and mainstream press across several European countries. We also organised a large-scale public protest outside the European Commission following the leak of a draft version of the text.

This work was carried out in collaboration with trade unions and partner organisations across Europe, notably during an international summit held in Madrid and dedicated to the challenges of industrial and social transition.



PFAS (forever chemicals)

We have run a campaign calling for ambitious restrictions on perpetual pollutants (PFAS), combining political advocacy with European institutions, public engagement and efforts to raise awareness of the health and environmental risks associated with these substances.

We have developed awareness-raising and advocacy campaigns on social media to inform a wide audience and increase pressure on policymakers.

This work has been carried out in close collaboration with scientific and legal experts, as well as partner NGOs, to analyse regulatory proposals, produce accessible content and advocate for ambitious restrictions at European level.



Fashion

We have used the textile sector as a vehicle for raising awareness, with the aim of making the issues at the heart of all our campaigns (social justice and corporate responsibility) more accessible and reaching new audiences, particularly through grassroots initiatives, public campaigns and extensive outreach on social media.

These campaigns have, in particular, helped to bring about a significant breakthrough for workers in Bangladesh, in collaboration with several NGOs and partner organisations in the sector.



Women Wave Project

We organised a transatlantic crossing to COP30 in Brazil on a sailing boat with an all-female crew. A team of six activists (from Belgium and France) involved in diverse yet interconnected causes such as feminism, human rights and environmental health, accompanied by four professional sailors. The aim of this crossing, in addition to taking us to **COP30** via a low-carbon journey, was notably to explore and reflect on the intersectionality of these struggles. This crossing will be accompanied by the production of a documentary (scheduled for release in late 2026).

At COP30, there was significant advocacy work, as well as mobilisation efforts (both online and digital).

To secure certain victories for Belgium, as well as important milestones at European level, we **collaborated with the European Commissioner for Climate Action, Wopke Hoekstra**, particularly regarding the declaration on disinformation.

Another outcome was the '**Colombia Declaration**', which saw the first-ever organisation of a summit aimed at a swift and definitive phase-out of fossil fuels.



A EUROPE-WIDE CAMPAIGN

Establishment and coordination of a coalition operating in seven countries:
Belgium, France, Germany, Poland, Italy, Spain and Denmark.

This coalition meets every week to coordinate strategies, actions and key moments of mobilisation in order to influence the decisions of the three EU institutions: the **Parliament**, the **Council** and the **Commission**.

We are mobilising citizens in seven key countries by combining a strong local presence with European coordination. In practical terms, we identify and support committed activists in each country (Belgium, France, Germany, Poland, Italy, Spain and Denmark) to form a structured and responsive network. This network meets online every week to coordinate strategy, analyse legislative issues and prepare for mobilisation events. At the same time, we organise face-to-face training sessions to strengthen key skills: understanding European policies, advocacy strategy, citizen mobilisation and communication. This approach enables committed citizens to become influential advocates capable of taking action at both national and European levels.

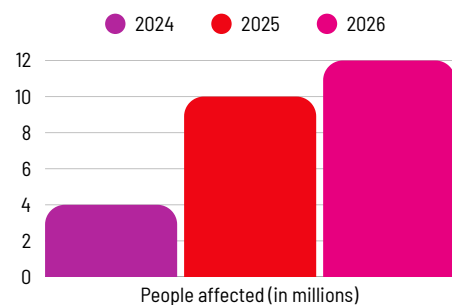
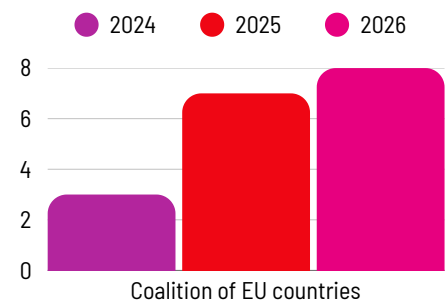
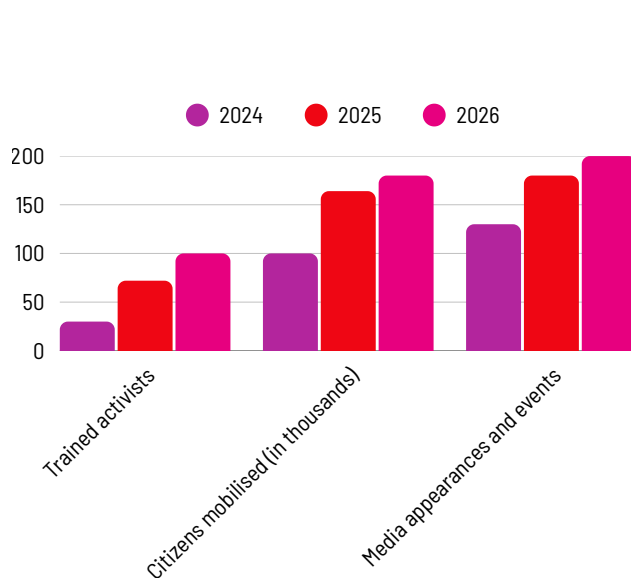
We equip them by giving them access to practical, ready-to-use resources: campaign kits, simplified talking points, social media content, as well as ready-made action templates (petitions, parliamentary questions, call-to-action campaigns, grassroots initiatives). We also support their capacity for action by directly funding their grassroots campaigns, in order to remove practical barriers to engagement and encourage ambitious local mobilisation. Finally, we emphasise autonomy and capacity-building, enabling them to co-design certain campaigns and take ownership of the issues.

Membership of a European coalition strengthens their impact and motivation: it creates a sense of collective power, encourages the sharing of best practices and enables the synchronisation of mobilisations on an international scale to exert greater influence on political decisions.

KEY FIGURES ON OUR ENVIRONMENTAL IMPACT IN 2025 AND OUR AMBITIONS FOR 2026

- **164,000 citizens** mobilised
- **72 European activists** trained
- **10 million people** reached
- Over **50 press appearances**
- Over **20 TV appearances** (Euronews, RTBF, TV5, France TV)
- **156 conferences** organised
- **14 campaigns** run
- **9 policy documents** influenced.

These results demonstrate our ability to turn public engagement into tangible political impact.



Campaign priorities

- Clean Industrial Deal
 - We are continuing our 2025 campaign with grassroots and digital initiatives across Europe. We are providing analysis and information via social media, as well as lobbying European leaders on key dates.
- Regulation of chemicals (including PFAS)
 - Launch of a long-term campaign in collaboration with the European NGO EEB (European Environmental Bureau).
- The fight against environmental deregulation
 - We are continuing our 2025 campaign with grassroots and digital initiatives across Europe. We are providing analysis and information via social media, as well as lobbying European leaders on key dates.

Strategic objectives

As part of efforts to strengthen the European coalition, a programme to train and support activists has been set up in seven countries: Belgium, France, Germany, Poland, Italy, Spain and Denmark. This programme is based on regular visits and training sessions designed to build a network of committed stakeholders at European level, with a view to strengthening the coordination and effectiveness of the actions undertaken.

At the same time, a North-South collaboration initiative has been developed, launched at COP30 and continued at COP31. Building on this, a delegation will attend COP31 in Turkey, with the aim of fostering international dialogue and advancing shared demands on the global climate stage.

Finally, several concrete grassroots projects have been launched to translate these commitments into direct action. These include a cycling expedition to measure PFAS pollution, as well as citizen surveys on perceptions of risks associated with toxic substances in the environment, forming part of a broader discussion on environmental health.

Gradual expansion of the team and refinement of the organizational structure:

- Expansion of human resources (up to 3 FTE by 2028)
- Increased support for a European network of activists
- Development of funding through foundations, philanthropy, and grants

	2025 Budget and Projected Expenditures	2025 Budget Approved	2026 Budget
<i>Total</i>	150 000 €	185 000 €	200 000 €
Equipment	30 000 €	Family Foundation: 50 000 €	30 000 €
Expenses (transportation, independent contractors, events, etc.)	45 000 €	Philanthropy + small grants: 51 000 €	50 000 €
Subgranting for a network of EU activists	40 000 €	European Climate Foundation: 49 000 €	50 000 €
Team	1 FTE : 35 000 €	Ring Foundation: 35 000 €	70 000 € (2 FTE)

**THANK YOU TO ALL OUR VOLUNTEERS
AND PARTNERS FOR THEIR DEDICATION!**



THANK YOU