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# **ANALYSIS REPORT OF RECENT SUCCESSFUL EUROPEAN AND INTERNATIONAL CAMPAIGNS**

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**The Bridge ASBL**

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# PLACING CITIZEN ENGAGEMENT AT THE HEART OF IMPACT RESULTS

The purpose of this report is to analyze the methods, strategies, outcomes, and collective dynamics of several activist campaigns carried out in various countries and contexts. Through a comparative analysis, this report highlights the commonalities, specific characteristics, and lessons learned from each of these mobilizations. These campaigns address a variety of issues related to social justice, ecological transition, and the defense of the public interest, all while sharing a dynamic of convergence and civic engagement.

# “WE DRIVE TOGETHER” CAMPAIGN - GERMANY

## Issue

Public transportation crisis at the regional level: underfunding, staff shortages, and mobility challenges, particularly in rural areas.

## Objectives

- Double local transportation capacity by 2030 through a massive investment of 100 billion euros.
- Improve working conditions for employees in the sector.

## Means of action

- **Petitions & digital activism:** 202,437 signatures collected.
- **Cross-sector alliance:** unions, FFF, passengers, climate movements.
- **National strikes:** 90,000 workers mobilized across 130 organizations.
- **Protests:** in 57 cities, and more than 117 mobilizations with FFF.
- **Political lobbying:** agreements reached in several states.
- **Social media:** videos, storytelling by activist workers.
- **Events:** conferences, webinars, campaign film.

## Results

Greater visibility, increased political pressure, and recognition of an effective social-climate alliance.

**‘Two worlds colliding’: Berlin transport workers and climate activists unite over rights**

Two groups are striking for better working conditions and investment in Germany’s underfunded public transport



Guardian

# “LOOKDOWN” CAMPAIGN - INTERNATIONAL

## Issue

Risk of seabed mining activity going forward despite significant environmental and climate impacts.

## Objectives

- Secure an international moratorium and pressure the EU and member states to ban this practice.

## Means of action

- **Visual communication & social media:** brand guidelines, videos, viral campaign featuring a famous French actor with hundreds of thousands of followers on social media.
- **Lobbying:** advocacy efforts at the European Parliament, AIFM, and ISA.
- **Local mobilization:** creation & curation of national groups in 9 countries.
- **Symbolic and targeted actions:** key dates, centers of power.

## Results

- Support from more than 32 countries for a moratorium.
- Suspension of the Norwegian initiative to go ahead with deep sea mining.
- Resolution in the European Parliament.

EcoloObs • Political ecology

**Ocean, the rush to the deep sea: "If no one reacts, the abyss risks turning into the Wild West"**

Nouvel Obs

# “STOPCAMBO” CAMPAIGN - UNITED KINGDOM

## Issue

The going ahead of the Rosebank offshore oil project in the North Sea.

## Objectives

- Stop all new fossil fuel projects, including Rosebank

## Means of action

- **Direct action:** blockades, civil disobedience (kayaks, conferences, forums).
- **Digital mobilization:** #StopCambo, name-and-shame campaigns, viral visuals.
- **Petitions and mass email campaigns:** over 400,000 signatures.
- **Legal campaign:** 99,494 plaintiffs.

## Results

- Shell is pulling out of the project.
- The project was suspended and then canceled by the Scottish courts in 2025.

## We stopped Cambo. Here's how to beat Big Oil

A few months ago, we didn't think we could stop the development of a new North Sea oil field. Now, it looks like we have

by KATE WHITAKER

Open Democracy



# “FACTORY COOPERATIVE” CAMPAIGN - ITALY

## Issue

GKN plant closure: 185 jobs at risk.

## Objectives

- Protecting jobs and the factory’s ecological transformation.

## Means of action

- **Occupation** of the factory.
- **Establishment of a cooperative and fundraising (€170,000).**
- **Convergence of struggles:** workers, climate, unions, feminism, etc.
- **Proposal for an alternative** low-carbon industrial project.

## Results

- Retraining program currently underway.
- Strong support network.

### How to transform a car factory into an eco-cooperative: workers show the way

Workers at a former auto parts factory, who have been fighting since 2021, want to take over the site. Their goal: a redevelopment that aligns with the ecological transition. A vast solidarity movement has sprung up around the project. Report.

by Emma Bougerol

October 24, 2024 at 6:00 AM modified December 12, 2024 at 2:28 PM 8 min



Basta Media

# “LEGISLATIVE ELECTIONS” CAMPAIGN - FRANCE

## Issue

Early dissolution of the National Assembly and the risk of the far right winning subsequent elections.

## Objectives

- Promote unity among the progressives (NFP) and a Republican boycott against the far right.

## Means of action

- **Rapid training and mobilization of activists:** 28,500 members in 4 days.
- **Public appeals and citizen forums:** intellectuals, artists, unions, scientists.
- **Design of activist materials:** posters, stencils, digital tools.
- **Regional coordination:** mapping of critical areas, redeployment of activists.

## Results

The NFP won the parliamentary elections but was not called upon to form a government. The structural growth of the RN's voter base remains a fundamental reality, though this type of campaign could nevertheless have an impact on it.

**Législatives 2024 : une forte mobilisation, avec des électeurs qui veulent « du changement et de l'ordre » ou « faire barrage au RN »**

Le Monde

# COMPARATIVE ANALYSIS

## Similarities:

- **Strong link between social and environmental struggles.**
- **Importance of broad coalitions (unions, NGOs, climate activists, public figures).**
- **Strategic use of social media and viral communication.**
- **Consistent combination of physical actions and institutional advocacy.**
- **Convergence of struggles and cross-cutting efforts.**

## Differences:

- **Geographic scope: from local (a factory in Italy) to global (the seabed).**
- **Timeframe: some campaigns span several years (LookDown, IRA), while others are highly responsive (the French legislative campaign).**
- **Preferred methods: occupation of public spaces (Italy), lobbying (EU), blockades (UK).**

## Results and achievements:

- **Movements with strong local roots often achieve tangible victories.**
- **The internationalization and media coverage of a campaign increase political pressure.**

# CONCLUSION

These campaigns demonstrate the ability of citizens, workers, and civil society organizations to mobilize in a strategic, unified, and innovative manner. Their successes highlight the importance of linking social and climate issues, building broad alliances, and devising courses of action that account for diverse scales and contexts.

This report serves as a basis for reflection for any future activist or institutional strategy aimed at profoundly transforming our societies.

Within the framework of the new European “Clean Industrial Deal,” these campaign and mobilization strategies will be leveraged to best identify and mobilize citizens across the European Union.



**Taking over factories to achieve the ecological transition: the example of the GFF cooperative in Italy**

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**THANK YOU**

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