

# Deloitte.



## Fonden for Museum for the United Nations

Nørrebrogade 45 C  
2200 København N  
CVR No. 42605883

## Annual report 2024

The Annual General Meeting adopted the  
annual report on 11.03.2025

---

**Jan Arne Mattsson**

Chairman of the General Meeting

# Contents

Entity details	2
Statement by Management	3
Independent auditor's report	4
Management commentary	7
Income statement for 2024	11
Balance sheet at 31.12.2024	12
Statement of changes in equity for 2024	14
Notes	15
Accounting policies	16

# Entity details

## Entity

Fonden for Museum for the United Nations  
Nørrebrogade 45 C  
2200 København N

Business Registration No.: 42605883  
Registered office: København  
Financial year: 01.01.2024 - 31.12.2024

## Statutory reports on the entity's website

Statutory report on foundation governance: <https://www.museumfortheunitednations.com/governance-and-finance>

Statutory report on distribution policy: [www.museumfortheunitednations.com/governance-and-finance](http://www.museumfortheunitednations.com/governance-and-finance)

## Board of Directors

Jan Arne Mattsson, chairman  
Mikkel Bülow-Lehnsby, vice chairman  
Birgitte Hagemann Snabe  
Julia Goldin  
Jessica de Los Angeles Faieta Mejia  
Kumaran Shunmugam Naidoo  
Omid Omino Gardezi  
Hanyuan Wang

## CEO

Katja Iversen

## Auditors

Deloitte Statsautoriseret Revisionspartnerselskab  
Weidekampsgade 6  
2300 Copenhagen S

# Statement by Management

The Board of Directors and the Executive Board have today considered and approved the annual report of Fonden for Museum for the United Nations for the financial year 01.01.2024 - 31.12.2024.

The annual report is presented in accordance with the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the Entity's financial position at 31.12.2024 and of the results of its operations for the financial year 01.01.2024 - 31.12.2024.

We believe that the management commentary contains a fair review of the affairs and conditions referred to therein.

We recommend the annual report for adoption at the Annual General Meeting.

Copenhagen, 11.03.2025

## CEO

**Katja Iversen**

## Board of Directors

**Jan Arne Mattsson**  
chairman

**Mikkel Bülow-Lehnsby**  
vice chairman

**Birgitte Hagemann Snabe**

**Julia Goldin**

**Jessica de Los Angeles Faieta Mejia**

**Kumaran Shunmugam Naidoo**

**Omid Omino Gardezi**

**Hanyuan Wang**

# Independent auditor's report

## To the shareholders of Fonden for Museum for the United Nations

### Opinion

We have audited the financial statements of Fonden for Museum for the United Nations for the financial year 01.01.2024 - 31.12.2024, which comprise the income statement, balance sheet, statement of changes in equity and notes, including a summary of significant accounting policies. The financial statements are prepared in accordance with the Danish Financial Statements Act.

In our opinion, the financial statements give a true and fair view of the Entity's financial position at 31.12.2024 and of the results of its operations for the financial year 01.01.2024 - 31.12.2024 in accordance with the Danish Financial Statements Act.

### Basis for opinion

We conducted our audit in accordance with International Standards on Auditing (ISAs) and additional requirements applicable in Denmark. Our responsibilities under those standards and requirements are further described in the "Auditor's responsibilities for the audit of the financial statements" section of this auditor's report. We are independent of the Entity in accordance with the International Ethics Standards Board for Accountants' International Code of Ethics for Professional Accountants (IESBA Code) and the additional ethical requirements applicable in Denmark, and we have fulfilled our other ethical responsibilities in accordance with these requirements and the IESBA Code. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Management's responsibilities for the financial statements

Management is responsible for the preparation of financial statements that give a true and fair view in accordance with the Danish Financial Statements Act, and for such internal control as Management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, Management is responsible for assessing the Entity's ability to continue as a going concern, for disclosing, as applicable, matters related to going concern, and for using the going concern basis of accounting in preparing the financial statements unless Management either intends to liquidate the Entity or to cease operations, or has no realistic alternative but to do so.

### Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit conducted in accordance with ISAs and the additional requirements applicable in Denmark, we exercise professional judgement and maintain professional scepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Entity's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by Management.
- Conclude on the appropriateness of Management's use of the going concern basis of accounting in preparing the financial statements, and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Entity's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Entity to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures in the notes, and whether the financial statements represent the underlying transactions and events in a manner that gives a true and fair view.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

#### **Statement on the management commentary**

Management is responsible for the management commentary.

Our opinion on the financial statements does not cover the management commentary, and we do not express any form of assurance conclusion thereon.

In connection with our audit of the financial statements, our responsibility is to read the management commentary and, in doing so, consider whether the management commentary is materially inconsistent with the financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

Moreover, it is our responsibility to consider whether the management commentary provides the information required by relevant law and regulations.

Based on the work we have performed, we conclude that the management commentary is in accordance with the financial statements and has been prepared in accordance with the requirements in the relevant law and regulations. We did not identify any material misstatement of the management commentary.

Copenhagen, 11.03.2025

**Deloitte**

Statsautoriseret Revisionspartnerselskab  
CVR No. 33963556

**Christian Dalmoose Pedersen**

State Authorised Public Accountant  
Identification No (MNE) mne24730

**Thomas Holm Christensen**

State Authorised Public Accountant  
Identification No (MNE) mne46321

# Management commentary

## Primary activities

When the world seems fractured — politically, socially, and environmentally — Museum for the United Nations – UN Live (hereafter: UN Live) doubles down on the fact that collaboration and culture can do something policies, politics, economics and traditional development approaches alone cannot: move hearts, shift thinking, spark action among millions of people, and help create global momentums for positive change

The world faces urgent, interconnected challenges such as conflicts, climate change, global health, and inequality. People are calling for change. Only by working together, building on empathy, care, and connection can 'the many' influence decision-makers and demand action at speed.

UN Live is an independent non-profit Danish yet Global foundation. A 'borderless' museum that sparks global empathy, action, and change through cultural experiences and dialogue. The organization is an "agile extension" of the United Nations, and work in close collaboration with, and in service of, the UN.

UN Live's vision is to connect people everywhere to the goals, work and values of the United Nations. Through the power of popular culture and deep human conversations – helps build a world where everyone feels a sense of global belonging and agency to contribute to a positive future for people and planet.

UN Live takes the concept of the museum to a different level and reaches people across the globe, by meeting them where they are with many different cultural experiences. With no physical building, we are a museum that reaches people everywhere, by meeting them with cultural experiences where they are, on topics they relate to and care about.

Through our Global We portals, and through the appeal and extensive reach of popular culture – film, music, gaming, sports, and beyond – UN Live curates dialogue and engaging cultural experiences which generate positive global action, as well as a sense of global belonging, a Global We.

## UN Live in 2024

2024 was a year of action. A busy year, where UN Live through music, arts, storytelling, dialogue and co-creation, scaled up activities, visibility, reach and global impact.

The existing initiatives grew and more were launched. In total we engaged 100+ million people across the globe, amplified numerous unheard voices, and manifested the organisation both as a do'er and a thought leader.

### *Programmes:*

- The innovative Sounds Right music initiative - was launched in 2024 at a big event on the eve of World Earth Day at the UN in April and has been driving strong momentum ever since. UN Live - together with a broad group of partners and musicians - established NATURE as an official artist on various music streaming platforms to engage millions of people, bring royalty funding back to the most important biodiversity hotspots of the world, and provoke a conversation about nature's right to its own resources. In just two weeks after the launch NATURE reached the top 1 percent of artists on Spotify and by the end of the year the initiative had amassed 100M streams and 10M listeners across 182 countries —all while generating royalties to fund conservation. Sounds Right was featured in media, event and on billboards across the globe, and at several festivals, including Roskilde and Glastonbury. The Sounds Right Advisory Panel was established, and the first contributions to allocated to

nature conservation. More musicians and partners have joined the initiative, and scale-up plans are in place to take the initiative even further in 2025. The latter includes several big global initiatives and releases, and a specific Danish undertaking with Danish musicians, also piloting extensive youth engagement in nature. New funders joined the Hempel Foundation and Community Arts Lab at Porticus Foundation in supporting Sounds Right, including: William Demant Foundation, 15 Juni Fonden, Aage V Jensen Fonden and the Danish Ministry of Foreign Affairs. AKQA, Spotify, Rare and others provided generous in-kind contributions. For stock-taking video, click here. And for even more information please see the Sounds Right website: [SoundsRight.Earth](https://soundsright.org).

- As is so evident by current events, the world needs solutions to connect people, drive empathy and a sense of care and global belonging. UN Live's global platform of Global We portals in 2024 continued to champion global collaboration, multilateralism, and to bring together people from across the world into conversations on some of the world's most crucial topics. The Global We portals conducted deep discussions on social justice, global health, gender equality, safe water and planetary wellbeing, etc. and celebrated indigenous handicraft and sports, as well as hosted World Jazz and World Poetry Day events. Through the portals and in collaboration with eg. C40 and Purpose, UN Live brought unheard voices into the Summit of the Future, and into UNGA and Climate Week. Solid plans are in place for 2025 activities, including in collaboration with the Danish Ministry of Foreign Affairs and Democracy X, and as always with our good partner Shared Studio

- The development of the Defenders of Planet Earth (DoPE) programme – a light entertainment series about ordinary people in India doing extraordinary things for the planet and their communities – continued and towards the end of the year the series started filming in India, slightly delayed because of delayed funding and the monsoon season. The series and the accompanying engagement campaign - which is supported by the MacArthur Foundation and Community Arts Network at Porticus Foundation and developed in collaboration with Fingerprint Content - are anticipated to go live in Q3 or Q4 of 2025.

Beyond this, UN Live in 2024 proudly was invited to and made the case for the power of popular culture, multilateralism and global collaboration on some of the world's biggest stages, including at the World Economic Forum in Davos, Cannes Lions, the Global Artivism Conference, UNGA and Summit of the Future, as well as various Climate Weeks, the biodiversity COP16 in Colombia, and finally in Baku at the climate COP29. In addition, the organisation scaled up its communication efforts, almost doubled the number of followers on its social media platforms, became advisors to various initiatives, and was at large positioned as a go-to and thought leader on popular culture and impact.

#### *Organisation:*

UN Live started implementing its revised strategy in 2024, which included a continued strengthening of the organisation's impact model, organization and financial systems, people management, as well as an organisation wide review and implementation of the new Justice, Equity, Diversity & Inclusion (JEDI) principles. A review and adjustment of our organisational structure and costs was also done.

Resource mobilisation was prioritised and efforts scaled up, including around Patrons and new foundations. Two Patrons and three new foundations, including Aage V Jensen's Nature Fond, William Demant Foundation, and 15 Juni Fonden came on board.

Staff-wise, UN Live said farewell to a couple of staff members in 2024 and welcomed a Sounds Right Manager and a fundraising associate in 2024. Additional staff will be onboarded in 2025, including a new Chief of Partnership & Brand Officer. The contract of our CEO was extended until the end of 2026.

## Development in activities and finances

### *Financials:*

UN Live scaled up its activity levels in 2024, both regarding programmes, visibility, positioning and fundraising. Financially, we raised more money than ever before, and more than doubled the amount raised compared to 2023. However, our large unrestricted multi-year grant from Realdania came to an end, and we did not manage to raise an equivalent amount in similar core/unrestricted funds, hence our revenue incl. other income decreased to 14.3M DKK from 17.7M DKK in 2023 and with the increase in activities, our total cost increased from 17.3M DKK in 2023 to 18.8M DKK, and hence our Net result ended with -4,4M DKK and our Total Equity decreased to 0.5M DKK.

Despite this 2024-result, UN Live have seen a significant increase in funding in the latter part of the year, which sets of 2025 in a very good manner and UN Live is in a stronger position than same time last year. This is a result of the generous contributions of existing and new funders; from high-net-worth individuals, governments and philanthropic foundations - a couple with which we have had a long relationship, but in 2024 also a lot of new ones. It is therefore the expectation that the net result of 2025 will be positive.

UN Live extends its deepest gratitude to the many partners around the world who have contributed to our work — whether through financial support or by sharing their passion, expertise, and resources. Your collaboration has been instrumental in advancing our mission.

We are especially grateful to those who have enabled key programs and initiatives across Sounds Right, Defenders of Planet Earth and Global We over the past year including Shared Studios, Fingerprint Content, AKQA, EarthPercent, and many more.

Finally, we thank UN Live's founding patrons, whose early investment and guidance helped shape the organization's development, just as we send a warm thanks to the dedicated UN Live staff and volunteer Board of Directors for the continued work, support, commitment and advice.

To find out more about our supporters and partners please see our website here:  
<https://www.museumfortheunitednations.com/our-people-and-partners>

### **Statutory report on foundation governance**

Section 60 of the Danish Act on Commercial Foundations requires the Foundation's Executive Committee to consider the recommendations of the Committee on Foundation Governance under the Comply or Explain approach. The Executive Committee has reviewed and considered each recommendation. The statutory report on foundation governance is evident from the Foundation's website.

Our complete Board of Directors and their bios can likewise be found here:  
<https://www.museumfortheunitednations.com/our-people-and-partners>

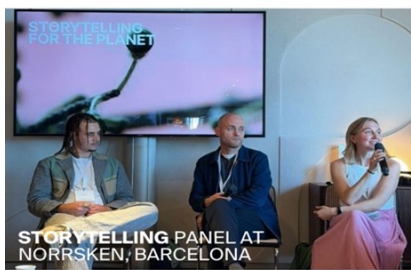
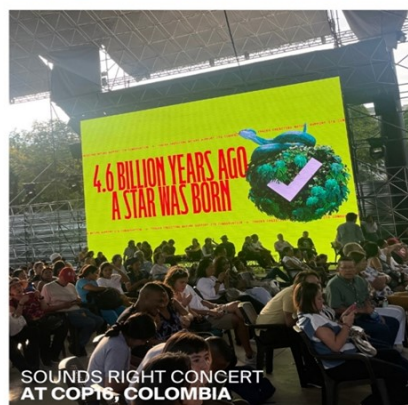
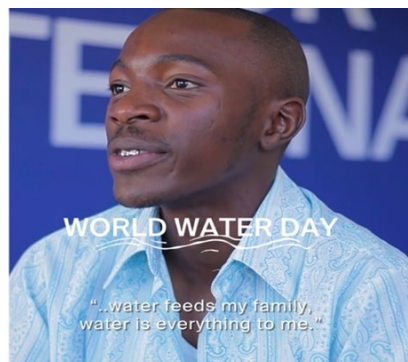
### **Statutory report on distribution policy**

Section 77b of the Danish Financial Statements Act requires the Foundation's Executive Committee to consider the foundations distribution policy. The distribution policy is evident from the Foundation's website.

### **Events after the balance sheet date**

No events have occurred after the balance sheet date to this date, which would influence the evaluation of this annual report.

A visual look at 2024



# Income statement for 2024

	Notes	2024 DKK	2023 DKK
Revenue	1	14,305,352	17,018,428
Other operating income		0	632,792
Other external expenses		(11,127,911)	(9,181,599)
<b>Gross profit/loss</b>		<b>3,177,441</b>	<b>8,469,621</b>
Staff costs	2	(7,639,834)	(8,139,961)
<b>Operating profit/loss</b>		<b>(4,462,393)</b>	<b>329,660</b>
Other financial income		177,584	98,771
Other financial expenses		(52,016)	(68,020)
<b>Profit/loss for the year</b>		<b>(4,336,825)</b>	<b>360,411</b>
<b>Proposed distribution of profit and loss:</b>			
Retained earnings		(4,336,825)	360,411
<b>Proposed distribution of profit and loss</b>		<b>(4,336,825)</b>	<b>360,411</b>

# Balance sheet at 31.12.2024

## Assets

	Notes	2024 DKK	2023 DKK
Other receivables		71,250	61,250
<b>Financial assets</b>		<b>71,250</b>	<b>61,250</b>
<b>Fixed assets</b>		<b>71,250</b>	<b>61,250</b>
Trade receivables		864,505	438,427
Other receivables		143,716	823,405
Prepayments		0	1,511
<b>Receivables</b>		<b>1,008,221</b>	<b>1,263,343</b>
<b>Cash</b>		<b>7,517,825</b>	<b>9,845,704</b>
<b>Current assets</b>		<b>8,526,046</b>	<b>11,109,047</b>
<b>Assets</b>		<b>8,597,296</b>	<b>11,170,297</b>

**Equity and liabilities**

	<b>Notes</b>	<b>2024</b> <b>DKK</b>	<b>2023</b> <b>DKK</b>
Contributed capital		300,000	300,000
Retained earnings		218,501	4,555,326
<b>Equity</b>		<b>518,501</b>	<b>4,855,326</b>
Trade payables		79,824	260,110
Other payables		379,195	623,689
Deferred income		7,619,776	5,431,172
<b>Current liabilities other than provisions</b>		<b>8,078,795</b>	<b>6,314,971</b>
<b>Liabilities other than provisions</b>		<b>8,078,795</b>	<b>6,314,971</b>
<b>Equity and liabilities</b>		<b>8,597,296</b>	<b>11,170,297</b>

# Statement of changes in equity for 2024

	<b>Contributed capital DKK</b>	<b>Retained earnings DKK</b>	<b>Total DKK</b>
Equity beginning of year	300,000	4,555,326	4,855,326
Profit/loss for the year	0	(4,336,825)	(4,336,825)
<b>Equity end of year</b>	<b>300,000</b>	<b>218,501</b>	<b>518,501</b>

# Notes

## 1 Revenue

	<b>2024</b>	<b>2023</b>
	<b>DKK</b>	<b>DKK</b>
Danish MFA (multiyear/-programme donations - 14,4M DKK)	987,060	0
Hempel Foundation (multiyear/-programme donations - 11.3M DKK)	3,105,087	2,609,303
Porticus Foundation (multiprogramme donations - 600K EUR)	3,950,886	525,000
Macarthur Foundation (DoPE - 600K USD)	3,713,761	0
William Demant Foundation (Sounds Right - 2.0M DKK)	916,888	0
Previous donations from Foundations (IKEA, Augustinus, Oak and Realdania)	0	13,409,280
Other income and smaller donations (<1M DKK)	1,631,670	474,845
<b>Total revenue by activity</b>	<b>14,305,352</b>	<b>17,018,428</b>

## 2 Staff costs

	<b>2024</b>	<b>2023</b>
	<b>DKK</b>	<b>DKK</b>
Wages and salaries	7,121,886	7,880,122
Pension costs	445,941	186,150
Other social security costs	72,007	73,689
	<b>7,639,834</b>	<b>8,139,961</b>
Average number of full-time employees	<b>8</b>	<b>7</b>

Staff cost and FTE count only reflects personnel related to the Danish office, ie. not including UN Lives's global team.

# Accounting policies

## Reporting class

This annual report has been presented in accordance with the provisions of the Danish Financial Statements Act governing reporting class B enterprises with addition of a few provisions for reporting class C.

The accounting policies applied to these financial statements are consistent with those applied last year.

## Recognition and measurement

Assets are recognised in the balance sheet when it is probable as a result of a prior event that future economic benefits will flow to the Entity, and the value of the asset can be measured reliably.

Liabilities are recognised in the balance sheet when the Entity has a legal or constructive obligation as a result of a prior event, and it is probable that future economic benefits will flow out of the Entity, and the value of the liability can be measured reliably.

On initial recognition, assets and liabilities are measured at cost. Measurement subsequent to initial recognition is effected as described below for each financial statement item.

Anticipated risks and losses that arise before the time of presentation of the annual report and that confirm or invalidate affairs and conditions existing at the balance sheet date are considered at recognition and measurement.

Income is recognised in the income statement when earned, whereas costs are recognised by the amounts attributable to this financial year.

## Income statement

### Revenue

Unrestricted core funds will be recognized over the grant period when signed and it is likely that payment will be received. Restricted funds are recognized in the income statement concurrently with the defray of the related expenses.

### Other operating income

Other operating income comprises income of a secondary nature as viewed in relation to the Entity's primary activities.

### Other external expenses

Other external expenses include expenses relating to the foundation's ordinary activities, including expenses for premises, stationery and office supplies, marketing costs, etc.

### Staff costs

Staff costs comprise salaries and wages, and social security contributions, pension contributions, etc for entity staff.

**Other financial income**

Other financial income comprises payables and transactions in foreign currencies.

**Other financial expenses**

Other financial expenses comprise payables and transactions in foreign currencies.

**Balance sheet****Receivables**

Receivables are measured at amortised cost, usually equalling nominal value, less writedowns for bad and doubtful debts.

**Prepayments**

Prepayments comprise incurred costs relating to subsequent financial years. Prepayments are measured at cost.

**Cash**

Cash comprises cash in hand and bank deposits.

**Other financial liabilities**

Other financial liabilities are measured at amortised cost, which usually corresponds to nominal value.

Distributions payable that have been adopted and communicated to the beneficiary on the balance sheet date in accordance with the object of the Foundation but that have not been paid out on the balance sheet date, are recognised in Other payables in the balance sheet.

Distributions payable that are expected to be paid out within one year of the balance sheet date are recognised as current liabilities other than provisions in the balance sheet whereas distributions payable that are expected to be paid out more than one year after the balance sheet date are recognised as non-current liabilities other than provisions in the balance sheet.

**Deferred income**

Deferred income comprises income received for recognition in subsequent financial years. Deferred income is measured at cost.