



Fonden for Museum for the United Nations

Nørrebrogade 45 C
2200 København N
CVR No. 42605883

Annual report 2023

The Annual General Meeting adopted the annual report on 30.05.2024

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 2023 | 14 |
| Balance sheet at 31.12.2023 | 15 |
| Statement of changes in equity for 2023 | 17 |
| Notes | 18 |
| Accounting policies | 19 |

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: 01.01.2023 - 31.12.2023

Statutory reports on the entity's website

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

Statutory report on distribution policy: www.museumfortheunitednations.com/governance-and-finance

Board of Directors

Jan Arne Mattsson, chairman

Birgitte Hagemann Snabe

Mikkel Bülow-Lehnsby

Julia Goldin

Jessica de Los Angeles Faieta Mejia

Kumaran Shunmugam Naidoo

Omid Omino Gardezi

Hanyuan Wang

CEO

Katja Iversen

Troels Nedergaard

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 01.01.2023 - 31.12.2023.

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 31.12.2023 and of the results of its operations for the financial year 01.01.2023 - 31.12.2023.

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, 30.05.2024

CEO

Katja Iversen

Troels Nedergaard

Board of Directors

Jan Arne Mattsson
chairman

Birgitte Hagemann Snabe

Mikkel Bülow-Lehnsby

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 01.01.2023 - 31.12.2023, 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 31.12.2023 and of the results of its operations for the financial year 01.01.2023 - 31.12.2023 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, 30.05.2024

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

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.

Museum for the United Nations – UN Live (hereafter: 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.

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.

UN Live in 2023

2023 was a year of continued transition towards being a stronger more global organization with global programmes, partners, and impact. The organization went through an external assessment, enlarged and strengthened the Board of Directors, saw a leadership change in the CEO position, adopted a revised strategy, and matured its communication, people's policies, administration and finance. On the programme side, UN Live executed the largest ever recorded climate conversation, the Global We for Climate Action, moved two large popular culture programmes towards launch in 2024, and began to position itself as a thought leader on popular culture for social impact.

Organization:

In April 2023 the Board of Director initiated an external assessment of UN Live, to provide a foundation for the development of a revised strategy, a stronger organization, enhanced programming and more impact.

In June UN Live welcomed four new board members Kumi Naidoo, Sophia Kianni, Karen Wang, and Omino Gardezi, to enhance the skill set, and to reflect the growth and aim to become increasingly global.

UN Live saw a leadership change in July 2023, as Molly Voss Fannon, stepped down as CEO of the Museum for the United Nations – UN Live – to embark on new endeavours, with a home base in the United States. The UN Live Board extends its warm thanks and best wishes to Molly. Her strong efforts during more than four years with UN Live have been much appreciated.

In September, UN Live welcomed its new CEO, Katja Iversen, who has a strong background in the UN and in scaling social impact organizations.

A revised UN Live strategy was endorsed by the board in December. With the strategy, UN Live enhances its focus on and work with popular culture as a driver of social change, as well as on creating deep human connection to local communities around the world through the Global We platform and portals. The strategy also includes a stronger focus on thought leadership around culture and impact, stronger focus on partnering with existing coalitions of partners, and a widening of the thematic issues covered. The strategy backs the organization's continued effort to be bringing in new voices and perspectives into the local and global conversation around our common future.

UN Live put extra effort and funding into professionalizing and maturing its impact models, organization and financial systems, as well as its people management, recruitment processes and overall policies. The latter includes an anti-discrimination & anti-harassment policy, and Justice, Equity, Diversity & Inclusion (JEDI) principles, which are being rolled out across the organization and programmes. Further professionalization will be a continued focus in the years to come.

Staff wise UN Live onboarded a program director for the Sounds Right Programme, a finance director, and a director of culture and people, who is also the director for Global We and had the first ever all staff retreat in Denmark with a focus on strengthening culture, values and contributing to the revised strategy.

Enhanced resources were allocated to the communications team. Communication principles were established, day-to-day output scaled, and new initiatives established in the second half of the year. A new website was launched in November, the first Top 10 of Cultural Impact list was published in December, highlighting what UN Live sees as examples of popular culture driving impact, and the development of a new communication strategy has been initiated. The number of followers on the organization's platforms increased more than 30% in 2023 and more than 46% on LinkedIn alone. All organic growth.

The organization's fundraising effort was prioritized and strengthened, and multiple new partners, including funding partners, came on board in 2023 including the MacArthur Foundation, WHO, C40, Google Arts and Culture and Impact Hub.

Programmes:

On the programme side, three programmes were prioritized in 2023, and a couple of new action areas defined:

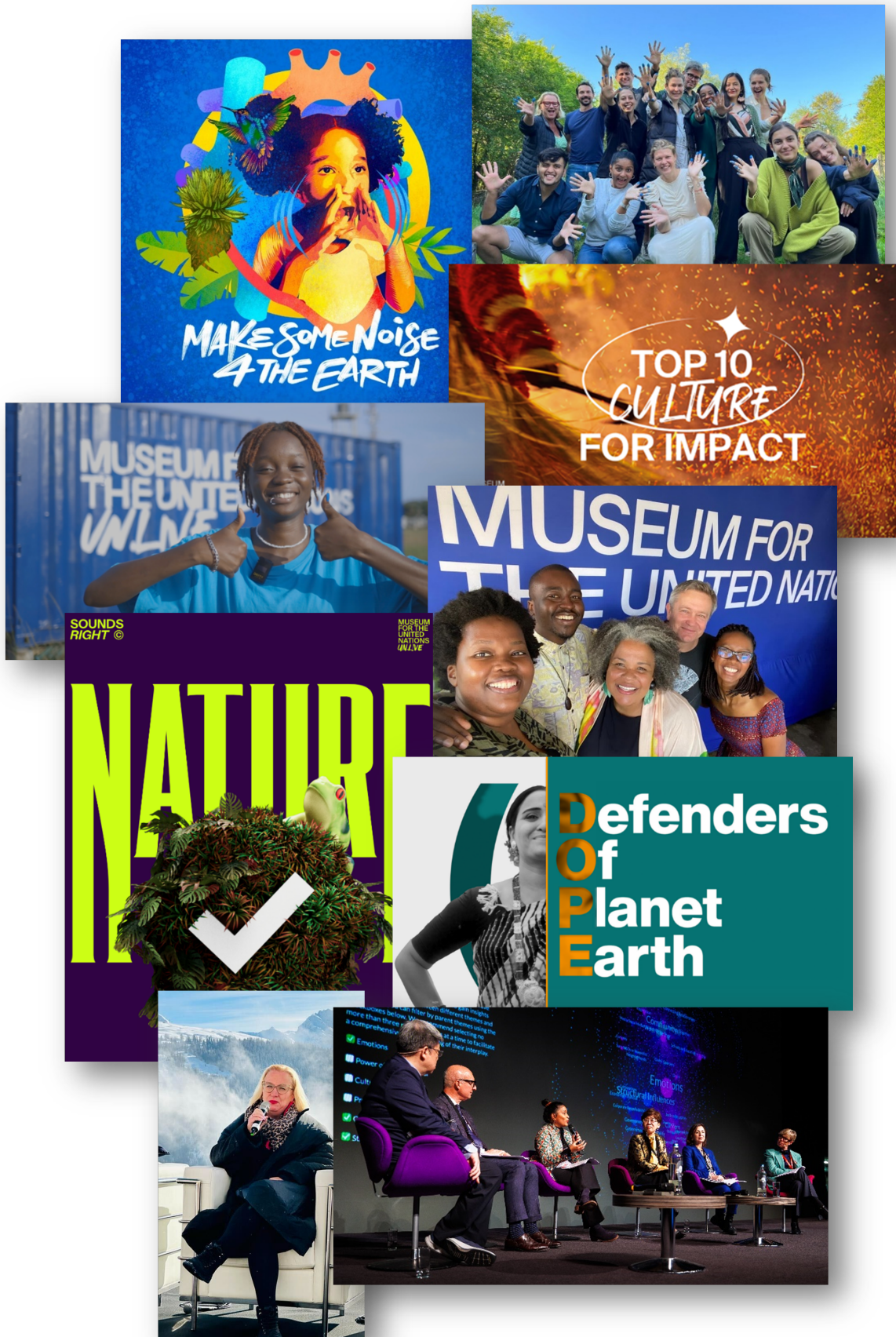
The Global We platform forges profound human connections through inclusive conversations, nurturing global belonging, empathy, and agency. Using "portals"—repurposed shipping containers with large screens and high-quality audio—it facilitates immersive cross-border dialogues on critical global issues like health, education, and climate action. In 2023, the platform solidified its role as a catalyst for global empathy and connectedness, engaging over 11,000 voices across 22+ locations. Digital content reached a potential audience of 130 million through various media channels. Collaborating with 30+ global host partners and facilitators, Global We's success hinges on their dedication, turning it into a truly global initiative. The platform expanded its influence by showcasing diverse perspectives at events like the One Young World Conference in Belfast (October) and the WHO Healthy Cities Annual Conference in Utrecht (November). The year concluded with the unveiling of the top 10 insights derived from more than 300 hours of Global We conversations. This collaborative effort with Cortico, hosted at the MIT Center for Constructive Communication, utilized AI and deep human listening to analyze the extensive dataset of Global We conversations. For a presentation video, check:

www.youtube.com/watch?v=LqFAYFhU3Qw.

The Sounds Right music programme continued its momentum with existing and new partners around the core concept of raising funds from music and sound royalties for nature conservation, to becoming an innovative, global initiative, ready to launch in the UN Headquarters in the lead up to World Earth Day in April 2024. A funding mechanism allowing nature to gain royalties was established with Earth Percent, Dalberg Advisors, and Axum; an impact model was developed, partnerships were strengthened, A List musicians brought on board, all to be able to deliver at the largest possible scale. Partners of the Sounds Right initiative include: The Listening Planet, Vozterra, Dawn Chorus, Spotify, The Nature Conservancy, Wildlife Conservation Society, Earth Percent, Music Declares Emergency, Limbo Music and others, with funding support from the Hempel Foundation and Community Arts Lab/Porticus Foundation, and generous in-kind contributions from AKQA, Spotify, Rare and others. For a presentation video, check: www.youtube.com/watch?v=LqFAYFhU3Qw.

During 2023 the Defenders of Planet Earth (DoPE) programme – a light entertainment series about ordinary people doing extraordinary things for the planet and their communities to be aired in India in 2024 – was developed further in terms of series format, series creatives and scripting, the partnership, design of local mobilization and impact campaigns, as well as onboarding of some key local impact partners. The show format has been further refined, the identification of the first batch of Defenders for the show has been shortlisted, and based on that the final script writing will be finalized in Q1 and Q2 2024 followed by production starting in Q2 and Q3 with Fingerprint Content. The DoPE series is expected to air on a leading Indian streaming platform in Q4 2024 with impact campaigns running into 2025. Local impact campaign designs will be further developed in close collaboration with Indian NGO's such as The Climate Agenda etc. The MacArthur Foundation came in as a partner on DoPE in 2023 as a part of their work with climate narrative building, joining Community Arts Lab/Porticus Foundation as the main funders.

UN Live increasingly positioned itself as a thought leader in 2023 with numerous speaking engagements, op-ed pieces, communications undertakings, and engagement in world events as the Skoll Forum, the UN General Assembly, Reykjavik Global Forum, the APC conference in Singapore, COP28 in Dubai etc. The organization was also invited to both speak and participate with a Global We portal in the global Healthy Cities network's Annual Meeting in Utrecht. Here UN Live helped set the scene with an opening keynote about the need for empathy, agency and global interconnectedness at the opening, as well by having numerous mayors and other participants join Global We sessions engaging with people from across the world about what a healthy city looks and feels like.



Development in activities and finances

Financials:

After a very intense start of the year where Global We peaked, financially 2023 ended up being a year of consolidation. The net result for 2023 ends with a small surplus of DKK 360,411 and an equity balance of DKK 4,855,326.

UN Live's revenue decreased slightly to DKK 17,651,220 incl. other income, however it is still a result of the generous contributions of existing and new funders. UN Live's revenue is composed of a list of donations from philanthropic foundations, with whom UN Live have built long term relations, and new partners who have supported UN Live's programmatic work.

In addition to the financial contributions of our funders, we express our sincere appreciation to the many partners around the world who have supported UN Live in non-financial ways, by sharing their passion, expertise and resources with the organization.

UN Live's total costs amounts to DKK 17,321,560 (excl. financial cost), which is a slight increase of the cost level of 2022 that amounted to DKK 17,159,943. The core cost driver of UN Live is personnel costs allocated towards programme design and development and program execution across the globe. In addition to this the other major cost part relates to external programme partner cost, most notably related to the execution of the Global We for Climate Action programme in the first five months of 2023.

UN Live extends the deepest gratitude to the partners who have enabled and supported the progress and results of the past year. This includes Global We host sites, Shared Studios, Fingerprint Content, AKQA, and the wider group of partners behind Sounds Right.

A sincere thank you to UN Live's funding partners, IKEA Foundation, Hempel Foundation, OAK Foundation, Augustinus Foundation, Community Arts Network at Porticus Foundation, MacArthur Foundation, Mellon Foundation and Realdania. Thank you also to the founding patrons of UN Live, who with their support and advice have invested in the early development of the organization and enabled UN Live to grow and develop to what it is today.

Lastly, UN Live management thanks all our staff and volunteer Board of Directors for the continued work, support, commitment and advice.

Foundation Governance

UN Live complies with good foundation governance by adhering to the recommendations on Foundation Governance available on the website of the Committee on Foundation Governance (www.godfondsledelse.dk), as can be found on our website here: www.museumfortheunitednations.com/governance-and-finance

Please also find our Funds Distribution Policy in the same place.

Our complete Board of Directors and their bios can likewise be found here:

www.museumfortheunitednations.com/our-people-and-partners

Significant events after Year-end

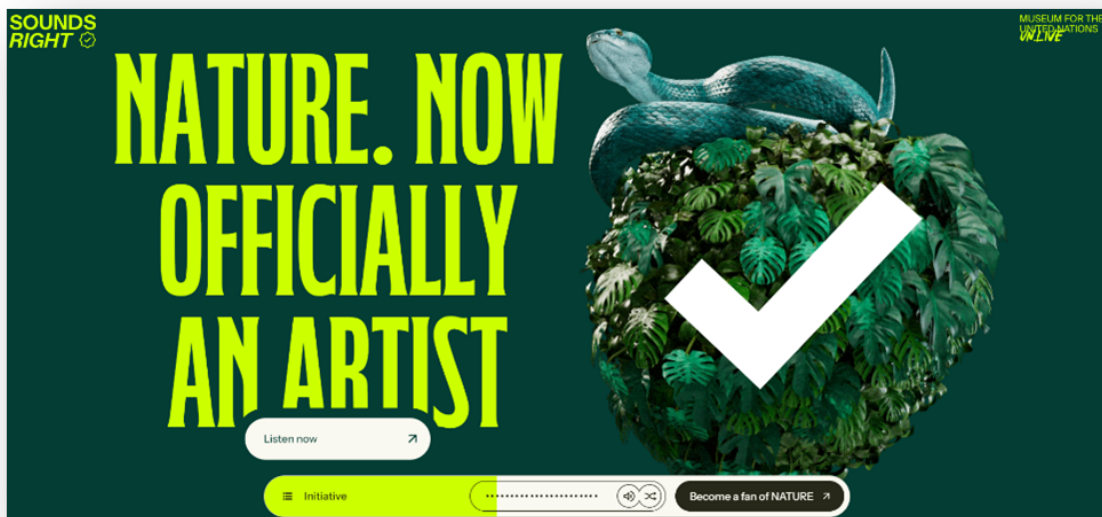
On April 18, at the UN Headquarters in New York, UN Live had the most successful programme launch to-date, that of the Sounds Right initiative. Together with partners and based on the generous funding from Hempel Foundation and Porticus, Nature was released as an official artist on various streaming platforms, with nature sounds, 15 artists featuring NATURE, bill boards around the globe and a high-level launch event at the UN Headquarter.

Within a week NATURE the artist was among the top 1% of artists on Spotify measured on monthly listeners, and the Sounds Right initiative had garnered media coverage around the globe, amounting to a potential audience of 3.6bn people.

A scale-up plan is now in place, with more artist releases and playlists in the pipeline, as well as activities at 2024/2025 festivals and the biodiversity COP16 in Colombia.

Thanks again to our Partners EarthPercent, AKQA, VozTerra, Hempel Foundation, The Listening Planet, Biophonica, CAN Global, @limbomusic, Dalberg, Axum, Earthrise Studio, Count Us In, Rare, Spotify, Eleutheria Group, Music Declares Emergency, and LD Communications No. 29 Communications. Also to our Collaborators Wildlife Conservation Society, The Nature Conservancy, Riky Rick Foundation, APCO, AWorld, and United Nations Department of Global Communications.

Find out more via the website: www.soundsright.earth



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.

Income statement for 2023

| | Notes | 2023 DKK | 2022 DKK |
|--|-------|------------------|------------------|
| Revenue | 1 | 17,018,428 | 21,414,242 |
| Other operating income | | 632,792 | 0 |
| Other external expenses | | (9,071,632) | (11,463,499) |
| Gross profit/loss | | 8,579,588 | 9,950,743 |
| Staff costs | 2 | (8,249,928) | (5,696,444) |
| Operating profit/loss | | 329,660 | 4,254,299 |
| Other financial income | | 98,771 | 19,987 |
| Other financial expenses | | (68,020) | (108,339) |
| Profit/loss for the year | | 360,411 | 4,165,947 |
| Proposed distribution of profit and loss: | | | |
| Retained earnings | | 360,411 | 4,165,947 |
| Proposed distribution of profit and loss | | 360,411 | 4,165,947 |

Balance sheet at 31.12.2023

Assets

| | Notes | 2023 DKK | 2022 DKK |
|-------------------------|-------|-------------------|-------------------|
| Other receivables | | 61,250 | 163,550 |
| Financial assets | | 61,250 | 163,550 |
| Fixed assets | | 61,250 | 163,550 |
| Trade receivables | | 438,427 | 7,850,000 |
| Other receivables | | 823,405 | 277,264 |
| Prepayments | | 1,511 | 0 |
| Receivables | | 1,263,343 | 8,127,264 |
| Cash | | 9,845,704 | 3,679,530 |
| Current assets | | 11,109,047 | 11,806,794 |
| Assets | | 11,170,297 | 11,970,344 |

Equity and liabilities

| | Notes | 2023 DKK | 2022 DKK |
|--|--------------|---------------------------|---------------------------|
| Contributed capital | | 300,000 | 300,000 |
| Retained earnings | | 4,555,326 | 4,194,915 |
| Equity | | 4,855,326 | 4,494,915 |
| Trade payables | | 260,110 | 1,627,848 |
| Other payables | | 6,054,861 | 844,670 |
| Deferred income | | 0 | 5,002,911 |
| Current liabilities other than provisions | | 6,314,971 | 7,475,429 |
| Liabilities other than provisions | | 6,314,971 | 7,475,429 |
| Equity and liabilities | | 11,170,297 | 11,970,344 |

Statement of changes in equity for 2023

| | Contributed capital DKK | Retained earnings DKK | Total DKK |
|---------------------------|--|--------------------------------------|----------------------|
| Equity beginning of year | 300,000 | 4,194,915 | 4,494,915 |
| Profit/loss for the year | 0 | 360,411 | 360,411 |
| Equity end of year | 300,000 | 4,555,326 | 4,855,326 |

Notes

1 Revenue

| | 2023 | 2022 |
|----------------------------------|-------------------|-------------------|
| | DKK | DKK |
| IKEA Foundation | 4,225,411 | 7,287,971 |
| Augustinus Foundation | 900,000 | 600,000 |
| Realdania | 7,250,000 | 8,250,000 |
| Hempel Foundation | 2,609,303 | 0 |
| Oak Foundation | 1,033,869 | 10,121 |
| Porticus Foundation | 525,000 | 2,225,010 |
| Other donors | 0 | 3,041,140 |
| Other income | 474,845 | 0 |
| Total revenue by activity | 17,018,428 | 21,414,242 |

Recognized grant income for the IKEA Foundation for the reported project period (08.06.2022-28.04.2023) regarding the Global We project is EUR 1.551.862 (equal to 11.513.382 DKK). For this, EUR 1.556.107 was recognized expenses incurred using the IKEA Foundation funding in the same period.

2 Staff costs

| | 2023 | 2022 |
|---------------------------------------|------------------|------------------|
| | DKK | DKK |
| Wages and salaries | 7,880,122 | 5,233,718 |
| Pension costs | 186,150 | 176,777 |
| Other social security costs | 73,689 | 99,760 |
| Other staff costs | 109,967 | 186,189 |
| | 8,249,928 | 5,696,444 |
| | | |
| Average number of full-time employees | 7 | 6 |

Staff cost and FTE count reflects only 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.

Deferred income

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