

**The UEF Congress meeting in Berlin on 15-17 November 2013**

**approves**

- The outline of the “*Campaign Plan for the European Parliament elections in May 2014*” attached to this resolution;

**mandates**

- the Federal Committee and the Bureau to implement the Campaign Plan;
- the Bureau to assemble a “campaign team” consisting of representatives of the European and national level of UEF and of JEF (and open to other organisations) to carry out the detailed implementation of the plan in coordination with the UEF European Secretariat;

**encourages**

- all UEF national sections to cooperate to the implementation of the Campaign Plan; and
- all UEF national sections to coordinate their main campaign activities and messages for the European elections as much as possible with the campaign team and the European level of UEF to try and ensure a consistent message of the federalist organisations across Europe.

## OUTLINE OF UEF CAMPAIGN PLAN FOR THE EUROPEAN ELECTIONS 2014

### 1. KEY POLITICAL MESSAGES

- Time to make the European elections count and express a European government
- A federal Europe as the only way out of Europe's financial and economic crisis
- A single currency needs a federal government and a federal budget
- Time for European democracy and legitimacy
- European Parliament as agent for change for the next reform of the Treaties
- NO to nationalism, Euro-scepticism and populism against Europe

### 2. HIGHLIGHTS OF UEF CAMPAIGN

- **UEF as a pan-European organisation:** a pan European campaign with a European slogan and logo (that should be used by all sections) and a dedicated campaign website benefitting also from inputs from national sections
- **UEF Manifesto:** promote federalist ideas and proposals through widest possible circulation of the UEF Manifesto (and one pages with key points) to political parties and candidates throughout Europe
- **Politicise the elections:** challenge political parties to nominate their candidate to European Commission President, challenge each candidate to express support for federal Europe, participate visibly to the key debates organized with all candidates in different member states
- **Support federalist MEPs and "prepare the ground" for after the elections:** systematically ask MEP candidates in all countries to express their support for a federal Europe by signing a short "endorsement" (common text to be agreed) and making public who is in favour via the dedicated campaign website.
- **The federalist vision of Europe:** contrasts the negative narrative of Euro-sceptics and the lukewarm narrative of political parties with positive messages on a federal Europe.
- **UEF profile:** use the elections to be more active at European, national and local level, with large but also small activities, and to increase the supranational profile of the organisation. Use the momentum and the media and public attention to voice federalist demands and people's concerns on Europe.

### 3. TARGET AUDIENCES AND GOALS

#### European Level

Target audience	Goal
<i>European political parties</i>	<ul style="list-style-type: none"><li>▪ Try and influence their European programs/manifesto</li><li>▪ Increase awareness of federalist demands</li><li>▪ Increase UEF visibility/profile for post-elections activities</li></ul>
<i>Candidates to European Commission President</i>	<ul style="list-style-type: none"><li>▪ Influence their narrative in the campaign and specially in their public appearances</li><li>▪ Obtain that they express support for a federal Europe</li><li>▪ Obtain commitment to the key goals in UEF manifesto</li></ul>

<i>Top lists national candidates for MEP</i>	<ul style="list-style-type: none"> <li>▪ Influence their narrative in the campaign</li> <li>▪ Obtain that they express their support for a federal Europe</li> <li>▪ Obtain commitment to the key goals in UEF manifesto</li> <li>▪ Obtain commitment to work in the EP for federalist goals, specially towards a constitutional Convention</li> </ul>
<i>EU media &amp; national correspondents</i>	<ul style="list-style-type: none"> <li>▪ Influence their narrative.</li> <li>▪ Create the “right buzz” around the “right issues”.</li> <li>▪ Visibility for federalist positions</li> <li>▪ Position UEF as expert</li> <li>▪ Profile UEF in general</li> </ul>
<i>General Public</i>	<ul style="list-style-type: none"> <li>▪ Display &amp; promote candidates supporting federalist goals</li> <li>▪ Get new supporters</li> <li>▪ Spread federalist messages and political goals</li> </ul>
<i>Federalist sections &amp; members</i>	<ul style="list-style-type: none"> <li>▪ Activate campaigning, especially at local level</li> <li>▪ Strengthen the pan-European nature of the organisation</li> </ul>

#### National and Local Level

Target audience	Goal
<i>National political parties</i>	<ul style="list-style-type: none"> <li>▪ Try and influence their European programs/manifesto</li> <li>▪ Increase awareness of federalist demands</li> <li>▪ Increase UEF visibility/profile for post-elections activities</li> </ul>
<i>All MEPs candidates</i>	<ul style="list-style-type: none"> <li>▪ Obtain signed commitment to work in the EP for federalist goals</li> <li>▪ Influence their narrative in the campaign</li> <li>▪ Obtain that they express their support for a federal Europe</li> </ul>
<i>General public</i>	<ul style="list-style-type: none"> <li>▪ Display &amp; promote candidates supporting federalist goals</li> <li>▪ Get new supporters</li> <li>▪ Spread federalist messages</li> </ul>
<i>National media</i>	<ul style="list-style-type: none"> <li>▪ Present ourselves. Obtain Visibility for federalist positions and key goals</li> <li>▪ Influence their narrative.</li> <li>▪ Create the “right buzz” around the “right issues”.</li> </ul>
<i>Federalist sections &amp; members</i>	<ul style="list-style-type: none"> <li>▪ Activate campaigning, especially at local level</li> </ul>

## 4. TOOLS

#### European Level

Target audience	Tool
<i>European political parties</i>	<ul style="list-style-type: none"> <li>▪ Wide circulation UEF Manifesto in as many EU languages as possible</li> <li>▪ Participation to consultation process for their programs</li> <li>▪ Meetings with Presidents, Sec Gens &amp; campaign managers</li> <li>▪ Stand and federalist participants at their Congresses</li> <li>▪ Voice criticism for parties not nominating a candidate for European Commission President</li> </ul>
<i>Candidates European Commission Presidents</i>	<ul style="list-style-type: none"> <li>▪ Attend all scheduled European debates with all candidates with a large federalist team and stand</li> <li>▪ Bilateral meeting with UEF President</li> <li>▪ Challenge to express their support for a federal Europe for publication on the UEF campaign website. Make public who is pro and who is against or does not respond.</li> </ul>
<i>Top lists national candidates for</i>	<ul style="list-style-type: none"> <li>▪ Write to all top lists candidates (in cooperation with national</li> </ul>

<i>MEP</i>	<p>sections) asking to sign a commitment to work in the EP for federalist goals (common European text to be prepared)</p> <ul style="list-style-type: none"> <li>▪ Campaign website to make public the MEP candidates supporting federalist positions</li> </ul>
<i>General Public</i>	<ul style="list-style-type: none"> <li>▪ Dedicated UEF campaign website including: <ul style="list-style-type: none"> <li>▪ <i>Manifesto (with summary key points)</i></li> <li>▪ <i>List and stories of pro-federal Europe candidates in different countries</i></li> <li>▪ <i>'me too' tool</i></li> <li>▪ <i>Get involved in your city</i></li> </ul> </li> <li>▪ Visual support &amp; material on website and social media (in subsequent waves of different messages up to the elections).</li> </ul>
<i>EU media &amp; national correspondents</i>	<ul style="list-style-type: none"> <li>▪ Press kit</li> <li>▪ <i>"Have you thought to ask..."</i> briefing</li> <li>▪ Circulate visual support &amp; material posted on website</li> <li>▪ Regular press statements</li> <li>▪ Publicity for prominent candidates expressing support to a federal Europe</li> <li>▪ Informal approach with key journalist</li> </ul>

#### National and local Level

<b>Target audience</b>	<b>Tools</b>
<i>National parties</i>	<ul style="list-style-type: none"> <li>▪ Wide circulation UEF Manifesto</li> <li>▪ Meetings with Presidents, Sec Gens &amp; campaign managers in advance of the climax of the election campaign</li> <li>▪ Organise debates around UEF Manifesto and European positions of political parties</li> <li>▪ Stand and federalist participants at their Congresses</li> </ul>
<i>MEPs candidates</i>	<ul style="list-style-type: none"> <li>▪ Write to all candidates asking to sign a "commitment" to work in the EP for federalist goals (using the common European text, in the local language)</li> <li>▪ Express public support for MEP candidates supporting federalist positions</li> <li>▪ Organise public debates with candidates</li> </ul>
<i>General public</i>	<ul style="list-style-type: none"> <li>▪ Visual support &amp; material on website and social media (in subsequent waves of different messages up to the elections).</li> <li>▪ Stands by local sections in the cities</li> </ul>
<i>National media</i>	<ul style="list-style-type: none"> <li>▪ Press kit (can use European kit as a basis)</li> <li>▪ <i>"Have you thought to ask..."</i> briefing (can use European kit as a basis)</li> <li>▪ Circulate visual support &amp; material posted on website</li> <li>▪ Regular press statements</li> <li>▪ Publicity for prominent candidates expressing support to a federal Europe</li> </ul>

## 5. PARTNERS

- At European level, mainly JEF-Europe.
- Participation in the EP election campaign task-force of the International European Movement to promote federalist position and coordinate activities
- At national and local level, sections of JEF and the European Movement as appropriate

## 6. CAMPAIGN TEAM AND NETWORK

- To be assembled after the UEF Congress, with representatives of UEF and JEF from the European level and a network of focal points at national level.
- Additional resources in the UEF Secretariat to be explored.

## 7. FUNDING

- European activities mainly self-financed from UEF general budget
- Possible sources of additional funds to be explored
- Reliance on messages & activists rather than money!

## 8. GENERAL TIME LINE OF EUROPEAN ACTIVITIES

<p style="text-align: center;"><b>Stage 1</b></p> <p style="text-align: center;">October - mid-November 2013 (<i>Congress</i>)</p>	<p><b>Development of Manifesto &amp; Campaign Plan</b></p> <ul style="list-style-type: none"> <li>▪ Finalise UEF Manifesto</li> <li>▪ Develop outline of campaign plan with messages and tools for key target audiences</li> <li>▪ Reach out to national sections for inputs on the national sections' campaigns and planned activities</li> <li>▪ Presentation and approval of UEF Manifesto at UEF Congress in Berlin</li> <li>▪ Presentation and approval of the outline of campaign plan at UEF Congress in Berlin</li> </ul>
<p style="text-align: center;"><b>Stage 2</b></p> <p style="text-align: center;">Mid-November (<i>Congress</i>) – Mid-January 2014</p>	<p><b>Implementation plan and initial activities</b></p> <ul style="list-style-type: none"> <li>▪ Fine tune campaign plan with orientations expressed at the UEF Congress</li> <li>▪ Integrate and coordinate national plans</li> <li>▪ Finalise campaign slogan and logo (including with consultation of members through website and social media and discussions with national SecGens)</li> <li>▪ Finalise text of "commitment" for MEP candidates</li> <li>▪ Finalise one page summary of UEF Manifesto</li> <li>▪ Translate UEF Manifesto and summary in key languages</li> <li>▪ Prepare calendar with European and national events and activities</li> <li>▪ Prepare calendar of events (e.g. EP candidates European debates)</li> <li>▪ Install campaign team and start assigning tasks</li> <li>▪ Build-up mailing lists</li> <li>▪ Initial build-up of the campaign and content tools</li> <li>▪ Initial coalition building activities</li> <li>▪ Initial lobby activities on Manifesto European political parties</li> </ul>

	<ul style="list-style-type: none"> <li>▪ Report and get approvals at the first Bureau meeting in January</li> </ul>
<p style="text-align: center;"><b>Stage 3</b></p> <p style="text-align: center;">January – February 2014</p>	<p><b>Kick off activities</b></p> <ul style="list-style-type: none"> <li>▪ Possible meeting of the campaign team in BXL</li> <li>▪ UEF Campaign Training Seminar in France</li> <li>▪ Possible bilateral meetings with largest national sections</li> <li>▪ Finalise campaign website</li> <li>▪ Finalise key messages and tools for communication activities</li> <li>▪ Finalise essential elements of communication plan (visual material)</li> <li>▪ Launch of the EU parties lobby campaign</li> <li>▪ Launch of the media activities</li> <li>▪ Campaign package circulated to sections</li> </ul>
<p style="text-align: center;"><b>Stage 4</b></p> <p style="text-align: center;">March – Mid April 2014</p>	<p><b>Campaign – the foundations</b></p> <ul style="list-style-type: none"> <li>▪ Contact candidates for Commission President</li> <li>▪ Contact top of the list candidate to MEPs</li> <li>▪ Launch campaign website</li> <li>▪ Participation to Commission President candidates’ debate</li> <li>▪ Populating website</li> <li>▪ Spreading of the coordinated campaign material &amp; communication support to all sections</li> <li>▪ Joint UEF-JEF campaign week at the start of the election campaign</li> <li>▪ Various other activities</li> </ul>
<p style="text-align: center;"><b>Stage 5</b></p> <p style="text-align: center;">Last 30 days prior to EP elections (25 May 2014)</p>	<p><b>Campaign – full swing</b></p> <ul style="list-style-type: none"> <li>▪ Implementation of the communication campaign</li> <li>▪ Spreading of the coordinated campaign material &amp; communication support to all sections</li> <li>▪ Joint UEF-JEF campaign week at the end of the election campaign</li> </ul>
<p style="text-align: center;"><b>Stage 6</b></p> <p style="text-align: center;">From the election day to September 2014</p>	<p><b>Campaign follow-up</b></p> <ul style="list-style-type: none"> <li>▪ Give visibility to elected MEP’s who signed the federalist commitment or are UEF members</li> <li>▪ Action in Strasbourg for the first EP session</li> <li>▪ Contacts for forming a “federalist” intergroup in the EP (or revival of the Spinelli group)</li> <li>▪ Develop UEF position on the EC president election process</li> <li>▪ Inform sections and members of campaign results</li> </ul>