



UNION OF EUROPEAN FEDERALISTS
XXIV EUROPEAN CONGRESS
TOWARDS FEDERAL EUROPE

Berlin | Auswärtiges Amt | 15–17 NOV 2013

ACTIVITY REPORT

SIX PILLARS

1

FINANCES

- Bookkeeping
- Grant application
- Grant administration
- Accounts
- Audits/Compliance
- Membership fees
- Sponsoring
- Donations

2

COMMUNICATION

- Webpage
- Media Database
- Media Strategy
- Calendar
- Event exploitation
- Sections
- History
- Positions

3

MEMBERS

- Sections
- Reports
- Web Strategies
- Database

4

BODIES

- Executive Bureau
- Federal Committee
- Congress
- Protocol

5

ACTIONS

- Grant intelligence and execution
- Annual Key Date Screening
- Ideas and Opportunities
- Section Alignment
- Friends of Intergroup

6

POLICY

COMMUNICATION STRATEGY

GOALS we have set:

- ✓ **to increase** the visibility of the UEF and federalists ideas
- ✓ **to push forward** 'the only solution' with respect to the crisis
- ✓ **to raise** the UEF brand's recognition

TARGETS we have identified:

- ✓ MEPs
- ✓ EU Officers & Commissioners
- ✓ National Parliament Members
- ✓ Civil society and business organisations
- ✓ grassroots/individual federal sympathizers

COMMUNICATION STRATEGY

TOOLS we have put in place:

- ✓ **UEF Website**
- ✓ **Social media**
- ✓ **Press Strategy**
- ✓ **Wikipedia strategy**
- ✓ **Federal Wiki**
- ✓ **Visual campaigns**



COMMUNICATION STRATEGY

WEBSITE

✓ made available in 5 languages:



COMMUNICATION STRATEGY

A professionalised and targeted use of **SOCIAL MEDIA** in order:

- ✓ **to exploit** the *echo effect* of using different social media in parallel
- ✓ **to promote** actions and events
- ✓ **to interact** directly with followers
- ✓ **to receive** inputs from the base
- ✓ **to monitor** our strategy implementation
- ✓ **to measure** our popularity



COMMUNICATION STRATEGY



- ✓ **Engaging with the next generation** of UEF supporters
 - 5.000+ likes on fb page of the UEF



- ✓ **Increasing outreach to opinion leaders**
 - 4.000+ followers



- ✓ **Reaching out to EU professionals**
 - 126 followers, 100 daily viewers

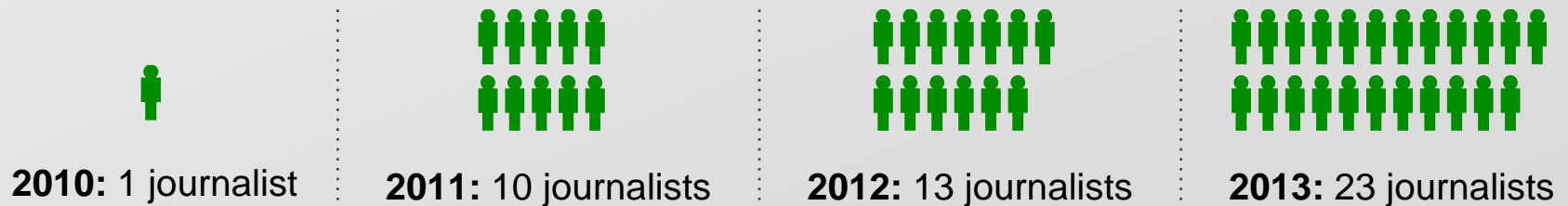
COMMUNICATION STRATEGY

An improved **PRESS DATABASE** and a consistent effort to personalise the message to the receiver:

- ✓ Reached **1.500+ contacts** in the press database
- ✓ **Personalised** the contact with **100+** journalists
- ✓ Produced a structured press kit
- ✓ **Increased media presence** at UEF events:



UEF Summer and Winter Receptions



COMMUNICATION STRATEGY

A constant participating in the **WIKIPEDIA** Community:

- ✓ **spreading federalist awareness and knowledge**
 - 300+ articles modified since June 2012

For example:

*Guy Verhofstadt,
Manifesto di Ventotene,
Financial Transaction Tax,
Financial Transaction Tasks*



COMMUNICATION STRATEGY

VISUAL CAMPAIGNS

- ✓ The new **UEF flyer**
- ✓ Promotional **post cards**
- ✓ **Federalist Outings**: a collection of relevant federalists statements
 - **120 Federalists outings until now** reaches up to **1800 people** (the number of unique people who have seen the post) gets up to **48 likes** and **18 shares**



E Union of European Federalists
Union des Fédéralistes Européens
Union der Europäischen Föderalisten

"We need to turn our Economic and Monetary Union into a strong European Political Federation with a Monetary, Fiscal and Banking Union, covering at least the euro zone, while being open to all EU Member States that wish to join."

Viviane Reding, Vice-President
of the European Commission



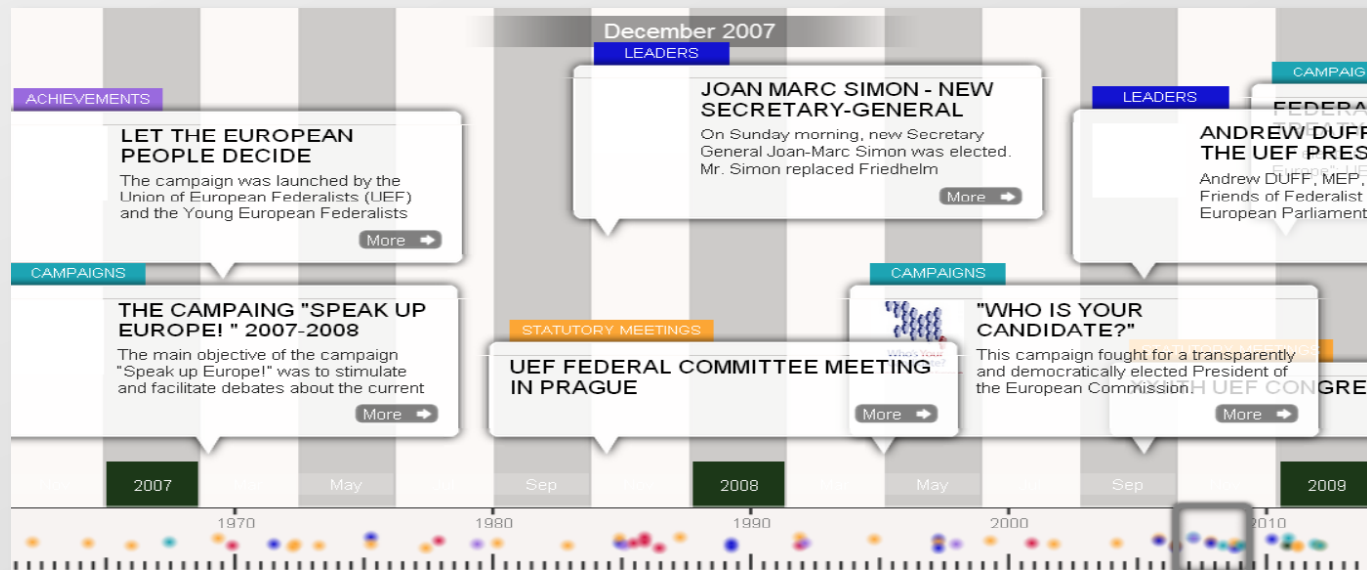
**CAMPAIGNING FOR
A BETTER EUROPE
SINCE 1946**

COMMUNICATION STRATEGY

VISUAL CAMPAIGNS

The Historical Timeline: starting from 1941, a visualisation of the UEF achievements

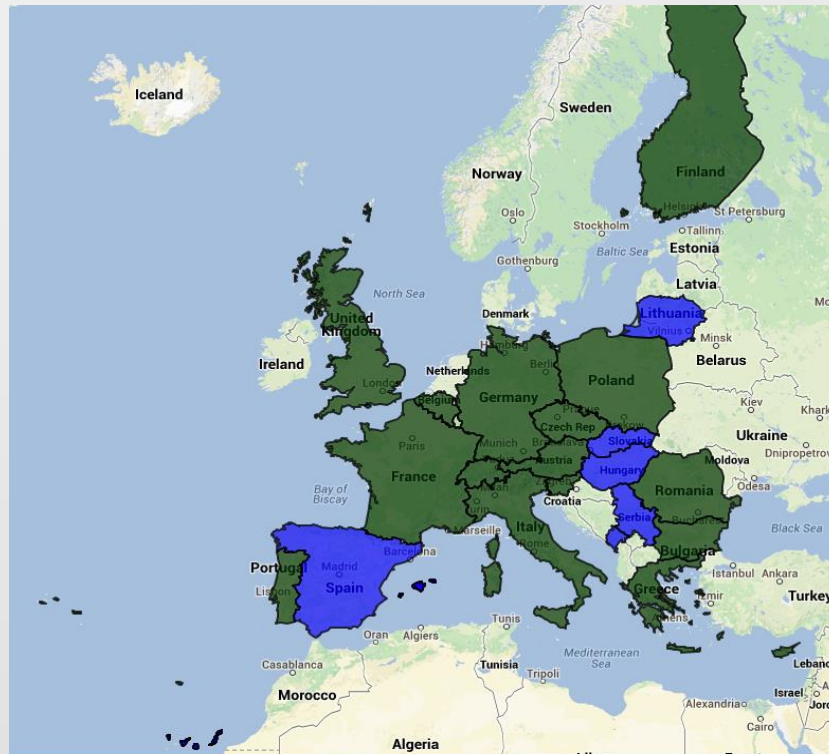
- ✓ **to valorise** the UEF historical heritage and its contribution to the European project



MEMBERS

NEW SECTIONS

- ✓ Supporting them to ensure the continuous growth of the UEF



- UEF **Serbia** (10.2010)
- UEF **Montenegro** (11.2011)
- UEF **Lithuania** (01.2012)
- UEF **Spain** (11.2013)
- UEF **Hungary** (11.2013)
- UEF **Slovakia** (11.2013)

MEMBERS

THE FEDERALISTS FAMILY: EMI, JEF, WFM

✓ **Enhanced collaboration** with the European Movement and JEF



- Joint UEF-JEF Federal Committee (Leuven, 04.2012)
- Shared address with WFM



MEMBERS

ACTIVE MEMBERSHIP

- ✓ **Developing the potential** of active members
 - ✓ **Encouraging sections contributions**
 - ✓ **Increasing the visibility** of sections on UEF website
- 1st Training Seminar (Bruxelles, 03.2013): *to be repeated!*
 - 2nd Training Seminar on Campaigning for the EP 2014 elections (Paris, 02.2014)
 - Federalists Women Initiative



MEMBERS

FEDERALIST LUNCH CIRCLE

- ✓ **Reinforcing horizontal dialogue** of all federalists organisations in Brussels
- ✓ **Promoting a unified strategy**

FEDERALIST INTERVENTION TASK FORCE (FIT)

BXL-based intervention task force

- ✓ Enhanced federal visibility
- ✓ Action preparation: the FIT argument sheet (briefing)
 - **5+ FIT interventions** during 2013

BODIES

DIALOGUE WITH POLICY MAKERS

- ✓ Having the **best interlocutors** speaking for the federalist cause

Isabelle Durant, Elmar Brok, Andrey Kovatchev, Jerzy Buzek, Viviane Reding, Pierre Vimont, Sylvia-Yvonne Kaufman, Alberto Majocchi, Mario Monti

EXCLUSIVE VENUES

- ✓ Delivering the message from **prestigious stages**
 - European Parliament
 - German Regional Representations in BXL
 - EU Representation Office Barcelona
 - German Federal Foreign Office



ACTIONS

CAMPAIGN UNTIL 2014

✓ **Lobbying** for a federal Europe

- **FUN campaign: Federal Union Now!**
- Campaign **taskforce**
- **12.12.12: Time for Europe!**



ACTIONS

Networking and presence at key *rendez vous*

- ✓ **Visibility** in the **Brussels bubble**
 - **Summer/Winter reception: 100+ participants**
 - **Europe's Day: stand at the EP**
 - **« A Constitutional initiative by the MEPs » Campaign**

- ✓ **Nurturing the professional profile** of the organisation
 - **LES European Internship Fair**



POLICY

FUNDAMENTAL LAW

- ✓ **Standing** side by side with the **Spinelli Group** for a constitutional revision

MANIFESTO

- ✓ **Putting on the table a concrete proposition** to nurture the political debate in view of the **2014 EP elections**



POLICY

EUROPEAN POLITICAL PARTIES:

a tight interaction

✓ Attendance with stands at Parties' Congress

- Stand at the **PES Congress 2012**
- Stand at the **EGP Council**
- Stand at the **EPP Congress**

THINK-TANKS STRATEGY

✓ Proposing them federalist-wise relevant topics

