



Workshop on the UEF's political strategy ahead of the 2024 European elections

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**Towards the
European elections**

For a federal Europe

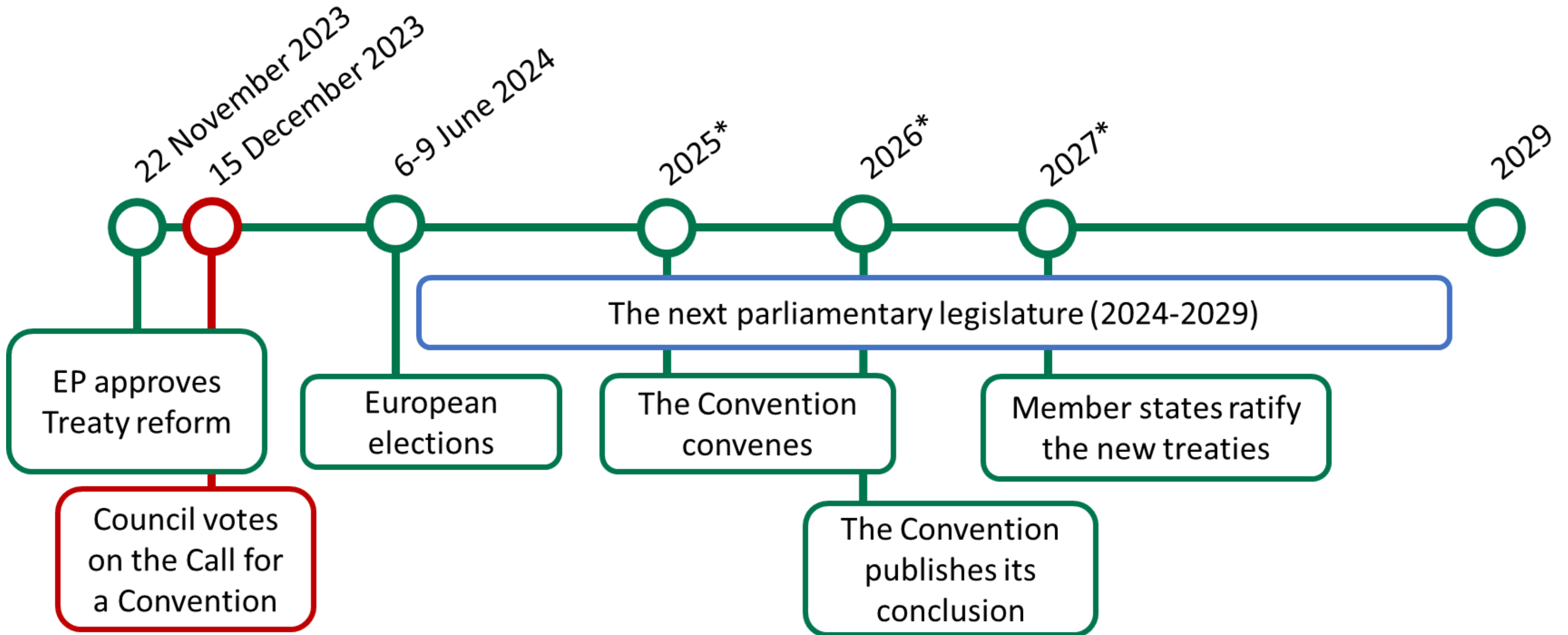


BRUSSELS
XXVIII EUROPEAN CONGRESS
UNION OF EUROPEAN FEDERALISTS
25-26 November 2023
House of the European History
Institut Européen de la Culture Arabe

Purpose of the campaign



Timeline



* = indicative date

Our objectives



**Encourage citizens to vote
to strengthen Europe**



**Challenge pro-EU political
parties to share their views on
the future of the EU**



**Encourage candidates to
commit to federalist
proposals**



We need your help...

Facilitate the generation of ideas

Collect best practices and advice



Some memories

**With more than
250 candidates
that signed our
appeal**



Union of European Federalists
Union Europäischer Föderalisten
Union des Fédéralistes Européens

**For a Federal Europe:
Sovereign, Democratic and Social**

Manifesto for the 2019 European Parliament elections



**I CHOOSE
EUROPE**

Your turn



EU Parliament 2024 election campaign

SEND US YOUR IDEAS

Fill in the form:

<https://bit.ly/formEPvotecampaign>



**Or contact the UEF Secretariat at
secretariat@federalists.eu**

Introduction and Setting Objectives

**What do you think
of these objectives?**

Encourage citizens to
vote to strengthen
Europe.

Challenge pro-EU
political parties to share
their views on the future
of the EU

Encourage candidates to
commit to federalist ideas

**How would you propose to
achieve these objectives?**

YOUR TURN

Understanding the Landscape and Target Audience

- What do you believe are the most pressing issues in the upcoming European elections?
- How should we deliver our message to citizens?
- How can we define our different targets: *demographic, geographic, or political situations*?
- What key messages do you think would resonate most with this target audience?
- How can we ensure that our campaign themes align with the principles of European federalism?

YOUR TURN

Planning and Mobilization

- What platforms do you think are most effective for reaching our target demographic?
- In your experience, what grassroots initiatives have proven successful in previous campaigns?
- What specific actions do you believe will be most impactful in achieving our campaign objectives?
- Would you like to take on a volunteering role in the upcoming campaign?

YOUR TURN

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