

Paris, 16 February 2014

THE FEDERALISTS' CAMPAIGN FOR THE EUROPEAN ELECTIONS

WORKSHOP 3 ENGAGING THE PEOPLE: DEVELOPING MESSAGES, SHARING BEST PRACTISES ON HOW AND WHERE TO USE THEM

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Purpose of this presentation

1 – ENGAGING THE PEOPLE: HOW TO DEVELOP MESSAGES

Addressee - goals - tools

2 – SHARING BEST PRACTICES

Collect and share best practices



ADDRESSEE

THE EUROPEAN PEOPLE:

- “Those in the know” , directly involved or connected with European affairs
- Without direct experience of EU Institutions and debates

MOV=EUROPE
FORWARD 2014 >>>



GOALS

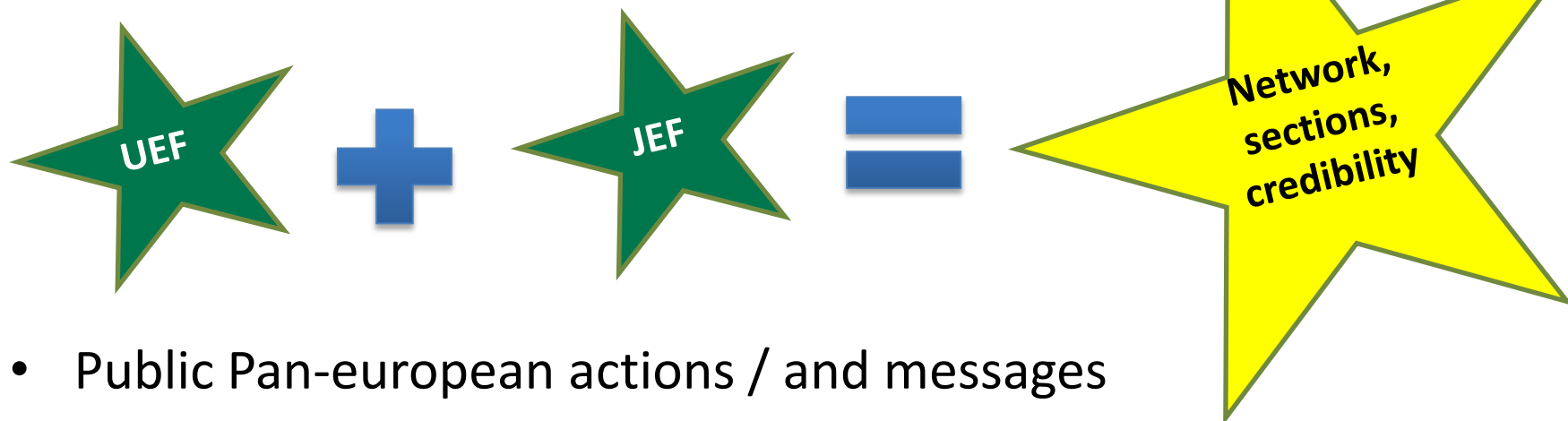
- Show that the consensus for the federal project is strong
- Increase awareness on the federal prospective
- Lobbying decision makers

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TOOLS

- Organization and federalist network



- Public Pan-european actions / and messages
- Media diffusion (example www.thunderclap.it)
- European-wide projects

CAMPAIGN TOOLS

Target group	Aims	Tools
Citizens	Convince more people to go to vote for a better Europe	Arguments to be used in all activities ⇒ Counter Eurosceptic speeches and answer citizens' concerns
		Flyer "Go to vote for a better Europe"
		One page summary of JEF political platform



**VOTE TO CHOOSE YOUR FUTURE!
 VOTE FOR A BETTER EUROPE!**



Make your voice heard to support your candidate for European Commission President and build a more democratic Europe!

Make your voice heard to ensure peace and stability!
 To promote human rights and rule of law!
 To ensure economic recovery and sustainability!

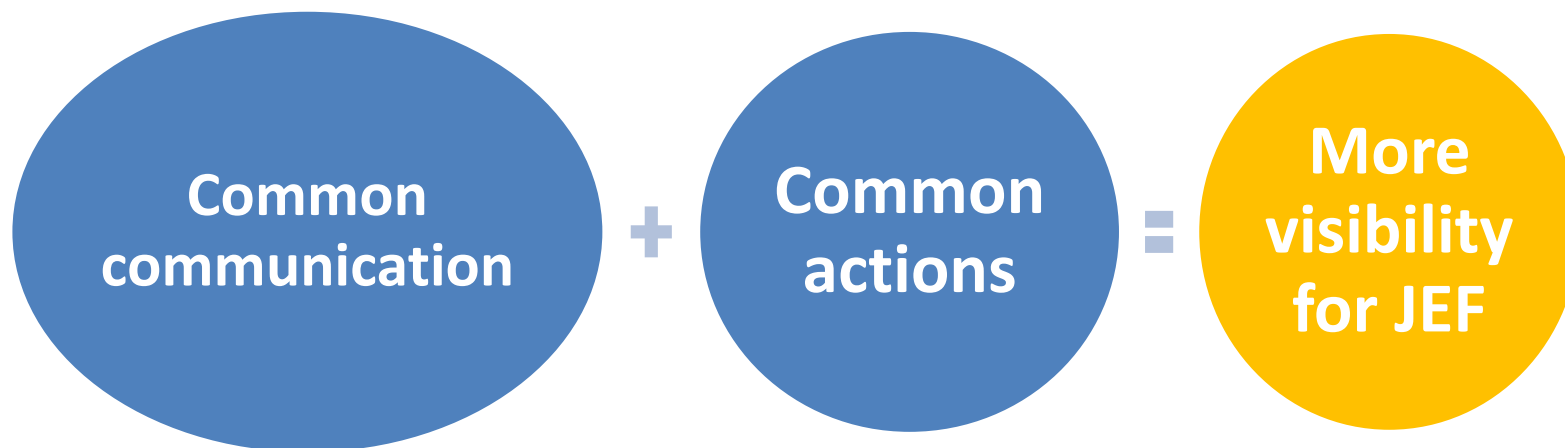
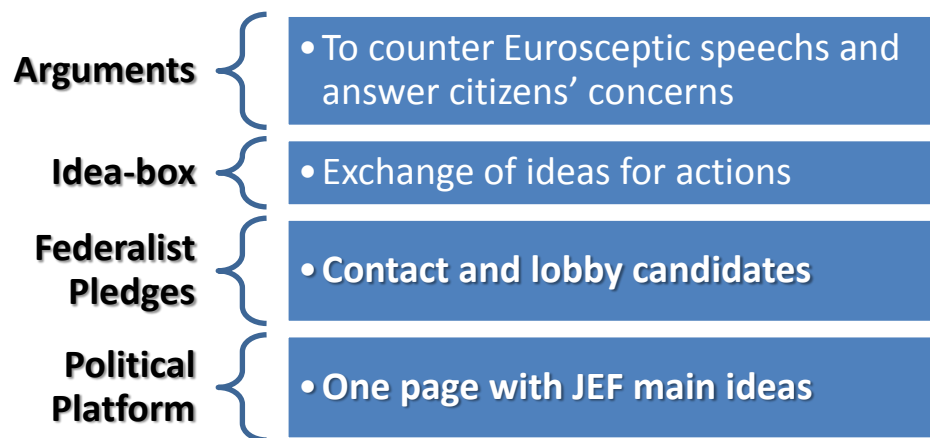
Make your voice heard to favour mobility and opportunities of young generations with Erasmus and more!





CAMPAIGN ACTIVITIES

Target group	Aims	Tools	Target group
Citizens	External: Raise awareness about EP elections and make young peoples' voices heard	<p><u>MovEurope2014! project</u></p> <p>Informative events at schools and universities</p> <p>Local Public Consultations</p> <p>Bus tour</p> <p>Final event in the EP</p>	<p>February – April</p> <p>March – April</p> <p>5 – 22 May</p> <p>September</p>
	Internal: Develop JEF visibility Increase JEF membership	<p><u>Monthly pan-European actions</u></p> <p><i>In cooperation with UEF</i></p> <p><i>Vote for a better Europe</i></p> <p><i>Use your vote</i></p> <p><i>Vote for a better Future (tbc)</i></p> <p><i>Vote and vote for a better Europe (tbc)</i></p>	<p>22-24 February</p> <p>18 March, combined with Belarus action</p> <p>23-27 April</p> <p>16-21 May</p>





YOUNG
EUROPEAN
FEDERALISTS

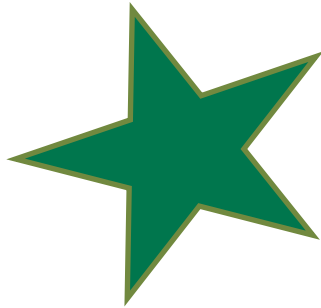
Checklist

22-23-24 february Pan-EU action

[RED is something you will receive from task force on EP elections or Executive Board ,
GREEN is something that you can implement]

- ✓ **NOW: Share** the action plan trough your network and local sections. Contact UEF sections or other partners.
- ✓ **3rd Feb:** Facebook European event will be **created** and first **launch** of twitter **#MovEU2014**: then you can **create** your own events and **spread** hash tag
- ✓ **7th Feb:** first **communication** to EPelections@jef.eu of the events organized + local sections participation + partners willing to join the action
- ✓ **9th Feb:** you'll **receive** the final PR to be translated in your language + flyer of the campaign to be printed:
 - Go to vote for a better Europe flyer
 - Summary of political platform
 - Federalist pledge (joint JEF-UEF / addressed to candidates)
- ✓ **15-16th Feb:** @ UEF-JEF Paris seminar first demonstration of action with campaign material
- ✓ **20th Feb:** PR to media **send** by JEF Europe and national local sections
- ✓ **22-23-24 Feb: ACTION!**
- ✓ **As soon as possible after actions:** **send** photos, videos, description of events to info@jef.eu or to a dropbox account that will be shared.





JEF Pan-EU actions guidelines

Goal of this document:

Pan-Eu actions are one of the biggest opportunity that Jef-europe can exploit to make its political goals more effective and relevant on the EU scenario. The goal of this document is to set guidelines for the organization of pan-European actions by JEF-Europe. This document is available for JEF-Europe FC members and member sections representatives to help to find a common and transparent way to organize Pan-EU actions.

1) Define Goals of PanEU action:

who [national sections - local sections]

when [some flexibility is useful]

where [propose the optimal location]

why [message]

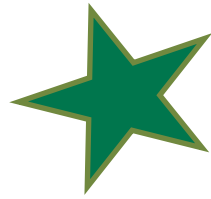
recipients [citizens on the streets - web - MEPs - national MPs - national Governments...]

2) Idea

Simple.

Sort of adaptability on sections needs maintaining general framework (ex. exploiting other events already organized).

Evaluate eventual legal issues, getting permits.



PAN-EUROPEAN ACTION
22-23-24 FEBRUARY

PARIS

MILANO

BERLIN

BRUSSELS

TORINO

METZ

**AND MORE CITIES IN ITALY, BULGARIA, FRANCE,
UK...MORE ARE COMING!!**