

Saturday, 15 February 2014

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## VIDEO MESSAGE

**Elmar Brok, MEP and President of the Union of European Federalists**, welcomes the audience to the Federalist Seminar and Training Weekend “Towards a Federal Europe”.

Welcome to the Federalist Seminar and Training Weekend Towards a Federal Europe.

As the European Parliamentary elections are approaching, I am delighted to see so many of you committed to kick-off the European Federalists’ campaign and engaged to contribute to promote the case for a federal union as a central theme in the EP2014 campaign.

Only together the Europeans can regulate the financial sector, which has done so much harm to our nations and citizens.

The current crisis prompts us to be even more vocal than ever against nationalism, populism, Euro-scepticism and to explain and promote, across Europe, the need for the political union of Europe. We need the EU to address the challenges facing the Euro and the European economy, but also to make Europe able to play its role for peace and stability in the European continent and in the world.

No European country can look after its interest alone in this global environment. Only together the Europeans have the strength to defend their sovereignty.

UEF with its Manifesto will be deeply involved in making the case for a federal Europe in the EP Election and with your help we will reach and hopefully convince candidates, parties and citizens in many member states that a stronger European political unity, based on federalism, is the solution and not the problem.

During these next 2 days in Paris, you will have the opportunity to meet and discuss Federalism and current European political issues from a federalist perspective with fellow members from the Union of European Federalists and the Young European Federalists and to train to campaign for a federal Europe. I can only encourage you to take advantage of each session and of the chance to engage with high-level speakers.

I wish you a rich journey on the path toward European Election.

**SESSION I – Opening, presentation of the program & keynote speeches: “TOWARDS A FEDERAL EUROPE: THE CHALLENGES AHEAD, THE OPPORTUNITIES IN THE EUROPEAN ELECTIONS 2014”**

*With Isabelle Durant, Vice President of the European Parliament, Vice President of the Union of European Federalists, Jean-Marie Cavada, Member of the European Parliament, President of the Mouvement Européen-France, Chaired by François Mennerat, Vice President of the European Federalists– France and Member of the Board of the Union of European Federalists (UEF).*

After welcoming and introducing the guest speakers, **François Mennerat** invited them to draw the future perspective of Europe

Questioned about the current state of the European Union, **Mr Cavada** first answered using the image of an adolescent: while childhood requires parents that feed and nourish the child, the adolescence is the most important stage to finalise the personality of a person. Hence, whilst one could see very different levels of success within the European Union, the current crisis –like for an adolescent crisis– had also made its weaknesses apparent. On the bright side however Mr Cavada showcased the EU itself and highlighted the dysfunction at Member State level.

For Jean-Marie Cavada the next obvious opportunity for the European Union should be to root the current EU institutions into a continental democracy. Quoting French philosopher Montesquieu, Jean-Marie Cavada called for a clear separation of the three powers: judiciary, executive and legislative. While the European judiciary power is already set up with the European Court of Justice, the executive power should be addressed by the European Commission as a real government, democratically elected, and the European Parliament embody the legislative power able to launch a European Convention after the European election of May 2014.

Looking as well at the current European situation, **Mrs Durant** enumerated several recent examples of where the EU had failed to provide a real European answer: the decisions concerning the Multi-annual Financial Framework, the renationalisation of the Common Agricultural Policy or the dead-lock situation in Syria. Moreover Populism all over Europe continues also to be a worrying issue as the Swiss vote had recently shown. At the same time and despite these failures, Isabelle Durant noticed that EU remains highly attractive to people outside the EU as could be observed in the current crisis in Ukraine.

Therefore Mrs Durant stated that it's not enough to be a federalist, it's not enough to stand for its opinion but the federalists should also be involved at national and local level as well by addressing ground issues such as energy, environment, agriculture, purchasing power, etc. and not only economical issue.

During the discussion, questions emerged on how the Ukraine could be strengthened and how the lack of trust should be tackled.

On the situation in Ukraine, Mrs Durant emphasised that Russia is now back on the international scene and that Europe should not be ignored it anymore. Therefore she underlined that relationship with Russia and the European Neighbourhood Policy both need to be revisited.

Mrs Durant addressed also the populism argument and reminds the audience that the fear of people was not based on a real threat but on a perceived one; hence solely objectivising would not be enough to rebalance the debate.

Both panellists concluded that the EU's achievements might very well break apart if the development and integration stopped moving forward. Therefore, the pressure on the European Parliament to reject the proposal should be put and upheld in case the European Council did not present it with a candidate for Commission President.

## **SESSION II - Which policies and reforms for the Eurozone and the European Union to take Europe out of the crisis?**

*With Paolo Vacca, Member of the Board of the Union of European Federalists, Guillaume Klossa, Executive President of EuropaNova, Christian Saint-Etienne, President of Générations Citoyennes, Chair of Industrial Economics at the Conservatoire National des Arts et Métiers, Edouard Tétreau, Columnist at Les Echos, Founder of website Les Etats-Unis d'Europe, moderated by Fabrice Pozzoli-Montenay, Vice President of the Association of European Journalists, France.*

**Fabrice Pozzoli-Montenay** welcomed the audience for the second session and introduced the speakers. He raised then the question of the crisis and asked panellists their understanding of the current situation.

In their introduction statements, the panellists agreed with each other to describe that decision-makers initially did not take the crisis seriously. **Guillaume Klossa** insisted that this crisis is rooted into very well-known facts such as the difference of growth capacity of European countries and the raise of China's economy. Policy-makers were aware of that but did not act consequently in order to avoid scaring people. Along this line Mr **Paolo Vacca** insisted that Europe should firstly accept that there is a crisis and that it is deeper than what one thought. Moreover Mr **Christian Saint-Etienne** added this is not a worldwide crisis anymore, but a European crisis since the EU GDP is the only one remaining stuck below the level of 2008. Therefore all speakers raised the same question: what is missing in the current European economy? **Edouard Tétreau** and others pointed then at the lack of a real political body behind the Euro.

Addressing the political completion of the EU, Mr Saint-Etienne reminded the audience that money is something rather new in the mankind History and could be defined as the "only conventional idea that everybody agree on", thus as a *political idea*. But so far there has been no historical example of money not supported by a state. Every trial failed and Euro in that context is appearing as an exception. Related to this idea, for Mr Vacca the crisis appeared to be not only economical but mainly political and could be summed up as the question of "what kind of European policy would we like for the future?" Guillaume Klossa supplemented the picture saying that Europe is currently enduring a big shift provoking the end of West as the central power. Therefore it is time according to Edouard Tétreau to tackle issues that people are interested in –thus not only the economical.

Looking at the crisis Mr Vacca underlined that European solutions exist and that the EU moves at this time in the right direction with the banking union. He clarified that the Eurozone should be reinforced with a fiscal union and a budget. And all the economic system should be also strengthened by a political legitimacy. He called thus for a “European new deal” with structural reform offering genuine funding, budget and taxation rules. Mr Saint Etienne enriches this view with three conditions to build a federal states or community: an economic government, a community of debts and a conversion of social and taxation rules. In a more global view Mr Klossa’s solution was that Europe needs to operate an important shift and invent a new democracy for nation-states, Europe and for the euro-zone. Finally Mr Tétreau considered the digital currency as a relevant solution and that Europe, before setting up a political body, should rewrote its narrative.

The panellists then were facing numerous questions from their perception of the crisis to how they would solve it. For Mr Saint-Etienne while we are having a crisis for long years, we still have a democracy. We must now pay attention to a new durable growth. It is not a question of opinion but of survive, although it should remain a means and not a goal. According to him the next step to integrate Europe toward a federation is the taxation. Europe would then be able to impose its view at an international level. He reached finally the same conclusion of Mr Tétreau that digital could be a solution to overcome the social class and develop a new European industry.

Advocating of a different kind of solution beside the only economical one, Mr Klossa highlighted that Europe needs a new kind of democracy at a supranational level.

It remained however crucial as for Mr Vacca that Europeans do not take for granted their social security or their standard of living. To cover the social system citizens need a state behind the current European economy. Another point for him was that Germany cannot be the only country carrying in his shoulders the European economy. If France does not have good financial backing at the moment, Germany cannot lead the partnership without France.

Nevertheless for Mr Tétreau, facing the question to choose between Brussels or Strastbourg and the Franco-German relationship, the future of Europe will be in Berlin and not in any other European capital cities. That is the only place where we should be.

### **SESSION III - Building European unity – Balancing national and European sovereignty and democracy. Is federalism the enemy or the solution?”**

*With Bernard Barthalay, President of Puissance Europe, Board Member of the Union of European Federalists – France, Yves Bertoincini, Director of Notre Europe – Institut Jacques Delors, Henri Lastenouse, Secretary General of Sauvons l’Europe, moderated by Mana Livardjani, Director, Union of European Federalists and President of cafebabel.com, the European Magazine.*

*You can find Mr Barthalay’s presentation [here](#).*

After introducing the panellists, **Mana Livardjani** asked them if a genuine European democracy is still possible and how federalism could implement it.

Considering an ever closer political Union, **Bernard Barthalay** tackled the issue why the federalism remains widely misunderstood by the European peoples. To make his point clear, Mr Barthalay reviewed very simple reasons such as bad explanation, positions unvoiced or federalism as taboo which is trendy to bash; but also more elaborate ones, like the role of national politician and media. Mr Barthalay then concluded that culture might be the final reason: most of the European countries inherited from a top-down culture and have therefore real difficulties to overcome their political culture made exclusively of national sovereignty.

Along this line, **Henri Lastenouse** reminded the audience that post-war Europe came out with very basic protection for citizen: peace, social security, health, etc. Today, citizens are asking however for other kind of protection such as jobs, economy and global world, though EU is offering the best protection of the world. Another point addressed by Mr Lastenouse is that we always focus on youth, but youth does not make the election, seniors make the election and that is also why we do not have a real youth policy at the European level.

In that democracy setting-up context **Yves Bertoncini** highlighted that federalism is neither the enemy, nor the solution but a fact; a reality to come. Europe should now go further in terms of fiscal integration and of social adjustment. It meant according to him a real federalist leap. However the democratic accountability still remains a fundamental issue which should be addressed at both national and European level. Finally panellists concluded that federalism should not be confused with supranational approach, but is more about a “juxtational” where countries and common institutions are put on an equal-footing.

During the questions round, Mr Bertoncini spells out that populist won't win the election. However there is a real risk for him that mainstream parties take into account populist argument. In that context, he replied to the very wide-spread opinion that people dislike Euro. In his view people doesn't love Euro, but doesn't want to lose it.

Mr Barthalay had then to face the question how we can imagine the coexistence of a national and an EU level. He made his point by endorsing the idea that democracy is also about to be clear with the separation of powers and competences as well as the involvement of people.

Coming back to the lack of trust about Europe, Mr Lastenouse advocated one list time that the European democracy should be building upon solidarity between peoples despite the fact that globalisation is actually challenging it.

#### **SESSION IV - “THE FEDERALIST CAMPAIGN FOR THE EUROPEAN ELECTIONS: JEF AND UEF POLITICAL DEMANDS AND JOINT CAMPAIGN FRAMEWORK”**

*With Pauline Gessant, President of the Young European Federalists (JEF), **Paolo Vacca**, Bureau member of the Union of European Federalists (UEF).*

Find out the presentation [here](#).

Sunday, 16 February 2014

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In addition of the Power point presentation (that you can access clicking on the titles' workshop), please find below questions raised during sessions.

## **WORKSHOP 1: [ADDRESSING CANDIDATES AND PARTIES](#) - WHAT TO ASK, HOW AND WHERE.**

### 1. What to ask?

- **Ask candidates to endorse the pledge and to sign it:** the main idea is that they know who we are, we want and who as already signs the pledge.
- **Support federalist MEPs & prepare the ground for the post-election campaign;** ask candidates such kind of questions: do you keep your promises after my vote? Did you call for a convention?

### 2. How to address candidates & parties?

- We have **several tools:** the pledge, the manifesto, JEF political platform; and other to come: wiki (synthesis argument sheet according topics), toolkit, guidelines for e-mail...
- ...and **your own vote** which you have better to valorise by asking candidates: "if you are a federalist, I will vote for you. Therefore, are you a federalist?". In that way, candidates will have to answer from the federalist review.
- You can also develop and publicise **your own critical federalist review** and commenting parties' programmes.
- Don't forget as well that usually candidates don't know that much about Europe. In that sense, you can **offer them information** that they are looking for.
- *What to do if candidate doesn't want to express that they are federalist?*
  - **Change your approach:** not the question "are you a federalist?" but, "here are our ideas, do you agree?" And then at the end you can ask for the support of the pledge. But anyway, don't fight with MEPs if they don't want to sign it.
  - **Quoting** could be also a indirect, non-frontal solution: contact them by quoting them and say "that very close to our position".
- *How to involve JEFer?*
  - Be social and keep in touch regularly with them.

→ Organise same kind of events together, organise week-end together, exchange good practises, share manifesto, translate it.

### 3. Where to address candidates and parties?

- **Network your friends** at European but also at national and local level.
- **Stay focus to key staff.** Congresses is also a good opportunity. (E.G. Verhofstadt at ALDE Congress).
- Since is a usual question, be aware that you will have to explain that **federalism is transversal in the political spectrum** and takes place in every party.
- **At national, regional, local:** map events, attempt them, raise the question of federalism and pursue the candidates asking if they are federalist or not.

**Parties Congresses**

- ALDE: 1 February (Brussels)
- Greens: 21-23 February (Brussels)
- PES: 28 Feb- 1 March (Roma)
- EPP: 6-7 March (Dublin)

→ Example: at green congress during previous election we sneaked and left folder on speaker table. We distributed also flyers in front of the convention centre. You can start slowly and then people get to know you and will be inviting you...

- *What to do if you don't know the candidate?*
  - **Be aware of your national agenda** and when parties release lists.
  - Another solution is to **contact the parties' headquarter**, ask them for e-mail and/or send them material.
  - Even if you know candidates won't be elected, they will probably stay in politics and could spread the federalism's ideas out.
  - If there is only list of candidates, be aware that value is also in the process, and not only in the result. So the first goal is to **disseminate the idea**, and the pledge (by sending material, contacting the headquarter or the entire list, etc.)
  - On the website, the picture of candidates (who signed the pledge) will be posted. But we also count on you to provide signature from candidates!
- *How to deal with e-mail?*
  - Don't send e-mail at first: it is the easiest way to ignore them or that they end in junk mail. Prefer to use e-mail to follow up.

**WORKSHOP 2: COUNTERING EUROSKEPTICS AND NATIONALISTS - DEVELOPING MESSAGES, SHARING BEST PRACTISES ON HOW AND WHERE TO USE THEM**

Scepticism in the EU has grown over past years while trust has declined subsequently. According to the country is also very different (E.G. Denmark is positive about the future of Europe but not about euro). We can however divide them very simply in to group; hard Eurosceptic: leave or destroyed Europe; soft Eurosceptic: it is bad right now but we have to change it. So they are very divided. 130 nowadays, about 200 expected.

→ But they have a common enemy: Europe and especially Brussels-based institutions. What can we do about that? Know their arguments and fight them, but not fight Eurosceptic as such. They act in two ways:

### 1. Rhetoric:

→ **What they say?** They warned people, blame & attack opponent and use simplistic solutions.

→ **How do they say it?** They use short & simple messages, key phrases, certainty & strong conviction, exaggeration, emotive language, rudeness and mockery.

### 2. Arguments:

→ **1<sup>st</sup> categories of argument:** nation-states represent sovereignty, democracy and protection. And Europe wants to destroy them.

→ **2d categories argument, right-wing:** Europe is the driver of globalisation and the national sovereignty is an absolute priority. "One people, one nation, one democracy".

→ **3th categories argument, left-wing:** Europe is the cause of the crisis (aiming at the euro), provoke youth unemployment, only focus on economic and is a liberal/capitalisme project, with social dumping.

→ **Universal Eurosceptic arguments:**

- EU = A bureaucratic monster.
- EU is undemocratic.
- EP doesn't have a say anyhow.
- EU aims a "Super State".
- Euro will failing for sure.
- EU is useless and/or ineffective.

To understand their ideas and behaviour, please use during the debate the same strategy that they are usually using:

- Be simplistic, practice short messages and make a lot of sound.
- Repeat key sentences.
- Certainty and strong conviction.



- Exaggeration.
- Emotive language and use of imagery, metaphors.
- Mockery and rudeness.
- Use body language.

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

### I. [Developing messages:](#)

Here is some advises to keep in mind while you write messages:

- ✓ Pay a lot of attention to the title; don't extend 6-10 words.
- ✓ Cut articles (the, a).
- ✓ Use punctuation, (not and...and...and).
- ✓ Quotation: only one coma.
- ✓ Numbers and lists: people remember the number. (e.g. 10 reasons to be a federalist, we have 6 pledges).
- ✓ Grammar: a mistake means to lose a huge part of your audience.
- ✓ Verb and adverb make also the sentence stronger; prefer verb than noun.
- ✓ A tweet is 120/130 characters long; the link come in the middle.

➔ *What about title that are only made to be catchy?* It is a question of level, if everybody do the same you have to improve your level. But don't to overdo-it and raise your skill by testing.

### II. [Social media](#)

1. You don't have access to traditional media, but to **social media**, so be there. Why?
2. Because facts are not enough, **people that you know read because they know you**. So it is a wonderful means of communication based on the pre-existent social link.
3. In that way, **build up your network**: choose topics on which you are an expert and provide values to your followers.
4. Twitter: choose a **short name (@)**; **short url**; the # represent a **topic** put only one or two of them; no more.
5. Be **noticed**, up-to-date and proactive.
6. For **monitoring information** you can use a favorites, list, follow, etc.

7. **Write articles:** a blog is a good way. Tweet your own article, and thanks people of tweeting it. Don't forget to thank all of them, and not only the last one, otherwise will you lose part of your audience.
8. **Don't be evil:** facing a rude and offended comments keep calm, wait a little bit and come back letter. Be aware that what is online stays online.
9. Create **several profiles**.
10. But don't base your campaign only on social media. **Act also away from keyboard.**

Other tools or website related to social media: plugging, hootsuite.com, trending # (hashtags.org), trendsmap, hashtracking.com, socialbro.com.

### III. [Engaging people and sharing best practices](#)

- ✓ Who is the European people? Two simple groups: Those who want and use Europe and those who don't know about. We are into the first one, and our target is the second one.
- ✓ Goals: main message is that Europe and its consensus is strong; Increase awareness on the federal prospective; Lobbying decision makers
- ✓ Tools: - work together JEF and UEF
  - Pan Europe action
  - Media
- ✓ Campaign tools: flyer, arguments sheet, wiki, pledge, manifesto, toolkit, political platform.
- ✓ Campaign activities: MovEurope 2014 project, pan European action. Don't forget also to share good practices: common communication and actions.
  - ➔ Pan-European action (22, 23, 24 February).