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# THE FEDERALISTS' CAMPAIGN FOR THE EUROPEAN ELECTIONS

## JEF AND UEF POLITICAL DEMANDS AND CAMPAIGN FRAMEWORK

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# Purpose of this session

## **1 - RECAP FEDERALISTS KEY POLITICAL DEMANDS**

What are the federalist asking during the European elections?

## **2 - EXPLAIN UEF & JEF JOINT CAMPAIGN FRAMEWORK**

Goals, Target Audiences, Main activities

# Federalists' demands – Where to find them?

1. UEF Manifesto
2. JEF Political Platform
3. UEF-JEF “pledge” for candidates

All campaign material will soon be available on the joint campaign website

**[www.towardsfederaleurope.eu](http://www.towardsfederaleurope.eu)**

# Federalist demands

- ✓ Political parties should run a campaign focused on **European issues**, promoting European interests **against populist** appeals to national egoism and the illusions of national solutions to European issues.

# Federalist demands

- ✓ The next President of the European Commission should be selected among the **candidates nominated by the European political parties** during the election campaign.

# Federalist demands

- ✓ The Economic and Monetary Union should be completed with a full **economic and fiscal union for the Eurozone** (including a Eurozone budget and European solidarity mechanisms) and the Eurozone requires forms of democratic governance.

# Federalist demands

- ✓ Dealing with the crisis requires deeper fiscal integration for the Eurozone **combining national fiscal consolidation with investments** in growth and jobs by creating the adequate tools and resources for **European economic, industrial and energy policies.**

# Federalist demands

✓ **Treaty change** is urgent and requires a **Constitutional Convention** with the mandate to reform the Treaties to provide a **federal system of governance** for the European Union or at least the Eurozone.



# Federalist demands

- ✓ The European Commission should become a genuine **European Government** and the European Parliament should be given the same powers as the representatives of the member states in the decision-making process on all matters.

# Federalist demands

- ✓ A truly **European Foreign, Security and Defense Policy**, so that Europe can speak with a single voice and fully play its role on the world stage, defending peace and stability and promoting the European values.

# Questions & Answers



# Campaign Framework

- ✓ **PAN-EUROPEAN** campaign with **SUPRANATIONAL** coherence
- ✓ Distinct **FEDERALIST** profile
- ✓ Challenge European parties & candidates to **EC PRESIDENT**
- ✓ A “**PLEDGE TO SUPPORT A FEDERAL EUROPE**” for all MEP candidates
- ✓ The **FEDERALIST VISION** to contrast Euro-scepticism and nationalism
- ✓ **SUPPORT TO SECTIONS**, to help UEF grow Europe-wide
- ✓ At European level, high focus on traditional and social **MEDIA**

European → National → Local

# AUDIENCES, GOALS AND TOOLS

# Political Parties

1. Challenge them to stand-up for federal Europe
  - ➔ Wide circulation UEF Manifesto
  - ➔ Participation at their Congresses
  - ➔ Prepare and publicize “federalist critique” of their manifestos
  - ➔ Meetings with leaders
2. Increase awareness of federalist demands
3. Increase UEF Visibility



**Create cross-party consensus around federalist goals**

**Criticize parties which are against federalist goals**

# Candidate MEPs

1. Influence narrative
  - ➔ Propose to sign “federalist pledge”
2. Raise awareness & obtain they express support for a federal Europe
  - ➔ Organise public debates with candidates
  - ➔ Support publicly federalist MEPs
  - ➔ Campaign Website – Display names of pro-federalist MEPs and their stories
3. Obtain commitment to work in the new EP as an agent for Treaty changes



**Federalist pledge for all MEP candidates**

**New Parliament as agent for Treaty changes**

# Media

1. Influence narrative: try to create ‘right buzz’ on ‘right issues’
  - ➔ Circulate Visual Support & Material Published on Website in synch with social media
  - ➔ Press Kit
2. Visualise federalist positions
  - ➔ “Have you thought to ask..” briefing
  - ➔ Promote visibility prominent candidates expressing support for federal Europe
3. Increase profile UEF in general
  - ➔ Informal approach of key journalists



**Regular visual messages and press releases**

**Stories prominent candidates pro federal Europe**



# General Public

1. Contrast nationalist and populist narrative with federal vision of Europe
  - ➔ Dedicated UEF Campaign WEBSITE
  - ➔ Visual Support and material
  - ➔ Make public MEPs who support federalism
  - ➔ Stands from local sections in the cities
  - ➔ Social Media Wave Messages in Synch with Media ones
2. Promote candidates supporting federalist goals
3. Get new supporters



**Dedicated website**

**Wave of media communications to visualise federalist messages**

# Our own organisation!

1. Increase our profile among political parties
  - ➔ Develop material and visual identity for a Pan-European campaign
2. Get more local groups and activists involved
  - ➔ Regularly share material and information with sections
  - ➔ Pan-European action weeks
3. Become more pan-European
  - ➔ European website fed also by local inputs
  - ➔ Close cooperation with JEF
4. Get better at campaigning



**A great chance to grow the federalist organisations !**

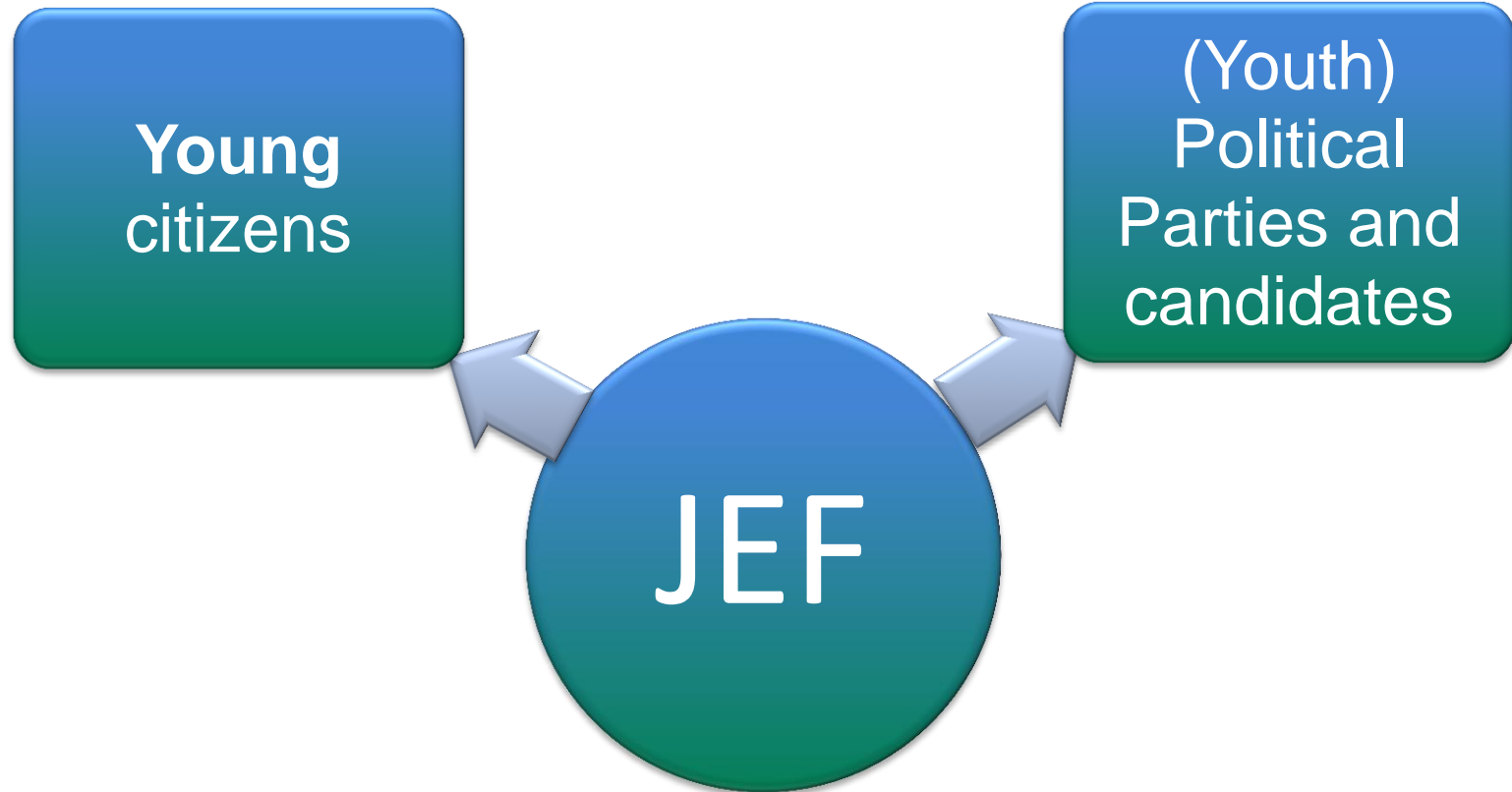


# Campaign Framework

**MOV=EUROPE**  
**FORWARD 2014** 



# Campaign Framework





# Campaign Framework

## External aim

- More people to go to vote for Europe
- More MEPs with federalist ideas to be elected.

## Internal aim

- Develop JEF visibility
- Increase JEF membership



# Campaign Framework



Support to local actions




A common framework



Lobbying activities



# Campaign Activities

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



# Campaign Activities

Target group	Aims	Activities coordinated by JEF-Europe	Timeline
<b>Political parties</b>	External: <b>Promote federalist ideas</b>	<ul style="list-style-type: none"> <li>➤ <b>Participation in European political parties' congresses (with UEF)</b> With stands to promote our ideas and reach out candidates + delivering our JEF-UEF federalist pledge</li> </ul>	<i>1 February</i> (Brussels): ALDE <i>21-23 February</i> (Brussels): Greens <i>28 Feb- 1 March</i> (Roma): PES <i>6-7 March</i> (Dublin): EPP
	Internal: <b>Develop JEF visibility</b>	<ul style="list-style-type: none"> <li>➤ <b>Reactions to the programmes/manifestos of European political parties (with UEF)</b></li> </ul>	<i>Feb – March</i> : work on the manifestos <i>April-May</i> : articles/PR to react
		<ul style="list-style-type: none"> <li>➤ <b>Questions to candidates for EC Presidency (with UEF)</b></li> </ul>	<i>From March</i>
		<ul style="list-style-type: none"> <li>➤ <b>Joint JEF-UEF pledge</b> Given to MEPs candidates to ask for their signature at local, national and/or European level. Signatures gathered on a webpage.</li> </ul>	As soon as candidates are known  <i>July</i> : action in front of the EP







# Campaign Tools

Target group	Aims	Tools
<b>Citizens</b>	Convince more people to go to vote for a better Europe	<b>Arguments</b> to be used in all activities ⇒ <b>Counter Eurosceptic</b> speeches and answer citizens' concerns
		<b>Flyer "Go to vote for a better Europe"</b>
		<b>One page summary of JEF political platform</b>
<b>MEPs candidates</b>	Identify candidates with federalist ideas	<b>Federalist pledge</b> <i>In cooperation with UEF</i> <i>Made from JEF federalist pact (adopted by Athens FC) and UEF manifesto</i>
		<b>One page summary of JEF political platform</b>
<b>JEF sections</b>	Favor exchange of ideas	<b>Idea box</b> with examples of ideas developed by JEF sections for the elections
	Favor involvement of non-EU sections	Actions to raise <b>awareness about EU</b> and its added-value



# Campaign Communication

## ➤ Website

- ✓ **Specific** website
- ✓ **Agenda** on JEF-Europe website: possibility to announce all events organised all over Europe by JEF sections

## ➤ Social Media

- ✓ Facebook/ Twitter/ Youtube
- ✓ Hashtag: #MovEU2014

## ➤ Media representation

- ✓ Regular press releases
- ✓ Press conference at departure of MovEurope-bus

## ➤ MovEurope2014!-specific communication

- ✓ A visual artist will create an artistic construction (e.g. tent) in which all the activities part of the bus tour will be organized
- ✓ A publication with citizens' opinions and proposals collected in the consultations
- ✓ A video
- ✓ An application for smartphones and tablets with live updates about the local public consultations and the bus tour

**MOV=EUROPE**  
**FORWARD2014** ➤➤



# Campaign Partnerships

- UEF
- EMI
- European Youth Forum
- EP Youth event
- Europe in our hands
- ...



**1000** reasons to vote for Europe

« **Democracy is too valuable** to waste, use your vote, Move Europe forward! »

Pauline Gessant, President of JEF Europe

 YOUNG EUROPEAN FEDERALISTS

 European Movement International  
[www.europeanmovement.eu](http://www.europeanmovement.eu)

European elections May 22-25



# Questions & Answers