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EP elections 2014 UEF Campaign Plan

Summary of the resolution presented by

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Over-arching objectives

1. Use the momentum of the elections to raise awareness and consensus on **federalist goals** (particularly in the ongoing debate on the fiscal and political union for the Euro-zone)
2. Prepare the ground with political parties and candidates for **federalist post-election actions**
3. **Strengthen UEF** politically and organizationally at European, national and local level

Key Political Messages

1. Promote Federal Europe as only way out of crisis
2. Promote Federal Government for the Euro
3. Time for European democracy & legitimacy
4. Do elections count? Where is the government?
5. Position Parliament as an agent for treaty change
6. Say **NO** to Nationalism, Euro-scepticism & Populism

Campaign Highlights

- ✓ **PAN-EUROPEAN** campaign with **SUPRANATIONAL** coherence
- ✓ Very distinct **FEDERALIST** profile
- ✓ **UEF MANIFESTO** as cornerstone
- ✓ 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. Influence Programmes & Manifesto
 - ➔ Wide circulation UEF Manifesto
 - ➔ Participation in consultations
 - ➔ Meetings with key staff
 - ➔ Participation at their congresses
 - ➔ Prepare and publicize “federalist critique” of their manifestos
2. Increase awareness of federalist demands
3. Increase UEF Visibility



Create cross-party consensus around goals in UEF Manifesto

Criticize parties which don't nominate presidential candidates or are against federalist goals

Candidate MEPs

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



A “pledge to support a federal Europe” for all MEP candidates

New EP as agent for Treaty changes

Media

1. Influence narrative: try to create 'right buzz' on 'right issues'
 - ➔ Press Kit
 - ➔ "Have you thought to ask.." briefing
 - ➔ Circulate Visual Support & Material Published on Website in synch with social media
2. Visualise federalist positions
 - ➔ Push for publication of prominent candidates expressing support for federal Europe
3. Position UEF as expert and profile UEF in general
 - ➔ Informal approach of key journalists



Regular Press Releases

Stories prominent candidates pro or against federal Europe

General Public

1. Contrast nationalist and populist narrative with federal vision of Europe
2. Promote candidates supporting federalist goals
3. Get new supporters

- ➔ Dedicated UEF Campaign WEBSITE
 - ✓ Manifesto
 - ✓ Pro-federal candidates
 - ✓ 'Me-Too' tool
 - ✓ Get involved
- ➔ 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



Dedicated website

Wave of media communications to visualise federalist messages

| Partners

- JEF Europe
- EMI Taskforce for EP Election campaign
- JEF and EMI national and local sections

| Team and Network

- Representatives from UEF and JEF
- UEF Secretariat (possible additional resources)

| Funding

- General UEF Budget
- Additional Funds to be explored
- Rely on activism rather than money!

Leverage on UEF network of local, regional and national sections and the support of the UEF Secretariat



Timeline

