

E3 Campaign plan for the 2019 European Parliament Elections

Proposer: Executive Committee
Agenda item: 5 Plans

Text

1 The 2019 European Parliament Elections will be crucial for the future of our
2 continent and the future of Young Green values. Young Greens stand for
3 international solidarity and sustainable living. We want a world where everyone
4 has the same opportunities, no matter where they were born. We are a truly
5 European movement, that fights for a welcoming, social, sustainable Europe.

6 Many forces in society are opposing the future we want. They want to close our
7 societies to everyone who is different. They want to keep on playing by the same
8 rules as they have been playing, leading to the many crises we have seen in the
9 past and we continue seeing in our daily lives. Be it the refugee crisis, the
10 ecological crisis or the economic crisis the consequences of which many young
11 people are still dealing with. For today's and tomorrow's young generations the
12 rules of the game are not fair. But together, we can change them.

13 Towards the European elections we have to speak truth to power, dare young
14 people to start dreaming about a better, a Green Europe, show them they share
15 this dream with many all over the continent and empower and mobilize them to
16 take action. We don't only show that we are European because it's part of our
17 ideology and our way of working. We need to put the focus on all the problems
18 that our societies face nowadays, and clearly say that the only way to fix it is
19 acting, politically, from one European perspective. The big problems we are
20 facing, no matter which country we are from, EU or non-EU, unite us in our daily
21 struggles. Therefore we see as the main aim of our campaign to show a united
22 Young Green movement. Be it through common online visuals, action days or
23 exchanges. We want to trigger young people to take action, be it to vote Green,
24 to get involved in a Young Green campaign, to share our content, or to talk
25 about us or our topics.

26 Aims of the campaign:

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- Being a present European Young Green movement, both online and on the ground

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- Strengthening all our Member Organisations through:

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- Facilitating the exchange of skills and resources
- Campaigning for the Europe we all stand for
- Being part of a bigger movement

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- Support Young Candidates to stand in elections and get elected

34 **Our campaign will have four main elements:**

35 An online campaign

36 An offline campaign

37 International exchanges

38 Young Candidates platform

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Online Campaign

41 **Overall aim**

42 The online campaign aims to connect campaign actions and messages from our MOs
43 across Europe. We want to strengthen the messages and show that a strong and
44 united European movement is behind each local campaign.

45 Aims

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- Develop content to be used by MOs to strengthen the European feeling

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- Create a look and feel to be used by MOs to show the European movement we are

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- Have a central website with all the information

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- Have an effective and ethical campaign

51 **How we are going to reach this**

52 FYEG will develop online content to be used by our Member Organisations. This
53 means that all MOs will be able to translate our content. To facilitate a
54 smooth, simultaneous launch of, for example video's or meme's, we will provide a
55 guide on how to edit videos and images with free, open source software and have
56 them prepared at least one week before the launch.

57 We will create a common look and feel for the campaign, which will be part of
58 all FYEGs election communication and hopefully of all our MOs as well. Ensuring
59 MOs can also use their own look and feel is crucial. We will create unity by
60 providing a campaign logo/framework to put on pictures and video's and a common
61 hashtag.

62 There will be one campaign website, where all the campaign efforts of MOs and
63 FYEG will be shared. This website will include plugins for social media tags, to
64 make sure we are automatically updated with all the Young Green Activists input.

65 We will use Telegram and a mailing list for activists that are actively engaged
66 in the campaign, especially to ensure united actions. Considering the recent
67 Cambridge Analytica leaks, we will still have to see how this will affect our
68 use of social media in the campaign.

69 **Offline campaign**

70 **Overall aim**

71 Campaigns are not only won online, but also on the ground. By being present in
72 the streets and connecting our action on the ground with what we do online, we
73 strengthen our credibility as a European movement. The aim is to support and
74 expand our movement on the ground through creative actions but also traditional
75 campaigning methods which send a unified message.

76 Aims

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- Create and share guidelines and best-practices on offline campaigning

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- Provide merchandise, in the form of giveaways

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- Provide adjustable leaflets

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- Provide, and help to coordinate the international exchange of volunteers, as part of maintaining a sense of a Europe-wide Young Green solidarity

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- Have an effective and sustainable offline campaign

83 **How we are going to reach this**

84 The more skills and best-practices we share as MOs, the better. Therefore we
85 will make sure we get as much input as possible and summarize this in a guide,
86 for all to use.

87 Merchandise in the campaign, such as condoms, caps, bags, stickers, reverse
88 graffiti templates, T-shirts will be created within reasonable limits and shared
89 with our MOs, taking into account the MOs needs, FYEG's budget as well as the
90 environmental footprint of merchandising. It's a priority that this merchandise
91 can be used by non-EU MOs as well as by the MOs actively participating in the
92 European Elections. We are not just an EU-movement, we are a European movement.

93 Based on our common narrative, FYEG will create common leaflets for all MOs to
94 use. We aim to have one side with the main topics we want for Europe and one
95 side with the MOs own story, incorporating the European feel in the local
96 elections on the ground.

97 Through having campaign volunteers travel to other countries and campaigning
98 together, we strengthen our MOs with little capacity and again show that we are
99 a European movement.

100 **International exchanges**

101 **Overall aim**

102 Since we strongly believe in a true Europe where all people are united and the
103 well-being of one person is linked to the well-being of another, it will be
104 indispensable for our European Campaign to offer as much international exchanges
105 as possible. Having MOs working together and campaigning for the issues that
106 unite us, we will show that collaboration between different states is not only a
107 dream, it's a necessity which we are already capable of putting in practice.

108 **Aims**

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- To facilitate common actions

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- To have one major activity where all MOs can come together and celebrate Europe

112 **How we are going to reach this**

113 We will open a call for MOs to propose common actions. Examples from the 2014
114 elections are a hitchhike to Brussels and a meet-up between the Dutch and
115 Flemish Young Greens and a three day bike ride, organised by the Czech and
116 German Young Greens along the border. Through strong support from our office and
117 Campaign Team, we hope that in this campaign we will have even more common
118 actions.

119 In the beginning of 2019 we aim to organise a festival to celebrate Europe and
120 our movement. To have as many Young Greens together and discuss the Europe we
121 want. To have workshops on campaigning, communication, activism and other forms
122 of skills sharing.

123 **Young Candidates Platform**

124 **Overall aim**

125 The aim of the young candidates platform is to train and support Young Green
126 candidates who want to run for MEP. Having highly qualified potential MEPS and
127 helping them to get on electable positions.

128 Aims

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- To organise two training weekends for Young Candidates

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- To support the campaign of the Young Candidates

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- To have a support network for Young Candidates

132 **How we are going to reach this**

133 We want to organise two training weekends for the Young Candidates. One mid
134 2018, focussed on making yourself visible in the party and supporting internal
135 campaigns. One at the beginning of 2019, focussed on campaigning to the outside
136 world as a credible MEP candidate. These training weekends will focus -amongst
137 other things- on public speaking, standing out as a candidate and communication
138 tools.

139 We will support the campaign of the Young Candidates by helping them with e.g.
140 professional pictures, giving them a space on our campaign website and
141 mobilizing our activists to support them. Young Green candidates that are not
142 part of the trainings will still be able to be present on our website and in our
143 campaign. We want to support as many Young Greens as possible and show we are a
144 movement for change on the streets and in the institutions.

145 We will set up a network of Young Green candidates that will be facilitated to
146 meet online and share success and obstacles in their campaign efforts.

147 In addition to the candidates running in the 2019 European elections,
148 individuals from non-EU countries planning to run in any other election in 2018-
149 2019 will be invited to join the platform.

150 **Provisional timeline and planning of the** 151 **campaign**

152 **June 2018**

153 Call for Young Green Candidates

- 154 • *Since the situation is different in every country, this call will be open*
155 *until all candidates are known*

156 EGP common action day: Refugee Day

- 157 • *Throughout the year EGP will organise several common action days to which*
158 *FYEG will contribute*

159 **July 2018/August 2018**

160 Live Campaign Team Meeting

161 Young Candidates Training I

162 **September 2018**

163 EGP common action day: Coastal Clean-up Day/Maritime Protection Day

- 164 • *Throughout the year EGP will organise several common action days to which*
165 *FYEG will contribute*

166 **October 2018**

167 Working Group Meeting

- 168 • *The Working Group Meeting will be an important moment for activists to*
169 *contribute to the campaign*

170 Live Campaign team meeting

171 **November 2018**

172 Call for campaign manager

173 **December 2018**

174 COP24

- 175 • *The COP and AlterCOP will be important events during the campaign*

176 EGP common action day: Anti-corruption Day

- 177 • *Throughout the year EGP will organise several common action days to which*
178 *FYEG will contribute*

179 Strategic Planning Meeting

- 180 • *The Strategic Planning Meeting will be an important moment for MOs to*
181 *contribute to the campaign*

182 Live Campaign Team Meeting

183 **January 2019**

184 Call for Common Actions and Activities of our Member Organisations

185 **February 2019**

186 **March 2019**

187 Young Candidates Training II

188 Live Campaign Team Meeting

189 **April 2019**

190 Young Greens festival

191 Common actions of MOs

- 192 • *MOs organising actions and activities together*

193 Common action weeks

- 194 • *Young Green activists all over Europe do actions related to a similar*
195 *topic*

196 **May 2019**

197 Common actions of MOs

- 198 • *MOs organising actions and activities together*

199 Common action weeks

- 200 • *Young Green activists all over Europe do actions related to a similar*
201 *topic*

202 23-26 May European Elections