P4 Campaign Plan 2023-2024

Proposer: FYEG
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Plan text

Background Information

Political Background

The last few years have seen crucial changes in defining European cooperation. From the pandemic to the cost of living crisis and up to the dreadful invasion of Ukraine by Russia, Europe is facing several major political challenges. While warm winters keep breaking temperature records year after year, and deadly heat waves are sweeping over Europe setting millions under threats, we are still to determine the future of the planet and the future of the young people.

Through our shared struggles and aspirations, we see that not a single one of our political issues is a lone priority. We refuse to choose between the survival and well-being of the planet, our personal liberties and freedoms, and social welfare. To be Green means to fight for all these demands simultaneously.

Towards the European elections we strive to achieve our goal of a feminist, diverse, democratic, sustainable, and social Europe. This means maintaining our leadership on climate and environment, mainstreaming social justice into all aspects of our politics and campaigns and strengthening our role as defenders of democracy and freedoms. We need to give our voice for the voiceless, and keep bringing up political topics others are too scared to talk about.

The European Parliament elections of 2024 are all about daring, uniting, and fighting for social justice on all levels. FYEG advocates for systemic changes that cannot be achieved through a catalogue of single-issue political measures. They require the dismantling of various systems of oppression and the transformation of society as a whole. To achieve this, we strive to gather young people on grassroots level running campaigns together, supporting local struggles, and empowering them to take action.

Based on the European Parliament Youth Survey (2021) the political issues that young people would most like to see prioritised are tackling poverty and social inequality (43%); followed by combating climate change and protecting the

environment (39%); and combating unemployment or a lack of jobs (37%). More than a third would also like to see priority given to improving population health and wellbeing, and more than a quarter to improving access to education and training (28%) and tackling corruption (27%).

In terms of socio-demographic differences: tackling poverty and inequality, and combating climate change and protecting the environment is more commonly mentioned by females than by males. Combating climate change and protecting the environment was more popular among the age groups of 16-19, while issues such as combating unemployment and improving population health and wellbeing were more popular among the older age groups.

Based on the data on voting behaviour at different ages in the European Union in the 2019 elections, Greens are the biggest party among 18-26 year olds polling up to 20% of the votes in the age group. At the same time, a 5 % drop happened in the age group of 26-35 year olds.

Besides activating the age group of 26-35, we have to take into consideration the voting percentage of young people. The turnout increase, that took part in the elections of 2019, was mostly powered by the younger generation across the EU. Specifically young citizens under 25 years (+14 percentage increase in voting), as well as the 25-39 year-olds (+12 percentage increase). Reasons behind the increased voting in the 2019 European elections were motivated by an increase in sense of civic responsibility, a rising sentiment that voting can make things change, as well as voters' strengthened support for the EU. (European Parliament 2019.) Almost half of the young people (46%) have voted in the last local, national or European election (European Parliament 2021). Increasing the amount of young voters even further would be the best way for the Greens to gain more votes. This we can achieve by bringing more topics that interest young people into debate.

The most commonly identified barriers to voting in elections are: lack of interest, a belief that politicians are not listening to people and a lack of understanding of the issues (European Parliament 2021). With our campaign, we have to aim to build up the trust of young voters, speak in a language that they can understand and communicate about topics that interest them.

Campaign background

FYEG has been growing steadily in terms of organisational capacity and political impact since 2014 and the Green Wave of the EU elections in 2019 has rapidly amplified the process. In 2020, the FYEG Executive Committee started a process for organisational change aiming to ensure that FYEG will continue to develop and grow in a coherent and sustainable way in order to be able to continuously work for a stronger young green European movement.
Currently, FYEG is at its biggest and strongest in terms of financial and

organisational capacity. Moreover FYEG Alumni are represented in the European Parliament, National Parliaments and also in the Boards of Partner organisations.

Looking back to 2019, with the urgency of the climate crisis being brought to the forefront of the political agenda, the European elections campaign was a success. The Greens/EFA group in the European Parliament increased from 52 to 71 MEPs, providing the Green European family with new opportunities for organising and pushing for change. FYEG's campaign contributed positively in bringing about the Green Wave. We were able to establish a common ground for campaigning, providing a good basis for potential future campaigns around transnational lists.

We are building this 2024 elections campaign based on the learnings of the 2019 elections campaigns.

This Campaign Plan should be read together with the FYEG 2022-2025 Strategy and 2023 and 2024 Activity Plans.

Goals of the campaign

The goal of FYEG's election campaign is to spread our vision "a just, feminist, diverse, democratic, sustainable Europe where people are happy and free"; mobilise, empower and engage young people across Europe around our hopeful message and our belief in Green Europe, and to increase the visibility and name recognition of Young Greens.

Focus of the campaign

Our 2024 Campaign will focus on:

- Spreading the Young Green vision and increasing the visibility and name recognition of Young Greens
- Active and involved Member Organisations
- Building a Green community
- Empowering young people through the Young Candidates Platform

Focus 1: Spreading the Young Green vision

FYEG fights for equality, inclusion, personal liberties and freedoms, social welfare and survival and well-being of our planet. As written in FYEG's political platform, FYEG does not see a single one of these political issues as

a lone priority but instead fights for all of them simultaneously.

1. **Campaign Narratives**

As part of the 2024 Elections Campaign, we need to bring forward a simple, concrete, authentic, hopeful and collective story. Based on the learnings from the 2019 elections campaign and considering that FYEG has completely renewed its political platform in 2021, we have decided not to write an election manifesto. Instead, we will solidify our political platform into maximum four main priorities, messages, narratives, and stories that we can repeat throughout the campaign. These will be solidified with concrete policy recommendations.

FYEG has decided on the priorities based on the existing research and polls that map out the concerns of young Europeans; the profiling of the European Greens and the Greens Group in the European Parliament; the membership surveys executed in 2018 and 2020. The FYEG Executive Committee identified four core issues that Young Greens have a strong political position, that appeals to Young Europeans and will complement the work of the European Green Party.

Our messaging will be comprehensive enough to bring forward our vision in its entirety but flexible enough to adapt to the current news cycle so that it doesn’t appear tone deaf. Our slogans will be defined early enough to allow repetition and outreach but not too early to be outdated with the current pace of events.

Separately to our political priorities we will endeavour to promote ‘Get Out The Vote’ messaging with partner international organisations. This is a powerful way to increase voter turnout, promote democracy and develop our relationships with these international organisations.

In order to allow flexibility, FYEG is planning a three fold approach to its campaign narrative:

1. Finalise the campaign slogan and narratives (July - October 2023)
2. Publish the campaign slogan, campaign visuals, narratives and messages (February 2024)
3. Publish the campaign stories and policy proposals (February 2024)

2. **Campaign Brand Identity**

FYEG recently updated its branding, adopting a fresher look. For the 2024 election campaign we will develop a separate campaign brand identity that complements our campaign narratives. For the 2024 election campaign, we plan to execute a tender to solicit visionary, modern and exciting proposals.

FYEG will distribute the merchandise to the volunteers and will also use it to fundraise for the campaign.

3. **Communication Tools**

Our communications related to the campaign will be focused through 4 main areas:

1. Social Media - The FYEG social media strategy will be adapted to focus resources on promoting the campaign messages, promoting our candidates and recruiting volunteers.

2. Email - Actionnetwork.org is an online platform that enables us to connect with our activists and mobilise them for our campaign. This powerful tool helps us build stronger relationships with our supporters and effectively engage them in our mission by targeting with greater precision.

3. Internal channels - We will continue to use Telegram to communicate with those already engaged with FYEG and we will explore alternate channels for communicating with our community of volunteers.

4. Press - The role of traditional press will be secondary. Media will be invited to key events during the campaign and press releases issued.

4. **Setting the Agenda**

1. European Green Party

   Manifesto

The European Green Party is going to have a Manifesto for the Elections. FYEG will be part of the Manifesto Working Group and will be represented by a co-spokesperson to make sure that FYEG priorities are reflected in the manifesto. FYEG will not write its own manifesto but will make use of the EGP Manifesto during the campaign, as much as possible.

Campaign Working Group

The European Green Party is going to have a Campaign Working Group. FYEG will be part of the Campaign Working Group and be represented by a member of the Secretariat and an EC member, working on the campaign on FYEG side to liaise with the group on practicalities and priorities.

2. Greens-EFA

The Green-EFA is going to establish an Information Campaign Taskforce at staff

level. FYEG will be part of the Taskforce and be represented by a member of the Secretariat. Where possible, FYEG should also join the trainings/away days of the communications and outreach teams.

3. Youth Forum

FYEG has already provided input on the Youth Forum Manifesto for the elections. FYEG will be part of the advocacy discussion with the political groups and will be represented by its EC members.

Focus 2: Active and Involved Member Organisation

In line with the 2022-2025 Strategy, FYEG’s first strategic focus is strengthening its network and membership coordination. A strong and well coordinated federation would mean a strong and well coordinated election campaign where member organisations are actively engaged with FYEG’s election campaign.

A successful EU election campaign relies on active and involved member organisations. In order to facilitate their involvement in the elections campaign FYEG will continue its grants program and will enable macro and micro grants for FYEG Member Organisations to organise local, regional or national election campaigns, specifically with a focus on increasing the young voter turnout.

Focus 3: Building Green Community

In the years of 2023 and 2024 FYEG’s educational activities will focus on EU24 elections. The 2-year-long project we designed is aimed towards building a community of young Greens that will help us mobilise for the European elections offline and online.

The Green community building will happen as follows:

Recruitment

First, we will recruit Young Greens interested in volunteering for the elections campaign throughout FYEG’s educational activities in 2023. This work has already started with the Youth Assembly, and will continue with the Summer Camp in Sweden in July.

Engagement

We will then engage all the volunteers we’ve recruited using online resources, allocated human resources, and a dedicated online platform where volunteers can

start to organise, all of this in parallel to the “Influencelection Games”.

Community-building and fun

The next step will be to ensure they have fun, so that they stay involved and we can organise them. To do this we will keep them motivated, continue facilitating a digital space where they can connect and most importantly ask them to meet us for the most exciting campaign event, the Green Rave in February 2024.

Mobilisation

Finally, we will empower them to become volunteer leaders. As volunteer leaders, we will ask them to convince more people to join the campaign, to organise small actions as stops of the European Train Tour, to engage potential voters online, to translate messages and slogans, to send out press releases, and so much more. Their involvement will culminate in the GOTV campaign ran in the last week before the vote.

Focus 4: Young Candidates Platform

In the European Elections 2019 campaign, FYEG created a Young Candidates Platform (YCP). It started as a means to get young greens on the European lists for green parties and then became a support network for selected candidates to share their experiences and reach out for help. The YCP was a huge success: 7 members of the candidate platform were elected as MEPs!

FYEG will continue with its Young Candidates Platform for the 2024 Elections, with the aim to create a support network for young greens who are putting themselves forward for the EU elections, to build capacity of the candidates and also to visualise and “put faces to” the Young Green campaign.

The Young Candidate Platform’s work will follow four streams of action:

1. Getting Young Greens on the lists of Green parties and in electable positions

Wherever possible, the Platform will provide mentorship to young people to support them in their negotiations with mother parties not only to be put on the lists as candidates, but to be placed in electable positions.

2. Training and equipping the Young Candidates

The Platform is a space where candidates can build their skills and are given concrete tools to run their campaigns. This varies from public speaking and debating workshops to access to a CRM to run a strong digital organising

campaign, from tips on how to handle online hate speech to an efficient engagement ladder for volunteers and supporters.

Trainings will be held online, with the exception of one in-person two-day meeting organised November 2023.

3. Campaigning for the Young Candidates

The Platform will also concretely support Young Candidates giving them visibility to, promoting their profiles, getting them speaking time at debates, and organising actions in their countries. The mobilisation of volunteers will be crucial to achieve this, which is why this work will go hand-in-hand with milestones and events of the Green Community.

4. Management of the YCP community

The Platform will finally be a space where Young Candidates can return to whenever they are struggling with their campaign or when they need to seek peer advice from other Young Candidates. A safe space and support network. As such, the Young Candidates will meet regularly online to keep in the loop with each others' campaigns and do this journey together.

With the Platform FYEG will strive to address the lack of diversity in politics and people who hold elected positions: not just getting young people in offices but to be an accessible resource for women, racialized people, people with disabilities, LGBTQIA+ people, socio-economically marginalised people and anyone with an otherwise disadvantaged background. These profiles will also be prioritised in the selection of candidates to join the Young Candidate Platform.

Human Resources

FYEG will allocate the following human resources to ensure that the campaign objectives are met:

FYEG Central Campaign Team:
The FYEG Campaign Team will be composed of:

- 3 EC Responsibles for the Campaign, with one of them being a Co-Spokesperson
- Secretary-General
- Community Manager
- Communications and Campaign Manager

On top of this, each Focus will have the following team working on it:

Focus 1: Spreading the Young Green vision:

- Communications and Campaign manager
- Two volunteer members
- One Executive Committee member

Focus 2: Active and Involved Member Organisations:

- Projects Coordinator
- Community Manager
- One Executive Committee member

Focus 3: Building Green Community

- Community Manager
- Two volunteer community organisers
- One Executive Committee member

Focus 4: Young Candidates Platform

- One Executive Committee member
- Community manager

Budget

We have allocated €20,000 (€14,000 in 2023 and €6,000 in 2024) in funds to be spent on four areas.

- Design work
- Merchandise printing
- Merchandise distribution
- Campaign Team meetings

Explanation

Citations and annexe can be seen in the full version of the document: https://fyeg.org/s/Campaign-Plan-GA23