

P4 Campaign Plan 2023-2024

Proposer: FYEG

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Plan text

1 Background Information

2 Political Background

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

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

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

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

26 Based on the European Parliament Youth Survey (2021) the political issues that

27 young people would most like to see prioritised are tackling poverty and social
28 inequality (43%); followed by combating climate change and protecting the
29 environment (39%); and combating unemployment or a lack of jobs (37%). More than
30 a third would also like to see priority given to improving population health and
31 wellbeing, and more than a quarter to improving access to education and training
32 (28%) and tackling corruption (27%).

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

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

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

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

61 **Campaign background**

62 FYEG has been growing steadily in terms of organisational capacity and political
63 impact since 2014 and the Green Wave of the EU elections in 2019 has rapidly
64 amplified the process. In 2020, the FYEG Executive Committee started a process
65 for organisational change aiming to ensure that FYEG will continue to develop

66 and grow in a coherent and sustainable way in order to be able to continuously
67 work for a stronger young green European movement.
68 Currently, FYEG is at its biggest and strongest in terms of financial and
69 organisational capacity. Moreover FYEG Alumni are represented in the European
70 Parliament, National Parliaments and also in the Boards of Partner
71 organisations.

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

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

82 This Campaign Plan should be read together with the FYEG 2022-2025 Strategy and
83 2023 and 2024 Activity Plans.

84 **Goals of the campaign**

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

90 **Focus of the campaign**

91 Our 2024 Campaign will focus on:

- 92 • Spreading the Young Green vision and increasing the visibility and name
93 recognition of Young Greens

- 94 • Active and involved Member Organisations

- 95 • Building a Green community

- 96 • Empowering young people through the Young Candidates Platform

97 **Focus 1: Spreading the Young Green vision**

98 FYEG fights for equality, inclusion, personal liberties and freedoms, social
99 welfare and survival and well-being of our planet. As written in FYEG's
100 political platform, FYEG does not see a single one of these political issues as
101 a lone priority but instead fights for all of them simultaneously.

102 **1. Campaign Narratives**

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

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

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

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

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

- 127 1. Finalise the campaign slogan and narratives (July - October 2023)

128 2. Publish the campaign slogan, campaign visuals, narratives and messages
129 (February 2024)

130 3. Publish the campaign stories and policy proposals (February 2024)

131 **2. Campaign Brand Identity**

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

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

138 **3. Communication Tools**

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

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

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

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

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

152 **4. Setting the Agenda**

153 1. European Green Party

154 Manifesto

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

160 Campaign Working Group

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

165 2. Greens-EFA

166 The Green-EFA is going to establish an Information Campaign Taskforce at staff
167 level. FYEG will be part of the Taskforce and be represented by a member of the
168 Secretariat. Where possible, FYEG should also join the trainings/away days of
169 the communications and outreach teams.

170 3. Youth Forum

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

174 **Focus 2: Active and Involved Member Organisation**

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

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

186 **Focus 3: Building Green Community**

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

191 The Green community building will happen as follows:

192 **Recruitment**

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

197 **Engagement**

198 We will then engage all the volunteers we've recruited using online resources,
199 allocated human resources, and a dedicated online platform where volunteers can
200 start to organise, all of this in parallel to the "Influencelection Games".

201 **Community-building and fun**

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

206 **Mobilisation**

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

212 before the vote.

213 **Focus 4: Young Candidates Platform**

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

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

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

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

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

- 229 2. Training and equipping the Young Candidates

230 The Platform is a space where candidates can build their skills and are given
231 concrete tools to run their campaigns. This varies from public speaking and
232 debating workshops to access to a CRM to run a strong digital organising
233 campaign, from tips on how to handle online hate speech to an efficient
234 engagement ladder for volunteers and supporters.

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

- 237 3. Campaigning for the Young Candidates

238 The Platform will also concretely support Young Candidates giving them
239 visibility to, promoting their profiles, getting them speaking time at debates,
240 and organising actions in their countries. The mobilisation of volunteers will

241 be crucial to achieve this, which is why this work will go hand-in-hand with
242 milestones and events of the Green Community.

243 4. Management of the YCP community

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

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

255 **Human Resources**

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

258 FYEG Central Campaign Team:

259 The FYEG Campaign Team will be composed of:

- 260 • 3 EC Responsibles for the Campaign, with one of them being a Co-
261 Spokesperson

- 262 • Secretary-General

- 263 • Community Manager

- 264 • Communications and Campaign Manager

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

266 **Focus 1: Spreading the Young Green vision:**

- 267 • Communications and Campaign manager
- 268 • Two volunteer members
- 269 • One Executive Committee member

270 **Focus 2: Active and Involved Member Organisations:**

- 271 • Projects Coordinator
- 272 • Community Manager
- 273 • One Executive Committee member

274 **Focus 3: Building Green Community**

- 275 • Community Manager
- 276 • Two volunteer community organisers
- 277 • One Executive Committee member

278 **Focus 4: Young Candidates Platform**

- 279 • One Executive Committee member
- 280 • Community manager

281 **Budget**

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

- 284 • Design work
- 285 • Merchandise printing
- 286 • Merchandise distribution
- 287 • Campaign Team meetings

Explanation

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