



SPEAKERS of Europe

EU Elections Recommendations Booklet

The first gamebook about the EP Elections!

Introduction

During 8 days 40 youth and social workers and IT/community managers from 16 different countries came together to exchange and gain new knowledge about EU citizenship and how to promote it through social media, especially in the perspective of the European Parliamentary elections in 2014.

Why this game-book?

We developed this booklet to share our tools and advices which might help or inspire you if you are wishing to launch an info campaign about participation.

It can be used by both organizations and individuals looking for information and tools about traditional and new media, communication strategies for NGOs as well as informative material on EU elections 2014.

What is the European Parliament (EP)? ¹

The European Parliament is the only EU institution in which representatives are elected directly by the people. It has been steadily gaining power over recent decades and now acts as a co-legislator for nearly all EU law. Together with the Council, the Parliament adopts or amends proposals from the Commission. Parliament also supervises the work of the Commission and adopts the European Union's budget.

¹ <http://www.europarl.europa.eu/portal/en>

What are the EP elections? How often and why?

Every 5 years the EP elections take place, sending to Brussels 766 Members of Parliament (MEPs) selected from the 28 Member-States.

In May 2014 the most important EP elections in EU's history are about to take place, due to the new power given to the EP by the Lisbon Treaty: the President of the European Commission will be elected by the MEPs. People get thus empowered and can now play a bigger role. But first they need to know that.

Understanding the EP elections and participating is as important as voting for representatives in the national Parliament. If you do not vote, you simply leave somebody else to decide for you. Do you really want that?

This is why you need this game-book!



**If you are an
individual**

Go to

#10



**If you are a
civil society
organisation**

Go to

#1

“What if” scenarios

★★★ High participation rate: over 70%

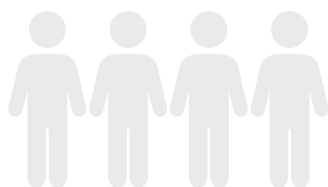
Due to the increased participation the role of citizens rises. They feel more involved in all European Union affairs and thus more empowered. As a result, they increase their participation in social matters, care more about the social space, take even more initiatives that impact the EU eventually and in consequence the whole structure of the European Union comes closer to us, ordinary citizens. That is how we can build our Europe.

★★ Medium participation rate: 40% - 70%

Things remain as they are, European Union continues to run behind the problems, solutions follow the pattern “too little, too late”. The slow pace of integration gets even slower, thus leaving room for the development Euro-skeptic trends and developments. Citizens continue to consider the EU “in Brussels”, something foreign and not of their business.

★ Low participation rate: below 40%

A slap in the face of Brussels bureaucrats, a strong appeal for an immediate change. People ask for a more attractive and more understandable Union, but the slap might be only symbolic and EU institutions might continue as they are...



#1 CIVIL SOCIETY ORGANISATIONS

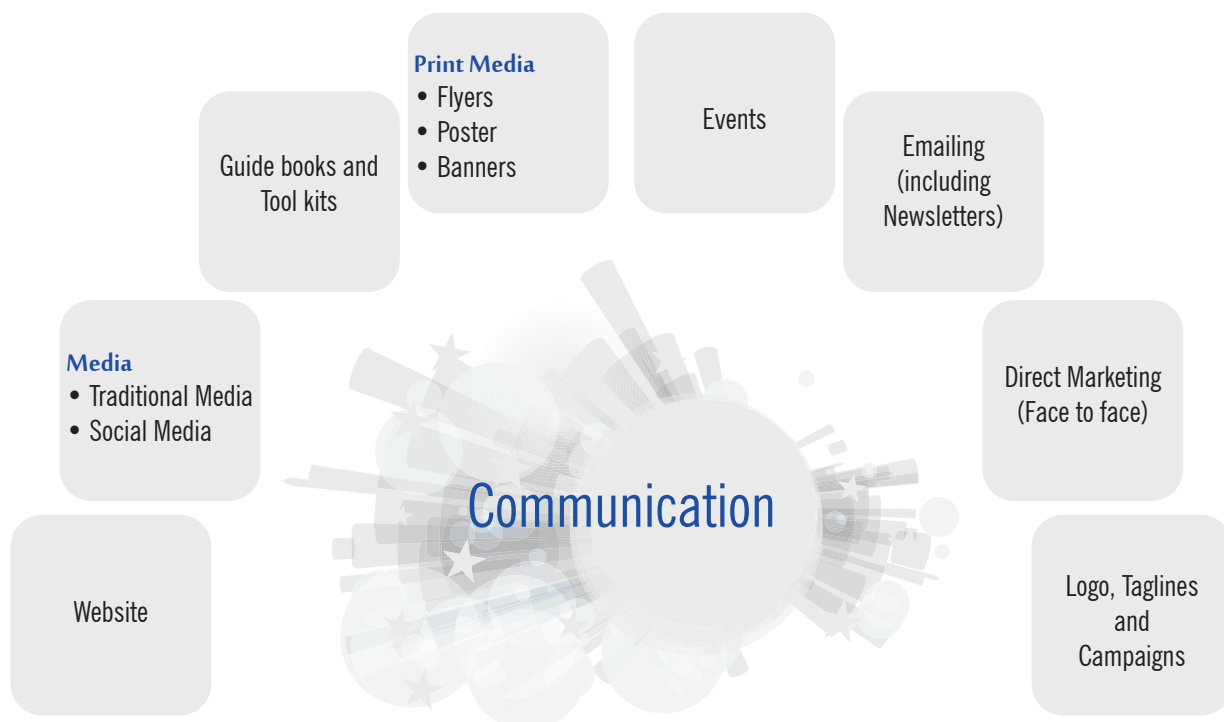
If you want to create a campaign about the participation in the EP elections, follow the , follow the #2, #3 and #4

#2 BE CLEAR WITH YOUR INTENTIONS AND MAIN MESSAGE

Try to answer in one sentence. For help, visit: speakers.cnd.io/campaigns

#3 CHOOSE A COMMUNICATION METHOD

In accordance with your selected audience, you can choose the communication strategy that fits at best your audience:



**#4 DO YOU PLAN TO SPEND ANY MATERIAL
RESOURCES (FUNDS) FOR THE CAMPAIGN?**



YES

GO TO **#6**

FUNDS AVAILABLE

NO

GO TO **#5**

NO FUNDS AVAILABLE

free

#5 LOW OR ZERO FUNDS AVAILABLE

Websites: As a CSO, we assume you have a website. On it you can create a text, a questionnaire, a game of your own, on the topic of the forthcoming elections and their importance.

SEE #9 TO CHECK ONLINE INITIATIVES

Social Media: The boom of new technology. Youngsters get informed mainly from their social networks, traditional media like newspapers, radio or TV are coming after. Your campaign can not miss the Social Media element. Facebook, Twitter, Foursquare, Instagram, YouTube, LinkedIn, Pinterest, Spotify, Google+, Reddit, etc. You should be there. Read here our Guide to Social Networks: www.project-sole.eu/outcomes/#1, pp 69-76, or speakers.cnd.io/node/9 for more advices.

Guide Books and tool kits: If you already have a wide audience interested in the topic, you can develop a tool of your own.

Newsletter: Never underestimate the power of a newsletter. It is (almost) free and you can reach a very wide audience. If you keep the content simple and straight, you can actually have an impact. You probably received this booklet thanks to a newsletter of this kind.

Logos, Taglines, Campaigns: If you feel creative enough (or have the right team of inspired people) you can design a logo and a tagline that send out the message you want. Examples: www.bigducknyc.com/professional_fundraising_marketing_and_logos_for_nonprofits?project_type=1130§or=

NOW, FOLLOW STEPS #7 #8 #9



#6 FUNDS AVAILABLE

Traditional media (paid announcements): of course traditional media always remain and their impact is quite significant. However, keep in mind that those their readers might not be that accustomed with internet and new media. The prestige of this media is still high and their content can be considered more “valid” than random announcements on the internet.

Print media (flyers, posters, banners): a powerful tool of its own. You can design a pretty attractive flyer, poster or banner and disseminate it with the help of volunteers.

SEE #2 AND #7 (BULLET POINTS 1,2,3)

Events and face-to-face communication: The most impactful tool and the most difficult one. If you have time and resources (both material and human ones), don't hesitate to organize an event on the topic of the elections. It can be:

A lecture: invite a renowned professor to give a speech or even a respected political figure familiar with the issue a MEP or an ex-MEP.

A round table: invite more than one public figures, preferably with opposed opinions. It is always good to leave time for a discussion with the audience. Check that you have enough time to advertise the event so that you can ensure maximum participation.

A debate: the same as the roundtable but which leaves more time for the discussion within the audience. All you need is a facilitator for the discussion to make the reasoning fluid and on-going. It can be an open conversation for people in need of a mean for expressing themselves. A truly empowering tool.

NOW, FOLLOW STEPS #7 #8 #9

#5 DOUBLE CHECK YOUR STRATEGY

According to the following criteria:

1. Clarity of the messages #1
2. Creativity and innovation of the concepts, in order to attract as the biggest audience possible.
3. Consistency of messages
4. Use different methods for engagement #3
5. Work with a team. Brainstorming is never useless! 2 minds working on an idea together are more than two minds working on an idea separately: $1 + 1 > 2$
6. Transferability: how the campaign can be used in different countries. Always adjust your campaign with the needs of your audience. Take into account age, economic and educational background, nationality, participants expectations, etc.
7. Expected impact of the campaign: always have a realistic idea about the eventual impact

#8 CAMPAIGN EXAMPLES

See speakers.cnd.io/campaigns/yeswecareu

#9 CHECK SIMILAR INITIATIVES ORGANIZED AT EUROPEAN AND LOCAL LEVEL

- www.interaliaproject.com/news.php?id=19
- www.debatingeurope.eu/vote2014/#.U0vyWleSKBU
- www.myvote2014.eu
- www.specialelections2014.eu
- www.aegge.org/yvote2014
- one-europe.info/debates/european-elections-2014
- www.youngvoters.eu/eu
- www.nece.eu
- www.vouliwatch.gr
- beta.abgeordnetenwatch.de/ueber-uns/mehr/international

The official EP elections website: www.elections2014.eu/en



#10 YOU ARE AN INDIVIDUAL

You understand the importance of these elections and you want to make a communication campaign, raise awareness and bring more people on board? Just talk about it to your friends! It is an important and “hot” issue. Involving people into a conversation can help them make an informed decision and this is all you need. It simply takes a little time and energy. If you have it, go for it!

NOW, GO TO #4

Thank you for reading! Now, start developing your own campaign!



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Join us on Facebook! 

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www.cesie.org 

QR - Code



**Youth
in Action**

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