

**Partners  
Network  
Event**

# ALL TOGETHER FOR THE EUROPEAN ELECTIONS 2024

**4 OCTOBER 2023**



## **PURPOSE OF THE EVENT:**

### **Synergies**

Bringing together partner organisations in order to facilitate synergies between the campaigns, and the pooling, exchange of resources and expertise

### **Connection**

Reinforcing connections between pan-European and national partners, and opening dialogue beneficial for all

### **together.eu**

Rallying support to reach one million sign-ups to the together.eu platform



## Welcome

**Magdalena Starostin, Head of Youth Outreach Unit, European Parliament.**

Hello and welcome, I am Magdalena Starostin, Head of the Youth Outreach unit in the European Parliament. This network event has been organised by four different units and I would like to welcome you on behalf of all of them. We are eight months away from the European Elections but the campaign we are planning requires partners like yourselves.

This is not about who will win the elections but about collaborating together and promoting European democracy, making it stronger, since the more people vote the more vibrant democracy is. We would like to inform people not only about the dates and times of the elections but also why they are important for them. Voting is not only a right; it is a privilege and a responsibility that we have for the collective outcome and the Europe we want to live in. If we don't use our votes, others will decide that for us.

We cannot do this alone and we would like to collaborate with you. In the 2019 elections, over 1500 organisations joined us in reaching audiences beyond our reach. You are well placed to know how best to get to people and how to inform them. We are grateful for you coming to work with us on making a bigger impact.

We will be joined by the Director for Campaigns who will give you a preview of our plans for the elections. Also, at the end of the day the Director General, who is in Strasbourg today will come to listen to your results. Therefore, today is about putting your brains and passions together and seeing how you can help each other and create more impactful campaigns to spread the word about the elections. I hope this marks the start of a more beautiful partnership between us. Have a great day.

---

## Arriving to the event

The participants were invited to check-in to help them arrive well into the session. A core question was used to enable to identify what they collectively cared about that could inform their work.



## What do I most care about Europe that brings me here to Brussels today?

We care  
about youth and how they can become  
active citizens  
taking advantage of open borders  
and an inclusive Europe

We care  
about equality, peace, climate policy and voting  
how can we get more people  
out to vote?

We care  
about Europe as a collection of  
intergenerational learning spaces  
The cultural stories of Europe  
that get told

We care  
about the rule of law  
Lets not take it for granted  
do all people really feel European though?

We care  
about collaboration, sustainability, freedom of travel  
sharing ideas with other countries

We care  
for refugees and migrants and women rights  
but its never enough

We care  
about identity and culture  
we are united in diversity  
but lets embrace this and  
not all try to be the same

We care  
for our health  
being able to access what we need  
and prevent us getting ill

We care  
about representation, inclusivity  
the environment and the quality of life  
How can we engage  
with people outside the Brussels bubble?

THINK EUROPE ACT LOCAL

And that's why we are here today



## Context Café

This session invited participants to share the context of their work through several rounds of conversation. Discovering what is happening at the moment in their own part of Europe, identifying the common themes and trends, as well as what might be different.

### Round 1: What is happening right now in MY work and in MY part of Europe?

Some of the comments made by few participants following the first round of conversation:

- *Focus on education - The importance of making connections between local and European wide election issues*
- *Reminder of the situation in Cyprus where Turkish citizens can vote for EU elections, and how EU is helping to overcome the conflict there - There are so many organisational bubbles, we need to connect these - Let's be careful not to think that all youth is pro-democracy*
- *The political situation is that we don't have an opposition to the right wing and this is affecting EU policy - Malta and the housing situation and the welfare system that is making it more difficult for young people to make a living*
- *In Hungary the governance is controlling the local institutions - In Romania, we straddle East and West, and are working with a lot of refugees, especially from Ukraine*
- *We notice that young people do not feel identified or targeted with this, there is a lack of spaces for people to debate, dialogue and exchange. When those spaces are there with civil society it is very good - We need to reach more youth*
- *In Milan, the Municipality has been very open to focus on bringing first time voters to the polls by particularly making good use of their statistical resources to target different groups of the population*

### Round 2: What is happening right now in OUR work and in OUR part of Europe?

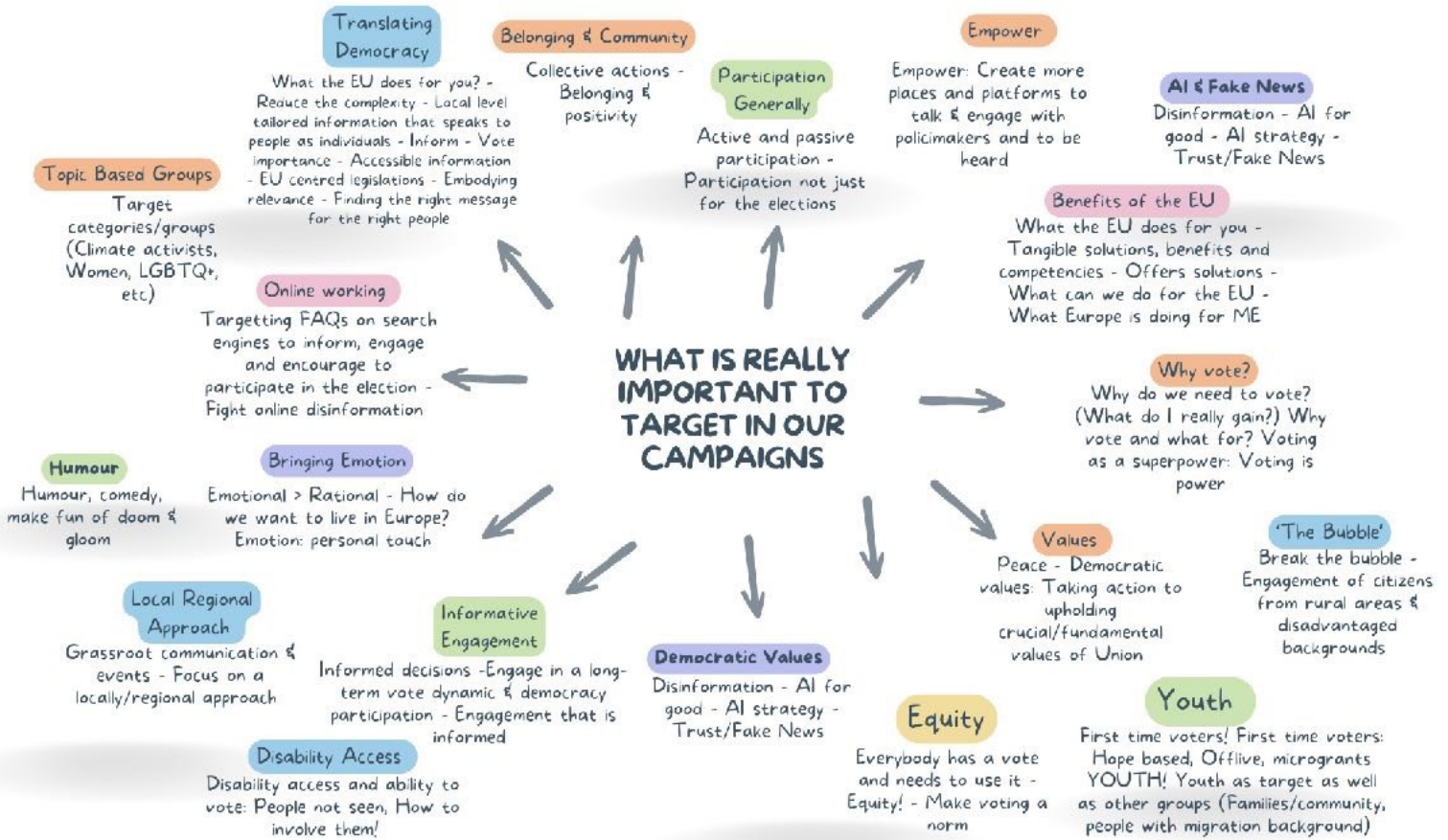
Some of the comments made by participants following the second round of conversation identifying trends and themes across the whole of Europe :

- *We are all working for the European elections 2024, a 'go to vote' campaign and on misinformation/manipulation. Some of us are also engaged in other participatory work such as activism and working with conflict. Our common challenge is how to fight democratic fatigue and abstention*
- *A new topic coming up is the housing crisis as a concrete issue for young people*
- *Communication in both directions. Locally getting people to think about European level issues, with open questions to MEPs. Using local public spaces more creatively. In capital cities working with local media. Focusing on schools and colleges*
- *Our main message is how to simplify the European elections complexity and make it accessible, especially for first time voters or people who want to get involved, they don't know who to speak to and how to get involved*
- *Climate emergency and complexity, which impacts the electorate. The big issue is to take things for granted. Often the EU elections in Member States are used as referendum for national governments not EU issues*
- *Lack of connection between cities and rural areas, everyone in their own bubbles. There is a lack of community and increase of isolation and individualism. It is hard to combat that when many economic drivers perpetuate the bubble effect. Need for togetherness*
- *The general decline of hope in young people, post covid and due to economic climate. We see more threats than opportunities, but are also looking positively at youth being reenergised and boosting the democratic process*

# Harvesting the two rounds of conversation

The participants identified main themes following both rounds of conversation based on the below core question:

## What is really important for us to target in our election campaigns?





# EU Plans for election information on strategy



Philipp Schulmeister, Director for campaigns, European Parliament.

We are living in a time of unprecedented 'permacrisis', one crisis after the other. These elections will set the stage for the future of the European Union. We have passed the stage where EU elections were secondary elections that do not matter. The outcome of these elections will decide how the EU goes forward and will have an impact on my life, our lives in our communities, and our regions and beyond.

In 2019 we increased turn out, if the crisis told us anything it is that the decisions of the EU have a direct impact on citizens lives. We are going to focus our campaign on the impact of EU decision making on people's lives. Alongside reminding people of the date of the elections we will also focus on why voting is important.

There is a growing sense that the EU is an effective problem solver, a place where decisions can be taken that a country cannot take on its own. Increasing satisfaction with being a Member is matched by dissatisfaction with the speed and efficiency of how decisions are made.

If we want to convey the importance of why you should go to vote, people need to understand why we believe this is necessary. We cannot say if a decision was good or bad, this is not for us to do. We cannot take a political assessment, we are neutral. But what we want to point out is that every decision that is taken has a direct impact on people's lives.

We cannot take democracy in the way we knew it for granted. Look at Ukraine and Belarus or the USA. Are we going to see someone coming back who will take a decidedly different approach to what is going on right now? Look at some of the EU Member States where democratic processes are starting to change, where freedom of expression is changing democracy. What is happening here means we cannot take this for granted. Hence voting is one of the things we can and should do.

We cannot do this alone. I do not have enough resources and time to reach all the people we need to reach across 27 countries, and 24 languages over a year. We want to reach out and work with as many of you multipliers as possible. You can talk about the issues that matter. You can reach out to your networks and point out what an important time this is.

Objective

## Purpose of the campaign

Inform as many citizens as possible about the elections, why voting at the European elections is important and when they take place

Engage as many citizens as possible for the democratic process



Strategy pillars  
Multipliers

## Public and private organisations

- Build on 2019
- Encourage them to spread elections related messages
- Grants for CSOs
- Mobilising private companies and their networks



Public and private organisations, institutions, business, influencers will be our key partners in this. We do not want you to echo what we are saying, but to talk about what you care about. Choose the topic but join the conversation about the elections.

Together.eu is one of the big outreach tools we are offering for those who would like to do something or make a contribution. It brings people together to network and self-organise around a platform and share ideas, views, skills and exchange.

The delivery campaign between now and March/April 24 will be talking about what the EU parliament is doing in legislative business and how it has an impact on people's lives, preparing the ground for why you should vote. The 'Go to Vote' campaign has one purpose, to drive people to vote. Turnout is a key performance indicator for this.

We will be running a fully integrated, multimedia, pan European advertising campaign with a core narrative and visual building blocks. We would like to use this material in all our outreach and partners projects as far as possible. In the final weeks before the elections we will have a sustained campaign focussing on the importance of voting in the elections, reminding citizens about the date.

Democracy cannot be taken for granted, it is a collective achievement and a collective responsibility in which we all have a role. To keep Europe strong in a world where free and fair elections are becoming rarer and undemocratic voices are gaining strength, we must safeguard our democracy and we as citizens can, should and will do so by voting. The more people vote the stronger democracy becomes. The more people vote the more legitimate the decisions being made become.

## Democracy



- Importance of democratic engagement beyond voting
- Voting as a way to safeguard democracy

These collective decisions are the foundation for the campaign 2024. This is the bridge we want to build with this campaign. All the individual votes make up the united decisions of Europe. If you don't vote, you live in someone else's democracy. You live by someone else's decisions. So, our final idea is use your vote or someone else will decide.

### **The full presentation is available in Appendix 1 (Page 20)**

Questions and answers following the presentation:

**Q:** *What is the relevance of the Parliament if the Council can vote down or veto its recommendations and initiatives? For example, the election of the Commission President and the recommendations on the Future of Europe. What arguments do we have to counter those views?*

**A:** *Yes, these processes are not so successful, they not anchored in the treaties. Your question is relevant, however it is a bubble question, as this is not an issue that citizens go to vote on. It does not capture the attention of people who do not go to vote. It touches you and me because we believe it needs to change, but I truly believe there are other topics that affect people more strongly.*

**Q:** *Are the target groups for the next campaign first time voters or is it another demographic?*

**A:** *In 2019 the idea was to target all, and to convince some. This time, I do not need to talk to people who always vote and those who never vote because they do not care, these are not my target group. My middle ground is those that have a positive attitude to Europe but are either unaware of the date or feel they have something better to do on the day.*

*Yes, first-time voters are also a target, but might not be the core group that shifts the demographic of the turnout. We do know that people who do not vote for the first time can fall into the category of non-voters, so we wish to avoid that.*

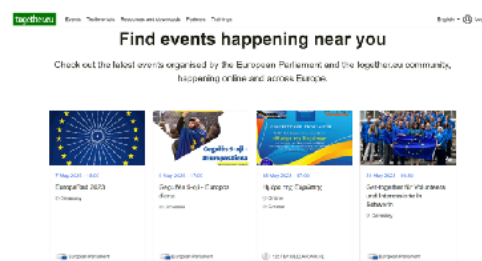


**Martin Bukna, Web Communications Unit, European Parliament.**

This project is run by the European Parliament to provide our community with support. The community is made up of citizens who would like to connect with each other and contribute to European democracy, giving it real meaning. Democracy can start anywhere, in the kitchen, on the street, in meetings like this, around lunch or coffee. This is the line we take when crafting the project.

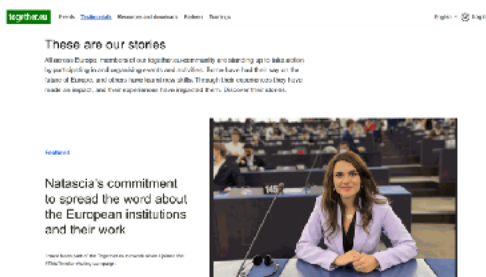
The project was created from the ashes or the ground of a previous campaign of 2019 "This time I'm voting". We worked with the feedback from this and recrafted the project. At the moment we have more than 130,000 members, it is very alive. There are organisations and individuals as members, youth groups, and civil society groups. Anyone can join and join in.

There are specific benefits to help members profit from membership. Connection, learning new skills, joining events, sharing ideas, engaging with decision makers, discovering other partners in their regions, making new connections with the Parliament, receiving information and taking part in our social media competitions. We are present in all Member States and are trying to think strategically about how we can further evolve the Project. We continually collect feedback from partners and liaison offices working on the ground.



Our website has a simple design. The landing page gives an overview of the project and you can register here. If you become a member, you can undertake the user journey. Once you show a bit more activity and show yourself as willing to contribute a bit more you move towards being a volunteer. They are the real driving forces behind the project. We work very closely with our volunteers in designing events and increasing skills. On the events page you can search for and see events and workshops being organised more locally by language, area date, you can also post your own events happening locally.

**together.eu** is the overall name of the project in English, but we operate in twenty-four languages in other names for the project to make it more locally relevant. We have a page for testimonials and stories from our volunteers to help people to decide if they want to be members and what they can expect from this. A further page offers resources and downloads.



In October we will have the capacity to upload your resources, letting the community know about your work and your campaigns. The partners section enables you to promote your organisation both at a European level and locally. We also have a section on training, we can provide members with specific exclusive content for training and learning new skills.

In light of the upcoming elections the wider public can pledge their intention to vote, and receive reminders. We would like to reach the target of 1 million pledges, this is very dependent on your cooperation to reach out to your networks and local communities. Please help us reach that target. Thank you.



***The full presentation is available in Appendix 2 (Page 21)***

Questions and answers following the presentation:

**Q:** *If the aim is to reach the target of 1 million pledges, how many people are signed up now?*

**A:** *135,000 currently.*

**Q:** *Do you have to encourage people to pledge?*

**A:** *It is an internal target, but we would like to see the community grow and to equip people to organise events.*

**Q:** *What is the difference between being registered or not?*

**A:** *You can search and use the site, but if you want to take part you would need to register.*

**Q:** *Are downloads also a tool for everyone who subscribes?*

**A:** *Yes, there will be guidelines about uploading and downloading. We are looking forward to resources, to any campaigning material that does not have a political content from the community.*

**Q:** *What is going to be the follow up after the elections, what will happen with the website?*

**A:** *This is built primarily for the elections, but on listening to our community we realised people wanted a longer lasting relationship with us, so it goes beyond the elections.*

**One participant shared an experience from Luxembourg. They found that being a member of this network was very helpful as it provided lots of opportunities to collaborate and exchange ideas.**

# Campaign Design Lab

Opening the space for two rounds of conversation and sharing of ideas on specific campaigns/projects/ideas with regard to the 2024 Elections. What are the new ideas, support needed and the next steps?

## What are the campaigns and projects that will make a difference for the European Elections 2024 that we wish to work on now?

Group	ROUND 1 - CONVERSATIONS
1	<b>Disability/Inclusion: Enrol the disabled for voting. Accessibility = Higher votes (Rahma)</b>
2	<b>'First-time voters' project (Bea and Aurelien)</b>
3	<b>Youth climate: Your Vote Your Future (Agata)</b>
4	<b>Engaging migrants in EU elections. Agency: Vote with Her! (Anna)</b>
5	<b>European elections and rural youth (Evgenia)</b>
6	<b>Y Vote (4th edition) by AEGEE Europe (Andreas)</b>
7	<b>Youth engagement in physical spaces (Mariah)</b>
8	<b>Making the Internet relevant for EU citizens (Dominik)</b>
9	<b>Cultural Deal for Europe (Christy, Maya, Friso)</b>
10	<b>Inclusivity: Reach racialised communities (young) to make them vote (Gaspard)</b>
11	<b>Mobile EU Citizens (registration + voting) (Armin)</b>
12	<b>Short cartoon awareness campaign with voices of children in all languages (Hisam) <i>NO written record submitted</i></b>

1 - Title: Disability/Inclusion: Enrol the disabled for voting. Accessibility = Higher votes	
Host & Participants	Rahma - Lina, Avesta, Daiga, Mark
Campaign/Project Description	Collecting data to choose the benchmark that was started - Presenting a toolbox to MEPs and representatives - Presentation of practical solutions + longterm vision + goals - Short film (1 min) with humour involving celebrities and politicians with funky punchlines - Flirting between fiction and reality - Inclusive - Full access - Easy to understand
New Ideas	
Support Needed	Funding - Community management - TV operators - Podcasts - Events: Local, National and European
Two Next Steps	Accessibility: Enable the disabled to get closer to the ballot (e.g. Postal voter) - Enrol the media before and during the vote

<b>2 - Title: 'First-time voters' project - Walk the Talk</b>	
Host & Participants	Bea and Aurelien - Louis, Hugh, Anne, Klajdi, Anna, Clémentine, Nuria, Louis, Stefanos
Campaign/Project Description	'It's not the talk but the walk that matters most' Inform first time voters in a youth friendly manner about the EU elections 2024 and convey their worries to policy makers - Outcomes (everything available in 13 languages): 1) <u>Web Hub</u> : Info on how to vote from each country; Info about the EU; Comparison of political programmes; 2) <u>Social media campaign</u> : Info about voting rights and the EU; Debunking hoaxes and fight fake news; 3) <u>Pool of young activists</u> : 22 YP (Young People) from 10 countries acting as ambassadors and organising multiplier events
New Ideas	Treat YP as adults - Testimonials of people who already vote - MEPs candidate event opportunities - Chatbot - European citizens on the UK info - First time voters who are not YP
Support Needed	Fake news and disinformation part - TikTok content creation collaboration- Completing missing info on how to vote in every country - Translate content in other languages (to reach the 24!)
Two Next Stops	Content during the elections, competition chart. Catch up called with partners organisations. Campaign launch event - Stakeholder engagement alongside the campaign - Sustainable merchandise

<b>3 - Youth climate: Your Vote Your Future</b>	
Host & Participants	Agata - Sophia, Edward
Campaign/Project Description	<u>Inform</u> : Explain the role of the EP (European Parliament) in EU climate policy - <u>Empower</u> : Give skills and knowledge on youth engagement - <u>Mobilise</u> : Encourage people to vote: 1) Explaining how youth and climate friendly the political parties' manifestos are; 2) Training young people and youth organisations on how to organise civic engagement activities in their communities; 3) Social media publications on the role of the EU and the EP on climate and environmental issues
New Ideas	Focus on 3 to 5 key environmental issues of concern for youth, e.g. Water and air quality, health
Support Needed	Exposure/outreach to diverse young people; €, EU climate experts; National youth organisations
Two Next Stops	Deep dive into most crucial environmental issues for young people - Map youth actors working on elections

<b>4 - Engaging migrants in EU elections. Agency: Vote with Her!</b>	
Host & Participants	Anna - Matthias, Ainara, Emma, Florence, Letizia
Campaign/Project Description	Building capacity of over 60 migrant women from 15 EU states for political participation and encouraging migrant communities to engage in elections - Building EU wide photovoice campaign on EU elections - Online/Social media campaigning - <a href="http://www.votewithher.eu">www.votewithher.eu</a>
New Ideas	European movement trend - Reminding local EU institutions of the existence of migrants - Vocational study centres - Making a bridge to EU levels - Possible collaboration with the Foundation for European Programme Studies (FEPS) & MPG
Support Needed	Exposure of the campaign results at local and national level
Two Next Stops	To keep in touch - To share campaign materials and discuss concrete steps to co-organise events



<b>5 - European elections and rural youth</b>	
Host & Participants	Evgenia - Athanasios Leonidas, Kirsten, Zuzana, Stefania, Zlatica, Julien, Virág, Rafael, Rota, Kira, Jessica
Campaign/Project Description	Challenges and opportunities - In-site events (tend to attract more people) - Need to identify relevant data from the EP - Finding a balance (we want to talk about YOUR experience/life and way to link that with EP elections) - Experience sharing - Challenges: Underfunded; lack of non-formal education; Access to information - The 'capital city bubbles' - Understanding representation and impact
New Ideas	Info on funding opportunities - Hold roundtable discussions with experts, e.g. on just transition - Engage with schools/trainings - Simulations of the European Parliament: Hybrid - Music/dance festivals - Ask them what are the local challenges/relevance - Campaigns based on data on EU youth dialogue - Matching EU elections - 'What does the EU do for you' - Instagram lives/TikTok influencers
Support Needed	Support from umbrella organisations, e.g. Universities/schools/youth councils - Local connections (between civil society and locals) - Capacity/funds/space to host events - Local activists (avoid the 'urban saviours') - Avoid jargon
Two Next Stops	Identify areas/topics of interest by discussing with locals/focus group - Set a date/month and plan backwards

<b>6 - Y Vote (4th edition) by AEGEE Europe</b>	
Host & Participants	Andreas - JEF, YFJ, NYC Malta, NYC Bulgaria, NYC Latvia, ETUC
Campaign/Project Description	<u>Voting guide</u> : 1 page doc. with all relevant information for the European elections (24 languages, 27 Member States) - <u>Youth activist guide</u> : Based on good practices from our local actions - <u>Local actions</u> : Promoting engagement (political and civic) through specifically tailored workshops/activities that can be implemented by any NGO; Interviews/rallies/pop quizzes/cycling together to vote and others - <u>Important topics</u> : EU knowledge, women's rights, social inclusion, digital literacy, environment
New Ideas	YFJ and Youth Outreach Unit support - Collaboration with <a href="https://factcheck.org">factcheck.org</a> on the topic of misinformation
Support Needed	Contact and communication
Two Next Stops	Follow up meetings with interested parties - Finalise workshops

<b>7 - Youth engagement in physical spaces</b>	
Host & Participants	Mariah - Katica, Lira, Sarah, Francesco, Marius, Rafael
Campaign/Project Description	Euragora events: Europe values; Ecological crisis; Malta & the EU: Malta neutral in a sovereign EU; Policy & pints with MEPs; The big Oxford debate
New Ideas	Transport - Best practices exchange - Follow up events (YFJ) post elections - MEP invites youth to EP - Engagement - Buddy system to go to vote - Schemes: I'm going to vote campaign
Support Needed	Funds - Sponsors
Two Next Stops	

<b>8 - Making the Internet relevant for EU citizens</b>	
Host & Participants	Dominik - Pietro, Christina, Riccardo, Mark, Kristina, Luis, Milene, Mariana, Erica, Sabri Ben, Maja
Campaign/Project Description	Debunk disinformation on online platforms - Answer people's questions (inbound marketing) - Recap events for people that cannot attend - Collaborate with likeminded groups - create content that is cultural, emotional, non-political - Tailor content formats to channels
New Ideas	Institutions not on TikTok - Need more content about the EU: Blogs, Podcasts, videos - SEO exploitation: Google trends: Long form (2000 words) - Personalities/creators help engagement
Support Needed	Money - Link to traditional media
Two Next Stops	LinkedIn group for online EP elections campaign

9 - Cultural Deal for Europe	
Host & Participants	Christy, Maya, Friso - Alba, Lennaert, Adamas, Rares, Divilé, Ted, Christos
Campaign/Project Description	Put culture at the heart of the future of the EU! <a href="http://culturaldeal.eu">culturaldeal.eu</a>
New Ideas	Fair Practice Code @EU level - Open up campaign: Language, goals - Long term action plan
Support Needed	Share open letter with your (candidate) MEPs - Invest in culture as a tool for resilience/resistance - 'Own' the demands in your own campaigns
Two Next Stops	Make clear statement about % of EU spending <u>we wish</u> for - Alliances beyond cultural sectors

10 - Inclusivity: Reach racialised communities (young) to make them vote	
Host & Participants	Gaspard
Campaign/Project Description	Diaspora Vote! Training young racialised people and empowering them to raise their voice, advocate, create spaces and opportunities from them to develop both their soft and technical skills - Our Ambassadors will raise awareness in their communities
New Ideas	
Support Needed	
Two Next Stops	Engaging communities locally - Signing agreements with MEPs post-election!

11 - Mobile EU Citizens (registration + voting)	
Host & Participants	Armin - Lukas, Ludmilla, Emma, Walter, Guillaume, Andi
Campaign/Project Description	1) Raise awareness - 2) <a href="http://together.eu">together.eu</a> platform: Drop down menu; I live there + I would like to vote here + I am from X country - 3) Communication through civil society channels - 4) Webinar election-watch.EU, seeds project, EU mobile citizens
New Ideas	Proactive approved where mobile EU citizens are - Embeddable
Support Needed	Technical support to get tools up - Collect data
Two Next Stops	Collect info about each country - Upload and spread



## Group

## ROUND 2 - CONVERSATIONS

- 13 **How can the European Parliament support you? (Giulia)**
- 14 **Participation Caravan (Miruna)**
- 15 **Vote Europa: Boosting turn out among people with a migration background (Matthias)**
- 16 **Disability rights in European elections (EDF, LNF, SUSTENTO)**
- 17 **Impact on our companies - Insieme-per.eu (Erika & Giovani)**
- 18 **Citizens' debates: France, Spain, Belgium, Sweden, Germany, Poland, Italy (democracy/security - economy/climate) (Alessandra)**
- 19 **EU scholar elections. C.L'Europe - Transplanisphère (Hugo)**
- 20 **EPIC: Empowering students Participations In Campaigning (Anna & Carmen: OBESSU)**
- 21 **Campaigning with Humour (Giuliana & Marilda)**
- 22 **Factcheck EP topics for young voters (Kristina)**
- 23 **(EU) Elections Pool - Collections of resources/campaigns related to EU elections on [participationpool.eu](http://participationpool.eu) (Louis)**
- 24 **Sois-Jeune et tais toi!': Youth engagement (Louis) *NO written record submitted***

13 - How can the European Parliament (EP) support you?	
Host & Participants	Giulia
Campaign/Project Description	How can the EP help in your comms efforts? Connection to Member States - Connection to other organisations - Foster online community - Info on voting patterns (country data) - Practical info on EE24 - Organise events together and join forces
New Ideas	
Support Needed	Connection to Member States
Two Next Steps	

14 - Participation Caravan	
Host & Participants	Miruna
Campaign/Project Description	Getting outside the 'bubble' by delivering information to communities, which are harder to reach - Making 'a tour' in the most disadvantaged areas (rural areas, small urban areas) - Target first-time voters (both in high-schools or in university) - Grassroot communication
New Ideas	Complementary trainings with teachers for cooperating with educational institutions - Attending local fairs or other kinds of local events: Presentation stands - Approach towards targeted group
Support Needed	At least some approval of educational institutions - Local Council of Municipality
Two Next Steps	Establish the target communities and make sure you understand their concerns, complaints, socio-economic background in order to address the importance of voting according to their level of understanding



<b>15 - Vote Europa: Boosting turn out among people with a migration background</b>	
Host & Participants	Matthias
Campaign/Project Description	Reach people with a migration background through local migrant-led organisations to boost voter turnout. Among 3rd country migrants and EU mobile citizens
New Ideas	Direct mailing/population registers - Facebook groups to find EU mobiles - 'This time I'm voting' tool: Embeddable
Support Needed	
Two Next Stops	

<b>16 - Disability rights in European elections</b>	
Host & Participants	EDF, LNF, SUSTENTO - Anna, EPF, Florence, Jessica, YMC Europe, Ana
Campaign/Project Description	Campaign/project description: Higher capacity of persons with disabilities to engage in EE24 as voters, activists, or candidates - Mobilise the #Disability Vote
New Ideas	The info really is not shared or well known
Support Needed	
Two Next Stops	Share resources - Reach out to EMBs and DPOs

<b>17 - Impact on our companies - Insieme-per.eu</b>	
Host & Participants	Erika & Giovanni - Kira, Julian, Francesco
Campaign/Project Description	Share across our 64 territorial groups and 14 regional committees the importance of voting for the European Parliament - Help the young entrepreneurs to understand that Europe can offer new and better opportunities for their companies through economic development - 2nd modern industrial policies - International activities, lobby and institutional meetings abroad, training meeting & #YesForEurope #G2OYEA
New Ideas	National events with young entrepreneurs - Recording videos in English in order to convince other European entrepreneurs - Online sessions with members of European Parliament who will be candidate again
Support Needed	Share our activities through European Parliament officers in the different regions - Share the expertise in terms of opportunities and challenges
Two Next Stops	Share the impact that we can have by being interested and active - Increase motivation and commitment of young entrepreneurs

<b>18 - Citizens' debates: France, Spain, Belgium, Sweden, Germany, Poland, Italy (democracy/security - economy/climate)</b>	
Host & Participants	Alessandra
Campaign/Project Description	2024 voices - Citizens speak up - Climate, Economy, Security, 18-40 (FR, BE, IT, DE, SP, PL, SE)
New Ideas	Activities: Climate: Garden - EurHope: 2024 events synergies - More demanding towards politicians (~ youth): Find existential Questions?: Truth - Synergies with Cyprus Forum
Support Needed	Event format at local level?
Two Next Stops	#localevents: Creative - #connect with CSOR locally

<b>19 - EU scholar elections. C.L'Europe - Transplanisphère</b>	
Host & Participants	Hugo
Campaign/Project Description	Fake EU elections few days before the real ones, in secondary schools in France. Students will vote for their vision of Europe. Objective: To raise awareness among young people about EU democracy & European elections.To motivate students to talk about EE to family, friends and colleagues...
New Ideas	
Support Needed	
Two Next Stops	

<b>20 - EPIC: Empowering students Participations In Campaigning</b>	
Host & Participants	OBESSU - Carmen, Anna, Pietro, Emma, Rafael, Katica, Ludmila
Campaign/Project Description	Informing and educating young people about participation, democracy - Increasing the engagement of students and school student unions - Addressing the need to engage first time voters - Vote@16 - Manifesto: Europe Needs US - Trainings, capacity building - Microgrants for members
New Ideas	Vote@16: Active citizenship education - Why vote?: Representation! - Fresh campaigns!: Humour, imagination, creativity
Support Needed	Older people to listen to us! - Money: Euros! €
Two Next Stops	17 November campaign - Promoting the manifesto 'Europe needs us' - EP Elections 2024!

<b>21 - Campaigning with Humour</b>	
Host & Participants	Giuliana and Marilda - Christina, Andra, Nuria, Fidelis, Tilemachos, Daniel, Sarah, Lyra, Haythem, Yoan
Campaign/Project Description	<u>More in 24.</u> @morein24.eu - Humour is more easily shared and relatable, not only 'bubble humour' - Familiarise them with certain concepts. Politicians who actually embrace memes/funny ways become more famous
New Ideas	Meme competition - Topics that are 'annoying' and people can relate to - Collaboration with platforms - Role models - Make fun
Support Needed	Create community (ask people what they find funny)
Two Next Stops	Collaboration with other established humorists - Getting inspired

<b>22 - Factcheck EP topics for young voters</b>	
Host & Participants	Kristina - Jessica, YMCA
Campaign/Project Description	Factchecking training for young people to better understand EU institutions
New Ideas	University students - AI and ChatGPT: The disinformation created by ChatGPT. Use Instagram/TikTok to train with funny facts/debates with factcheckers
Support Needed	Lie detectors - European students' union (HE) - EDMO - EFCSN
Two Next Stops	

**23 - (EU) Elections Pool - Collections of resources/campaigns related to EU elections on participationpool.eu**

Host & Participants	Louis - Milene, Stefanos, Erica, Louis, Tiago
Campaign/Project Description	Lots of resources available on Youth Participation, Media and info literacy, outreach (promotion and digital), transformation/participations: for youth organisations (but not only!): Dive in! ( <a href="https://participationpool.eu">participationpool.eu</a> ) - We will launch a campaign to collect new resources specifically related to the EU elections, or all kind of election and voting process - October 2023: We launch the campaign, you can submit your resources online - 2024: We promote the resources on any channels (+ SALTO network channels) - Let's foster participation for the 2024 elections and beyond!
New Ideas	
Support Needed	Submit resources - Promote the call (from October) - Use the resources in your context to foster participation in democratic life
Two Next Steps	Call from October - Promotion of resources in 2024





# Closing the event

Jaume Duch Guillot, Director General for Communications, European Parliament.



Thank you for inviting me to this session, listening to all your ideas growing and transforming themselves into concrete actions is amazing. Thank you for mobilising and helping with the next elections, which are going to be really important. In these elections 400 million citizens will have the right to vote, many of them for the first time.

The 2019 elections were mostly linked to the environment and to combating climate change. Many young people got involved in marching and mobilising, so we slightly increased the number of young people in voting. In 2014, it stood at 28% and in 2019 it became 42%. However, there is still a long way to go to get young people involved in elections that are really about the future we want to see.

I have just returned from Strasbourg, helping Members to run the plenary session. I noticed that this Parliament has transformed into a very political body. When I started out many years ago, it was a very technical and legislative parliament. It was a miracle when a journalist was interested in what was happening. Now, it is more and more an ideological place, closely connected to what happens in national government. You can see discussions about migration, social policy, gender policy and environmental policy. Some issues that used to be decided by national government are now co decided by the Parliament and the Council.

But of course, not everyone is interested in policies and not everyone is interested in Europe. That is why we have developed a communication strategy to inform people about the elections and to mobilise them to vote. We are organising this campaign to create a source of inspiration for many other campaigns. We cannot campaign alone; we do not have the means. Citizens do not expect an institution contacting them and telling them the next elections are very important. This is not the ordinary role of a Parliament. It works better when local Civil Society organisations or networks can mobilise people and talk to them directly about the importance of getting out to vote.

We will be in contact with you to explain and inform you about our slogan, our messages, narratives, and the use of [together.eu](https://together.eu). We will share these with you because we would like to see how far we can go together in sending messages that are coherent. That does not mean identical or equal messages, you know what's needed better and are better equipped than we are to address those topics and priorities that people in your areas really care about. There will be a slogan, it will need to have another focus from the last slogan and we are close to taking a decision on this. There will also be a specific visual identity and storytelling and maybe some of these elements are shareable and useful for you.

I hope you take from today some ideas about possible cooperation amongst yourselves. I saw many ideas and projects that are compatible or expandable if they are inter connected. Some of the projects were about fighting against misinformation. This is an area where cooperation and sharing of data and information is crucial. I see that there is no lack of ideas, there is excitement about how we can all cooperate together in making these elections more visible.

These elections will elect the next European Parliament and pre elect the next European Commission. We will decide the citizens who will represent us over the next five years and take important decisions on key upcoming issues, such as enlargement and internal reform.

It is not going to be the easiest next five years and we do face some dangers. But that is why it is important that all those citizens who would like to take part in some ways are conscious of this and can act responsibly. In a moment where democracy is weakening in several countries both inside and outside of the Union, one of the best ways to protect the values, human rights and the future of the European Union is to vote in the next elections. We are all convinced here but many are not and many do not know. Our joint work in the next months will aim to change that and give us a good turnout.

**Philipp Schulmeister, Director for Campaigns, European Parliament.**



I am really disappointed that this day is over. The past half hour I have been listening to you, there was an amazing rich number of ideas. Lots of what you spoke resonated with us both and with the teams working on this.

You can talk about these issues in a much freer and maybe even more open, outspoken way than we possibly can in the Institutions. All your ideas are important and have potential for us to bring this further forward, to see what we can contribute and help you with insights and skills we have. Whatever you can do to stay in contact, do it.

I really like the idea of campaigning with more humour, that is a good takeaway for all of us. This is serious business not to be taken lightly and I know you do not, but we can talk about it with humour and a laugh and hopeful face. Showing others that we are serious yes, but it is not the end of the world but the beginning of a new path and a new legislative cycle.

Heartfelt thank you to you and to all the organisers of the event.

APPENDIX 1 - (Presentation: EU Plans for Election Information on Strategy, Philipp Schulmeister, Director for campaigns, European Parliament)

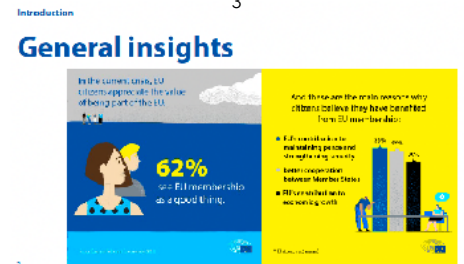
1



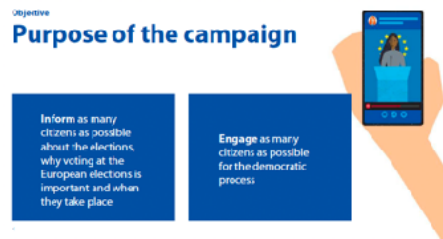
2



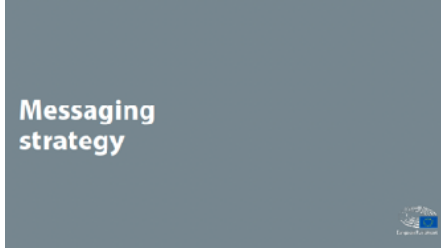
3



4



5



6



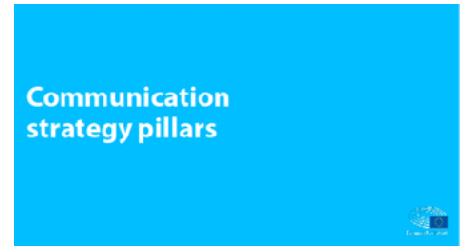
7



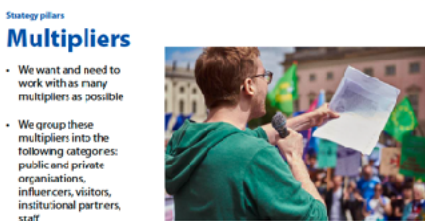
8



9



10



11



12



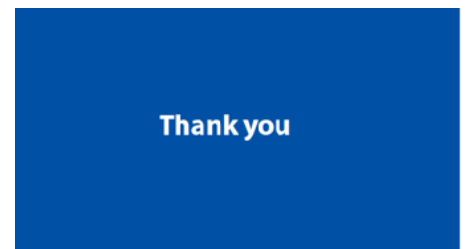
13



14



15



APPENDIX 2 - (Presentation: [together.eu](https://together.eu), Martin Bukna, Web Communications Unit, European Parliament)

1



2

### what is together.eu

- A project run by the European Parliament, dedicated to getting as many people as possible involved in the democratic life of Europe and, in particular, to getting out the vote for the European elections in 2024.
- A pan-European community that encourages everybody to participate in democracy, where people from across Europe meet, get active for **democracy together, share knowledge and learn new skills**.

Democracy starts wherever you are: in your kitchen, on your street, whenever you decide to change something you care about!



3

### what you can expect

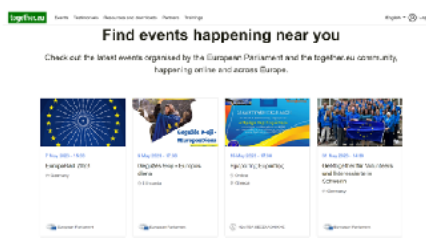
- Connect with people - from across Europe
- Learn new skills and challenge yourself
- Join events near you and organise your own
- Share your ideas for the future
- Engage with European decision-makers
- Discover and meet organisations
- Have a unique connection with the European Parliament
- Receive interesting information - directly from the European Parliament
- Take part in social media competitions and online activities



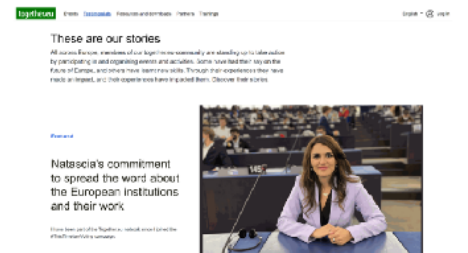
4



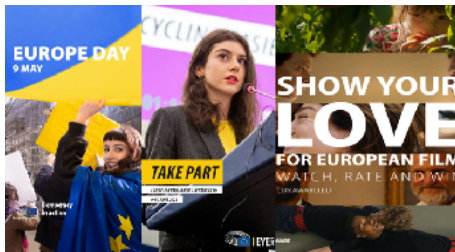
5



6



7



8

Ready to join?



- Join together.eu by signing up on the together.eu website
- Discover the offer for you
- Do you have an idea for an activity? Get in touch with your local EP liaison office

