

Preparing EP elections 2014

Background:

Traditionally the **European Movement International (EMI)** and its Member Organisations have always been very active in promoting pro vote campaigns in the months before European elections. Unfortunately, the turnout at European level has been decreasing constantly in past elections. In parallel, anti-European political forces and messages are getting stronger, in particular in this period of economic crisis.

Therefore it seems important that the EMI network not only organises a pro Vote campaign in 2014 but also a campaign in favour of pro-European messages and candidates.

The use of new media, internet tools and interactive campaign material will be of particular importance in order to reach out to the largest part of the European citizens.

Concept:

The EMI network should start preparing a big pro-European vote campaign with its interested Member Organizations.

In that perspective a taskforce composed of communication experts and pro-European activists should be established. This taskforce should work on the following aspects:

- The main messages and pro-European arguments that the EMI will have to promote in order to combat anti-European ideas (“message house” that could be offered to the EMI network members and pro EU Parties and candidates)
- The communication means and tools that should be used (in particular video clips, slideshows, youtube adds, facebook campaigns, etc.)
- The necessary training and dissemination of the information in the network in order to facilitate the spreading of the campaign messages

The main arguments of the campaign should be organized around the following items:

- What has Europe brought us and what would be the costs of the non-Europe (eventually drafting the script of a small film showing what Europe would look like without the EU, in the form of a “catastrophy scenario”)?
- Which competences are still missing on European level?
- How to strengthen participative democracy on the European level?
- The ideas and the visions for Europe that pro-European citizens are sharing?

In parallel, a strategy should be tested with the pro-European political parties in order to promote those messages and test the pro-European initiative. An informal workshop could be established to discuss this strategy.

Timeline:

- **24-25 May 2013:** Federal Assembly in Dublin to adopt the principle to create a pro-European election taskforce
- **June 2013:** Structuration and work programme of the taskforce
- **September 2013 :** Draft arguments and scenario for the videoclip / film (to be discussed for example during an HOO meeting?)
- **October 2013 :** Exchange with political pro-European parties to finalize the main arguments and communication tools (informal workshop)
- **November / December 2013 :** Presentation of the campaign arguments and the material to the EMI network

Person in charge:

- Who is the responsible secretariat member?
- PC Institutional innovations will supervise?