



# CAMPAIGN PLAN

## FOR THE 2019 EUROPEAN PARLIAMENT ELECTIONS

GENERAL  
ASSEMBLY  
#FYEG30 UTRECHT  
HOSTED BY DWARS

The 2019 European Parliament Elections will be crucial for the future of our continent and the future of Young Green values. Young Greens stand for international solidarity and sustainable living. We want a world where everyone has the same opportunities, no matter where they were born. We are a truly European movement, that fights for a welcoming, social, sustainable Europe.

Many forces in society are opposing the future we want. They want to close our societies to everyone who is different. They want to keep on playing by the same rules as they have been playing, leading to the many crises we have seen in the past and we continue seeing in our daily lives. Be it the refugee crisis, the ecological crisis or the economic crisis the consequences of which many young people are still dealing with. For today's and tomorrow's young generations the rules of the game are not fair. But together, we can change them.

Towards the European elections we have to speak truth to power, dare young people to start dreaming about a better, a Green Europe, show them they share this dream with many all over the continent and empower and mobilize them to take action. We don't only show that we are European because it's part of our ideology and our way of working. We need to put the focus on all the problems that our societies face nowadays, and clearly say that the only way to fix it is acting, politically, from one European perspective. The big problems we are facing, no matter which country we are from, EU or non-EU, unite us in our daily struggles. Therefore we see as the main aim of our campaign to show a united Young Green movement. Be it through common online visuals, action days or exchanges. We want to trigger young people to take action, be it to vote Green, to get involved in a Young Green campaign, to share our content, or to talk about us or our topics.

**Aims of the campaign:**

- Being a present European Young Green movement, both online and on the ground
- Strengthening all our Member Organisations through:
  - » Facilitating the exchange of skills and resources
  - » Campaigning for the Europe we all stand for
  - » Being part of a bigger movement
- Support Young Candidates to stand in elections and get elected

**Our campaign will have four main elements:**

- An online campaign
- An offline campaign
- International exchanges
- Young Candidates platform

## ONLINE CAMPAIGN

**Overall aim**

The online campaign aims to connect campaign actions and messages from our MOs across Europe. We want to strengthen the messages and show that a strong and united European movement is behind each local campaign.

**Aims**

- Develop content to be used by MOs to strengthen the European feeling
- Create a look and feel to be used by MOs to show the European movement we are
- Have a central website with all the information
- Have an effective and ethical campaign

**How we are going to reach this**

FYEG will develop online content to be used by our Member Organisations. This means that all MOs will be able to translate our content. To facilitate a smooth, simultaneous launch of, for example video's or meme's, we will provide a guide on how to edit videos and images with free, open source software and have them prepared at least one week before the launch.

We will create a common look and feel for the campaign, which will be part of all FYEGs election communication and hopefully of all our MOs as well. Ensuring MOs can also use their own look and feel is crucial. We will create unity by providing a campaign logo/framework to put on pictures and video's and a common hashtag.

There will be one campaign website, where all the campaign efforts of MOs and FYEG will be shared. This website will include plugins for social media tags, to make sure we are automatically updated with all the Young Green Activists input.

We will use Telegram and a mailing list for activists that are actively engaged in the campaign, especially to ensure united actions. Considering the recent Cambridge Analytica leaks, we will still have to see how this will affect our use of social media in the campaign.

## OFFLINE CAMPAIGN

### **Overall aim:**

Campaigns are not only won online, but also on the ground. By being present in the streets and connecting our action on the ground with what we do online, we strengthen our credibility as a European movement. The aim is to support and expand our movement on the ground through creative actions but also traditional campaigning methods which send a unified message.

### **Aims**

- Create and share guidelines and best-practices on offline campaigning
- Provide merchandise, in the form of giveaways
- Provide adjustable leaflets
- Provide, and help to coordinate the international exchange of volunteers, as part of maintaining a sense of a Europe-wide Young Green solidarity
- Have an effective and sustainable offline campaign

### **How we are going to reach this**

The more skills and best-practices we share as MOs, the better. Therefore we will make sure we get as much input as possible and summarize this in a guide, for all to use.

Merchandise in the campaign, such as condoms, caps, bags, stickers, reverse graffiti templates, T-shirts will be created within reasonable limits and shared with our MOs, taking into account the MOs needs, FYEG's budget as well as the environmental footprint of merchandising. It's a priority that this merchandise can be used by non-EU MOs as well as by the MOs actively participating in the European Elections. We are not just an EU-movement, we are a European movement.

Based on our common narrative, FYEG will create common leaflets for all MOs to use. We aim to have one side with the main topics we want for Europe and one side with the MOs own story, incorporating the European feel in the local elections on the ground.

Through having campaign volunteers travel to other countries and campaigning together, we strengthen our MOs with little capacity and again show that we are a European movement.

## INTERNATIONAL EXCHANGES

### **Overall aim**

Since we strongly believe in a true Europe where all people are united and the well-being of one person is linked to the well-being of another, it will be indispensable for our European Campaign to offer as much international exchanges as possible. Having MOs working together and campaigning for the issues that unite us, we will show that collaboration between different states is not only a dream, it's a necessity which we are already capable of putting in practice.

### **Aims**

- To facilitate common actions
- To have one major activity where all MOs can come together and celebrate Europe

### **How we are going to reach this**

We will open a call for MOs to propose common actions. Examples from the 2014 elections are a hitchhike to Brussels and a meet-up between the Dutch and Flemish Young Greens and a three day bike ride, organised by the Czech and German Young Greens along the border. Through strong support from our office and Campaign Team, we hope that in this campaign we will have even more common actions.

In the beginning of 2019 we aim to organise a festival to celebrate Europe and our movement. To have as many Young Greens together and discuss the Europe we want. To have workshops on campaigning, communication, activism and other forms of skills sharing.

## YOUNG CANDIDATES PLATFORM:

### **Overall aim**

The aim of the young candidates platform is to train and support Young Green candidates who want to run for MEP. Having highly qualified potential MEPS and helping them to get on electable positions.

### **Aims**

- To organise two training weekends for Young Candidates
- To support the campaign of the Young Candidates
- To have a support network for Young Candidates

### **How we are going to reach this**

We want to organise two training weekends for the Young Candidates. One mid 2018, focussed on making yourself visible in the party and supporting internal campaigns. One at the beginning of 2019, focussed on campaigning to the

outside world as a credible MEP candidate. These training weekends will focus -amongst other things- on public speaking, standing out as a candidate and communication tools.

We will support the campaign of the Young Candidates by helping them with e.g. professional pictures, giving them a space on our campaign website and mobilizing our activists to support them. Young Green candidates that are not part of the trainings will still be able to be present on our website and in our campaign. We want to support as many Young Greens as possible and show we are a movement for change on the streets and in the institutions.

We will set up a network of Young Green candidates that will be facilitated to meet online and share success and obstacles in their campaign efforts.

In addition to the candidates running in the 2019 European elections, individuals from non-EU countries planning to run in any other election in 2018-2019 will be invited to join the platform.

# PROVISIONAL TIMELINE AND PLANNING OF THE CAMPAIGN

## **June 2018**

Call for Young Green Candidates

Since the situation is different in every country, this call will be open until all candidates are known.

EGP common action day: Refugee Day

Throughout the year EGP will organise several common action days to which FYEG will contribute

## **July 2018/August 2018**

Meeting of the Campaign Team

Young Candidates Training I

## **September 2018**

EGP common action day: Coastal Clean-up Day/  
Maritime Protection Day

Throughout the year EGP will organise several common action days to which FYEG will contribute

## **October 2018**

Working Group Meeting

The Working Group Meeting will be an important moment for activists to contribute to the campaign

Campaign team meeting

## **November 2018**

Call for campaign manager

## **December 2018**

COP24

The COP and AlterCOP will be important events during the campaign

EGP common action day: Anti-corruption Day

Throughout the year EGP will organise several common action days to which FYEG will contribute

Strategic Planning Meeting

The Strategic Planning Meeting will be an important moment for MOs to contribute to the campaign

Live Campaign Team Meeting

## **January 2019**

Call for Common Actions of our Member Organisations

## **February 2019**

## **March 2019**

Young Candidates Training II

Live Campaign Team Meeting

## **April 2019**

Young Greens festival

Common actions of MOs

MOs organising actions and activities together

Common action weeks

Young Green activists all over Europe do actions related to a similar topic

## **May 2019**

Common actions of MOs

MOs organising actions and activities together

Common action weeks

Young Green activists all over Europe do actions related to a similar topic

## **23-26 May European Elections**