



Federation of Young European Greens

fyeg

Campaign Plan for European Elections 2014

Creating the Green European Youth Movement

1. Introduction

We believe in Europe and that young greens can create a difference towards a more sustainable, open and tolerant Europe. However Europe is often subject to prejudices which is why we want to create a new momentum by having a common European campaign and connecting young greens from all over Europe.

We want FYEG to create an open framework and common ground for our campaign to blossom. The campaign will create a common, clear, language and identity which all of our MOs will be able to use for the elections and beyond. This common identity will be reflected in the branding of the campaign, and will demonstrate how young greens are working together on a supranational level. This will also give the MOs a chance to have an added value to their own campaign. Overall, this campaign should bring MOs and European young green activists closer together by offering them a sphere where their common grounds and actions can take place, thus creating a common European spirit.

This common spirit is represented in our manifesto which is the result of a participatory democratic process involving young green activists from all over Europe. The “FYEG European Election Manifesto” will serve as a political compass by being the backbone of our campaign.

Furthermore we want FYEG not only to provide services to our MOs but also to individual young candidates, by supporting their candidacies to the EP election. The young candidates will also be supported by providing an exchange of ideas and experience in a young candidate platform.

Most importantly, we want to have an inclusive campaign in which everyone can participate but also keep a high spirit and enjoy what we do.

2. Aims and Objectives

- Support MOs in national campaigns to get good results in as many member states as possible
- Support young (Green) candidates all over Europe and to be a platform for them to promote their campaigns
- Promote the manifesto topics amongst the youth

3. Message

The main message is the umbrella that combines all the topical foci and provides a narrative for our campaign. The message is something that we all share. It should be positive but at the same time actively exposing the problems that have been fuelled by the crisis.

4. Manifesto

The topics of the manifesto will determine the main structure of the proposed actions and main topics for the campaign, including the activist exchanges (inc. bus tours) and action-weeks that we are planning to organise during the campaign.

All of them will aim to provide young Green solutions to the crisis.

- ***Social Europe*** (tackling youth unemployment, growth pact)
- ***Democratic Europe*** (structural reforms at the European level, new EU convention)
- ***Gender and LGTBQ***
- ***Energy, climate change and agriculture***
- ***Migration and free movement***

5. Timeline

This timeline represents the different phases of the Campaign starting from preparations, continuing with mobilisation “Creating a European Spirit of Young Greens”, reaching the hot phase of the implementation “Creating a European Spirit in the Whole Europe” and finishing with evaluation and follow-up.

Phase I: Preparation phase

AUGUST

29th – 31st second GA, Bad Hersfeld

- Adoption of common manifesto and detailed campaign plan and strategy

SEPTEMBER

- Launch of the new FYEG website
- Launch of the twinning cities platform
(Elections in Norway (9th), Germany (22nd), Austria (29th))

OCTOBER

- Activists start filling in exchange requests (twinning city platform, separate exchange website)

(17th -20th Youth Conference in cooperation with the Heinrich Böll Foundation, Berlin)

NOVEMBER

WG meeting at any date after GA of Gruene Jugend (maybe 3rd – 6th of November)

- Provide Start Kit to MOs and local groups (including campaign logo and campaign design, frameworks for Campaign Material)
- MOs will provide FYEG with detailed Data about their plans for the Election Campaign (activities, budget, teams etc.)
- Creation of political videos

(11th Start of the European Green Primaries)

(19th – 24th COP workshop will be a unique chance in the pre-campaign to discuss climate change and energy policies)

DECEMBER

10th – 12th Campaign Coordinator's meeting

- Launch of a common email-list/collaborative structures between MOs and FYEG
- Finalisation of agreement on collaboration during the campaign

JANUARY

(28th End of the European Green Primaries)

Phase II: Mobilise the European young greens for the Campaign

FEBRUARY

Meeting of Young Candidates

- Launch of candidates-online campaigning space on campaign website
- Publication of guidance on campaign activism
- Launch of Campaign Website

MARCH

- Dissemination of action readers for the six action weeks
- Dissemination of fact sheets and argumentation training on topics of the action weeks/manifesto

Phase III: The Campaign

Spring Camp

APRIL

3 April start of 50 Europeans- 50 Days - 50 Demands

- Launch of videos on different topics of the action weeks/Manifesto
- Dissemination of Information material on voting procedures on the European level /EU institution

Start of Action Weeks

→ 7th-13th Social Europe

→ 14th– 20th Gender and LGBTQ

→ 21th– 27th Climate, Energy and Agriculture

→ 28th start: Democratic Europe

Youth in Crisis Conference in the European Parliament (connected to an MO event)

MAY

Continuation of Action Weeks

→ 4th end: Democratic Europe

→ 5th – 11th Migration and Free Movement

(8th – 11th FYEG and Heinrich Böll Youth Meeting, Greece)

9th – 11th Start of the (Bus-)tours@Youth Agora, Strasbourg

Before the Elections: 3-Days-Awake

22nd – 25th European Parliament Elections

Phase IV: Follow up and Evaluation

JUNE

- General Assembly of FYEG

6. Organisational Campaign Architecture between FYEG and the MOs

6.1 Campaign Coordinator's Group

To create a European campaign and be able to profit from simultaneous campaigning all over Europe, FYEG and the MOs need to be aware of the different environments and campaign plans in different countries and MOs. We will therefore create a common coordination structures.

The coordination group should exist of persons responsible for the campaign in the MOs (Campaign Managers/SecGens/Board Members).

Create a mailing-list for spokespersons and international secretaries to secure the fast communication between the different MOs.

MOs:

- Propose a contact person to FYEG for Campaign Coordination Group by November 2013
- Provide overview of capacities (staff, finances) and local activists by November 2013
- Provide an overview of elections happening until May 2014

6.2 Materials

FYEG will provide only basic materials for MOs (FYEG flags and stickers, videos) and materials for the bus tours (eco-friendly, multilingual and integrated with online media (hashtags, social networks, website).

- MOs can produce other materials (posters, tracts...) with a shared message.
- Online platform for Member Organisations to share the posters, pictures, source files, the Campaign will also propose template files (texts, pictures) on different topics that MOs can translate and use by the MOs.

6.3 Capacity Building

At our events in the next year we strive for providing workshops aiming at empowerment of our activists. MOs can also request the CT or the EC to do European campaigning workshops at their events.

Capacity building activities will focus on providing training on development of skills for political transnational campaigning.

6.4 Best Practice Sharing

MOs have many different experiences with successful working structures, practical online tools and actions that have created an impact. FYEG will create a document where all these could be shared. Ensuring mutual learning, successful actions can be repeated by other MOs. The document will be linked to the twinning cities platform.

6.5 Participation Non-EU MOs

MOs and individuals from non-EU countries are encouraged to participate in the campaign. All events of the campaign are open for all members of FYEG and during our campaign FYEG strives for addressing the needs of non-EU states, eg. EU enlargement policy, free movement; new perspective through human rights support of Non-EU countries and the many diasporas from Non-EU countries.

Other Bodies involved in the Campaign are:

Working Groups: The action readers and content-related input to the campaign will be developed in collaboration with the Working Groups, validated by the MOs.

Campaign Group (CG): The Campaign Group consists of the Campaign Team and the Executive Committee. Together it is responsible for the successful implementation of the Campaign. The Campaign group shall have common online and offline meetings. The division of labour between the EC and the CT is elaborated in the annex.

Campaign Coordinator (CC): The Campaign Coordinator is an employee of FYEG. S/he has the responsibility for the technical implementation of the campaign and is supervised by the Secretary General and responsible to the Campaign Group. Her/His future tasks are defined in the annex.

Online campaign team (OCT): The Online Campaign Team is responsible for spreading of the content on social media and for the distribution of our guidance to the MOs and beyond. It shall also provide the Campaign Group with proposals for online activities. It is responsible to the Campaign Group and its further tasks shall be elaborated in the annex.

7. Specific activities and lines of action

This section outlines the concrete actions that will be carried out during the Campaign. Further detail on these activities are described in the Annex.

7.1 Support for Young Candidates

FYEG intends to support young candidates by spreading their campaigns as well as connecting them in an online platform, where also mutual support and best practices shall be shared.

FYEG will offer the possibilities for young candidates to be endorsed. They can apply for this at the extraordinary General Assembly and afterwards by applying to the EC. To be eligible candidates must have the support of the MO they are members of, shall adhere to the FYEG political platform, be under 35 years of age and want to support the FYEG campaign.

7.2 Activist Exchanges

7.2.1. European tours

In order to Europeanise the campaign and make Europe and the challenges Europe faces more substantive and tangible for MOs and local groups, FYEG intends to organise exchanges of activists and tours of activists in collaboration with MOs around Europe.

Based on the available resources different forms are possible like bus-tours/inter-railing etc.

**In a brainstorm during the ex-GA we discuss the feasibility of the bus tours*

and consider other options. A few of the different options are described in the Annex, but more input is necessary.

7.2.2 Town twinnings

Independently from the 2014 elections campaign, FYEG is launching a Town Twinning project, where local young Green groups can “twin” or associate with local groups from other countries, promote debate about the European sphere among local activists and deepen international sharing of experience and ideas. The expectation is that local activists and groups will use the opportunity to engage in pan-European dialogue and strengthen the campaigning at their local level. In order to maximise this, MOs should promote the project among their local groups.

7.3 From Online Campaign to Street Action

The online sphere is the MOst important place we have to connect young green activists across Europe, and to reach out to their electorate & peers. Therefore it is crucial that we

develop an efficient online campaign that can be used by all of our MOs and be inclusive. Content should be created in a way that can be used as a framework for everyone, especially activists from our MOs. This online campaign will mobilise our members on the ground and within their social environments.

The online campaign will be implemented by the Online Campaign Team (OCT) with the supervision of the EC and CT. It will have a very clear branding design and will seek to create templates, visuals, posters and videos which will be adaptable in order to match the regional and national realities of our MOs. For instance this could result in a common, european branded online campaign (50 Demands / 50 Days) which will be accompanied by a best-practices guide on online campaigning.

FYEG will focus most of its campaigning on the social media and on connecting offline actions to online activists. For example, the proposed action weeks and dates described in the timeline, can be used for online but most and foremost for offline and life actions, together with the working groups' expertise. We also want to provide help to regional and international cooperation between MOs together with the working groups.

7.4 Offline campaigning

FYEG will promote and facilitate offline campaigning by providing readers with recommendations for actions as part of the action-weeks, coordinating simultaneous offline actions and providing advice, support and best-practice sharing on offline forms of on-the-ground campaigning.

Offline campaigning support is described and will be developed in the Annex.

8. Press

With the understanding that offline-press is still the best way to reach out to constituencies which do not have access to social media platform, FYEG together with its MOs aims at being present in European, local and regional press, when it comes to European topics.

For further information see the External Communication strategy of FYEG.

9. Finance & Fundraising

FYEG has developed a fundraising strategy to provide additional funding to complement the income envisaged in general budget of FYEG. This strategy is based on the principle of mutual collaboration between MOs and FYEG in reaching out to possible donors, whilst ensuring a transparent and accountable way of fundraising. Besides the natural potential FYEG's supporters – the EGP, GGEP, GEF, national Green Parties and if possible the FYEG MOs, FYEG has been searching for additional funding sources to balance its Campaign budget.

As a matter of principle FYEG will focus on the European level and try the complementary funding sources explained in the Campaign Fundraising Strategy.

The present campaign plan will be implemented taking into consideration our financial situation.

To carry out the activist exchanges, materials and online campaigning, we need to secure the appropriate amount of funding. This will be achieved through fundraising in coordination with our MOs and partners.

*The budget can be found in a dedicated document as well.

10. Campaign Team, EC, Office

The implementation of the Campaign Plan is to be done by the Election Campaign Team, created in May 2013 at the General Assembly in Mechelen. The legal responsibility i.e. the political and financial responsibility of the Campaign lies within the EC of FYEG. The CT and EC will gang up in small groups which work together on the different aspects of the campaign. The office, with the new campaign coordinator are the central coordinating body of the campaign. It is crucial that the central coordination body has a swift and excellent communication with the Secretary Generals, and campaign responsables of the M.Os. A common mailing list of the stakeholders of the MOs should be set up and supervised by the campaign coordination.

11. Follow-up and Evaluation of the campaign

The evaluation of the campaign is of key importance to FYEG. The EC will appoint at least 4 MO-representatives with a strong background in campaigning to evaluate the campaign.

Additionally – if the budget allows it, an external expert should give an analysis of the campaign and recommendations for future projects. A survey will also be held among MOs, which will include a set of indicators including visibility of FYEG, external impact and among partners, effect in the primaries and MO involvement, etc. This evaluation group will report its findings to the GA following the elections.

Glossary

EC → Executive committee

ECC → Election Campaign Committee (temporary body until the GA)

CG → Campaign Group

MO → Member Organisation

WG → Working Group

CDN → Cooperation and Development Network for Eastern Europe

GGEF → Green Group in the European Parliament

EGP → European Green Party

CC → Campaign Coordinator

OCT → Online Campaign Team

GEF → Green European Foundation