



Union of European Federalists  
Union Europäischer Föderalisten  
Union des Fédéralistes Européens

# **POLITICAL ADVOCACY**

**a federalist perspective**

UEF Federalist Academy 2016 | July 2016

Belgium

Union of European Federalists  
Union des Fédéralistes Européens  
Union der Europäischen Föderalisten

Europe since 1946

-partisan citizens' movement

- A federal project for Europe



alists

europa  
united



# ADVOCACY



Influencing  
Stakeholders  
Decision-makers  
Communication  
Influence  
Grass-roots  
Raising  
Awareness  
campaigns  
Political  
activities  
Create  
the  
Advocacy  
Lobby  
bright  
buzz





**Business/Corporate  
advocacy & lobby**



**General/Public Interest  
advocacy & lobby**





UNE CONSTITUTION  
FEDERALE  
POUR  
L'EUROPE

**UN  
GOUVERNEMENT  
POUR  
L'EUROPE**

LE PEUPLE  
EUROPEEN  
VEUT UN  
GOUVERNEMENT  
DEMOCRATIQUE

**POUR UNE  
CONSTITUTION EUROPEENNE**



# Federalist advocacy: the challenges

- Setting agenda for long term goals
- Influencing short-term progress
- Stop & go processes
- Limited and inaccessible decision-makers
- Dispersed centers of power
- Absence of political parties and media

and ...

- we are asking a very big thing!





IN UNITATE ROBUR

1

EURO

MFE  
B

1965

# Federalist advocacy: the challenges

- Setting agenda for long term goals
- Influencing short-term progress
- Stop & go processes
- Limited and inaccessible decision-makers
- Dispersed centers of power
- Absence of political parties and media

and ...

- we are asking a very big thing!

## Two fundamental questions:

- Who and where am I?
- Who and what can I count on?

**There is always something I can do !**

**Is there anybody relevant out there?**



# The power of databases

**What about the powerless politicians?**

**Identify intermediaries  
to inaccessible decision-makers**

# The power of assistants & advisors



**Do I know what I am talking about?**

**What do I want to ask?**

**Write counting on no response**

**The meeting:**

**what do you want from me?**



**Politicians don't like to be lectured  
... but they must be**

**When do politicians listen to me?**

**Raise your profile**

**Become the European reference in town**



**Create networks**

**Be federalist!**

**Your reputation matters**

**Fly high**

**Start all-over again ...**

**Thank you**