

EUROPEAN ELECTIONS 2019

Campaign Overview

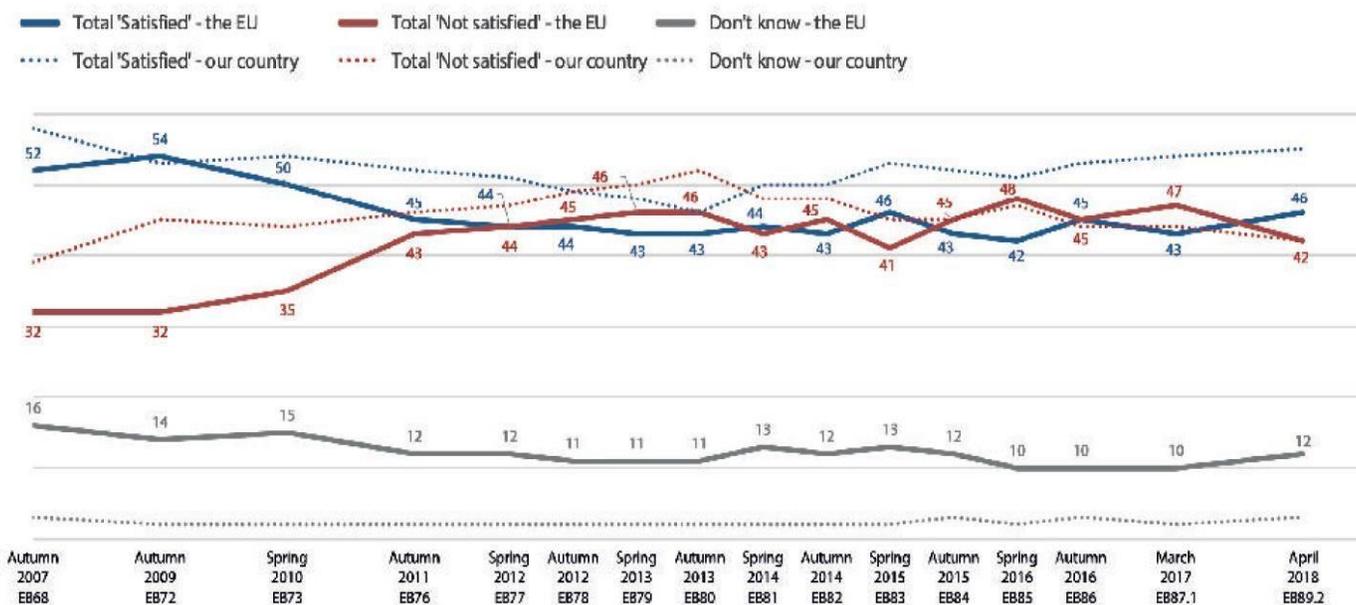
thistimeimvoting.eu

1. Context

The European elections of 2019 will take place in a context vastly different to the one in 2014. Despite an increase in support for the European Union across Europe since the British referendum, Eurobarometer surveys found that a large proportion of European citizens are not satisfied with democracy, both at a national and European level. There is a lot at stake in the upcoming elections. These elections really will determine what Europe stands for in the coming decade and what future Europeans want for it.



Q On the whole, are you very satisfied, fairly satisfied, not very satisfied or not at all satisfied with the way democracy works in (OUR COUNTRY)? And how about the way democracy works in the EU? (%)



Source: Eurobarometer 2018 89.2, QA25

2. Strategy

The European elections institutional campaign will have two dimensions:

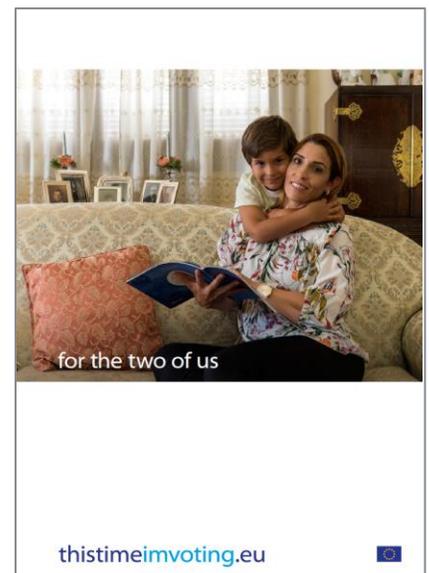
1. Media-related activities will focus particularly on key moments in the run up to the elections, such as the State of the European Union (September 2018) and the Spitzenkandidaten process (from November 2018), highlighting the European Parliament's role and accomplishments.
2. The localised, activating part of the campaign will invite citizens to play an active role in promoting the European elections and to encourage their fellow citizens to vote. As this part of the campaign is about creating a sense of community around active European citizenship, we will take the people who pledge to vote on a journey of ever-stronger engagement, providing them with information and inspiration that they can share with their networks, all the way to the go to vote phase. Individuals will be encouraged to create their own campaign, highlighting their own important reasons to vote.



3. Campaign message

Our campaign is signed using the sentence 'This time I'm voting'. Our message is that it's not enough to just hope for a better future, this time we all need to take responsibility for it. We are counting on citizens to take ownership of the campaign and to help us create as large and widespread a community of supporters as possible.

The messaging of this campaign is pan-European in its nature. By engaging themselves to support the democratic process, citizens from every Member State become part of a bigger, cross-border community of people discussing and debating issues that concern us all. It moves us away from centralisation towards a decentralised, localised and targeted citizen-led campaign.



4. Target audiences

Our ultimate goal is to engage all European citizens for European democracy and build a community to rally behind the project. We want to convince more European citizens to participate actively in the European project by getting involved, spreading the message to their friends, families, communities, and ultimately voting.

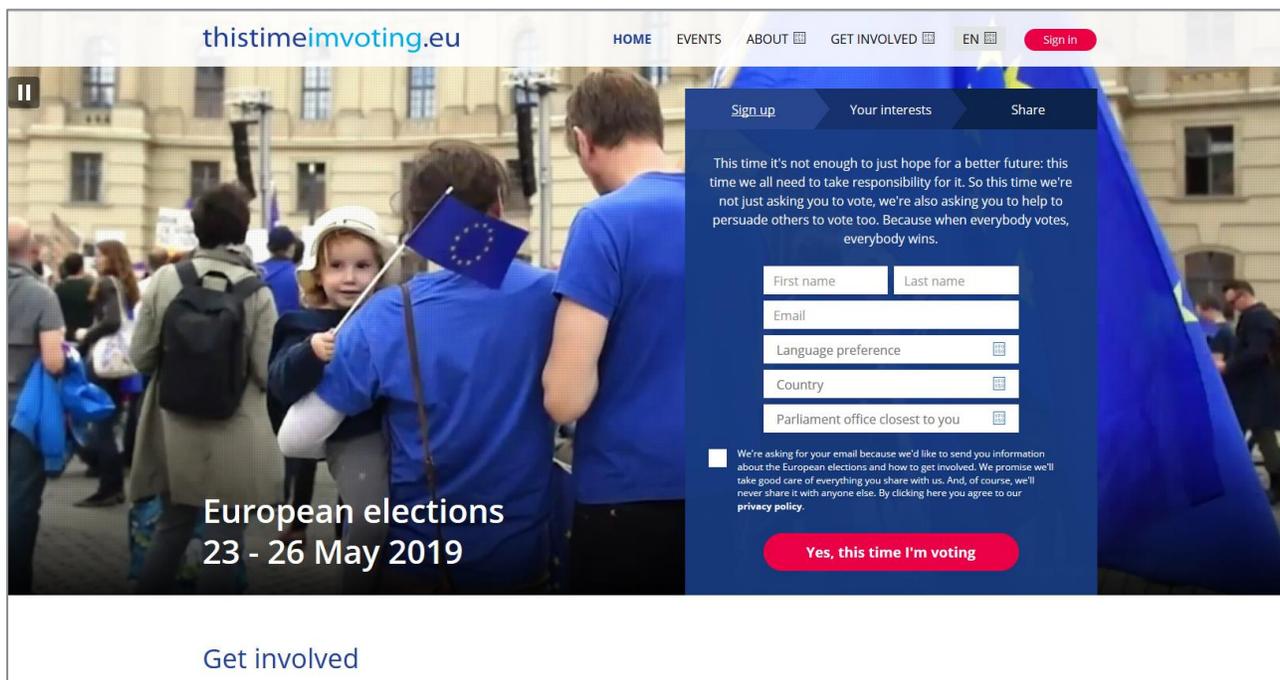
We will be focussing particularly on Young people, who as first time voters have a crucial choice to make of participating in the democratic process.

The decentralised nature of the campaign and the way in which citizens will get involved and engage others around them, will ensure we create a ripple effect. Traditional media channels will not be enough in these elections, certainly not to convince individuals who abstain from voting for political or ideological reasons, to contribute to the European project and vote. These changes can only be the result of human-to-human conversation, thus the importance of allowing citizens to take ownership of the campaign.

5. 'This time I'm voting' platform

On <http://www.thistimeimvoting.eu>, citizens are encouraged to register in order to receive regular updates throughout the campaign. Once signed up, participants are given calls to action through targeted communication and choose how engaged they want to be. Importantly, they receive a personalised 'sign up' link that they can use when sharing content. This will allow us to let people know how much of an impact they are making in their communities and invite the most active participants to play key roles in the campaign.

Citizens who sign up to our platform are in charge of the ground game and they can choose how involved they want to be. Supporters are people who sign up, receive basic calls to action and general information, and ultimately go to vote. They do not necessarily take an active role in the campaign. Campaigners share content online, attend events, and are active in promoting the campaign.



At the top level of engagement are Campaign Leaders, individuals who demonstrate great enthusiasm for the campaign, who get in touch directly with the European Parliament and can receive training, set up local and online groups and, finally, create content and organise events to reach more people.

European Parliament Liaison Offices in the Member States will help to build local, regional and national communities of engaged individuals and give the campaign its cross-border, European drive. EPLOs will take the responsibility of building contacts with Campaign Leaders, will run their training sessions and support them in their activities.

6. Partner networks

Partner networks are of utmost importance to the elections campaign. With a large number of organisations explicitly aimed at improving civic engagement in the European Union, there is huge potential to collaborate and join forces to achieve our common goals and increase participation in the next elections.