



Union of European Federalists
Union Europäischer Föderalisten
Union des Fédéralistes Européens

Campaign for 2019 European Elections



I Choose Europe Campaign – What?

An issue: the 2019 European elections in a context of increased nationalism and populism

A message: *I choose Europe - For a Federal Europe: Sovereign, Democratic and Social*

A double objective:

- Promote federalist ideas
- Increase visibility and development of UEF

A visual identity: a logo

Our message

Europe is at crossroads:
Either we vote for more integration
Or we risk disintegration and the victory
of nationalism, division, exclusion



**For a Federal Europe:
Sovereign, Democratic and Social**

Our logo



I Choose Europe Campaign – How?

- Manifesto
- Appeal for political parties
- Pledge for candidates
- Pledge for citizens
- Federalist analysis of political programs

Advocacy
political tools



- Website
- Online strategy

Online
Campaign



- Meetings with parties
- Meetings with Spitzenkandidaten
- Pan-European actions
- Election night
- Actions post-elections

Actions



I Choose Europe Campaign – How?

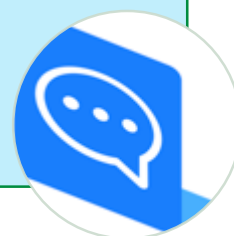
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UEF Manifesto for European elections 2019

Manifesto to....

- Feature a summary of UEF's demands for the next five-years mandate
- Currently available in English, French, Italian, Spanish and German

How to use it?

- Basis for our members to better know the federalist demands
- Use its content to ask questions on some proposals during public debate
- Inspiration to publish short sentences on social media
(an online strategy is under development and will be provided soon)



Appeal for political parties



APPEAL TO PRO-EUROPEAN POLITICAL PARTIES AGAINST NATIONALISM, UNITED FOR EUROPE

The unity of Europe is in danger. Nationalist and populist forces are growing in too many of our countries. They are going to use the next European elections to ask European citizens a mandate to weaken European institutions, renationalise European policies, attack European solidarity and rules. Their growth is a threat to the survival of the European Union and to any project of a closer European unity, the only guarantee of peace and prosperity for all Europeans.

Political parties who believe in Europe must raise up and oppose the nationalist project. Defending the Europe we have is not enough. To regain citizens' hearts and minds to the European project, pro-European political parties should unite around a project of a Europe that is more united, more democratic, more social and more effective in the world.

Pro-European parties should agree on a set of principles for the future of the European Union and against the European project of the nationalists and include it in their political programmes. They should promote and rally around such principles before the European elections and then work together in the next European Parliament for:

- stronger European Economic and Monetary Union with adequate fiscal and economic powers, including its own budget with own resources democratically controlled by the European Parliament;
- European social policies to balance national responsibility with European solidarity and strengthen the feeling of European citizens to belong to a single community;
- a single European foreign, security and defense policy to promote European interests in today's unpredictable international framework;
- European policies to manage migration flows, including managing European borders through European forces and addressing together the challenge of welcoming and integrating migrants in the European Union;
- defending Schengen and opposing any restrictions to free movement of people within the European Union;
- finance European policies with an increased European budget based on true European resources, which could come from European taxes on financial transactions, digital transactions, carbon emissions or plastic waste;
- a stronger Single Market, by completing the capital markets union, the digital union, the energy union and the single market of services;
- a reform of the treaties of the European Union to reform its institutions, including making the European Commission, with reduced members, the only executive body of the Union; giving the European Council only a role of political leadership and ending its executive role in policy making; abolishing the veto right in the Council and the European Council on all matters; giving the European Parliament the right to co-decide in all EU competences;
- should this prove impossible because not all Member State agrees, preparing a project of a new Treaty for the Member States willing to go ahead

#Unbad4Europe

#ChooseEurope

#ToFedEU

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Pledge to

- The first political tool realised for the campaign
- Currently available in **English, French, Italian, Spanish and German**

How to use it?

- Can be sent to the political parties of your country but we also advise to promote our manifesto to the political parties.

Pledge for candidates



Pledge to

- Collect support on our federalist demands among the candidates to gain visibility and identify our future allies in the EP.
- Currently available in English, French, Italian, Spanish and German

How to use it?

- Promote the pledge towards the candidates to the European elections and ask them to sign
- Send the signed pledges to secretariat@federalists.eu
- Supporters will be identified on UEF website.

Pledge for citizens



European elections 2019, I choose Europe

As a European citizen

I oppose rebuilding borders between European states, bringing back our old currencies, returning to market protectionism, building a fortress Europe closed to migrants and refugees, and abandoning the stability and benefits that Europe gives.

I believe Europe is at a crossroad and must choose: either we vote for more integration or we risk the victory of nationalism leading to new divisions and disintegration.

I want

A Strong Europe

- **that makes Europe sovereign in a world of global political and economic forces;** to ensure a rules-based sustainable economic globalisation, combat tax havens, social dumping and unfair tax competition and avoid that the world be ruled only by the United States, China and other emerging global powers;
- **To promote security and a new international order,** so the EU becomes able to promote the interests and values of Europeans in the world, secure stability and peace in Europe and its neighborhood, and support meaningful economic and societal development in the Mediterranean region and in Africa, thereby addressing an underlying cause of large scale migration to Europe;

A Democratic Europe

- to make us, once again, citizens whose choices matter and shape European policies and institutions;

A Social Europe

- **promoting a development model** designed to serve future generations: for a new economic model of inclusive growth, that is environmentally and financially sustainable and respectful of the rights of all;
- **investing** to support growth and strengthen scientific and technological research; further develop the digital sector and European infrastructures;
- **ensuring social justice:** to win the battle against inequality, usher in a new model of welfare, and guarantee solidarity among states and among citizens;

I choose a Federal Europe.

I commit to vote for candidates pledged to strengthen Europe

Name: _____ Country: _____

Email if you want to receive information from the Union of European Federalists:

#United4Europe

#IChooseEurope

#ToFedEU

Pledge to

- Engage debate and collect contacts of potential new members for your sections
- Currently available in **English, French, Italian, Spanish and German**

How to use it?

- Promote the pledge in the streets, on stands or during public events
- Soon will be also possible to sign it on line on UEF Website

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Actions



Website – a page dedicated to the campaign

Our Manifesto (our proposals)	Candidates who signed the pledge
Analysis of political programs	Citizens' pledge and online form to sign it
Actions (European, national and local) - link to a map	Latest news

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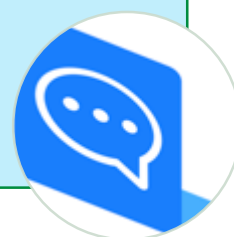
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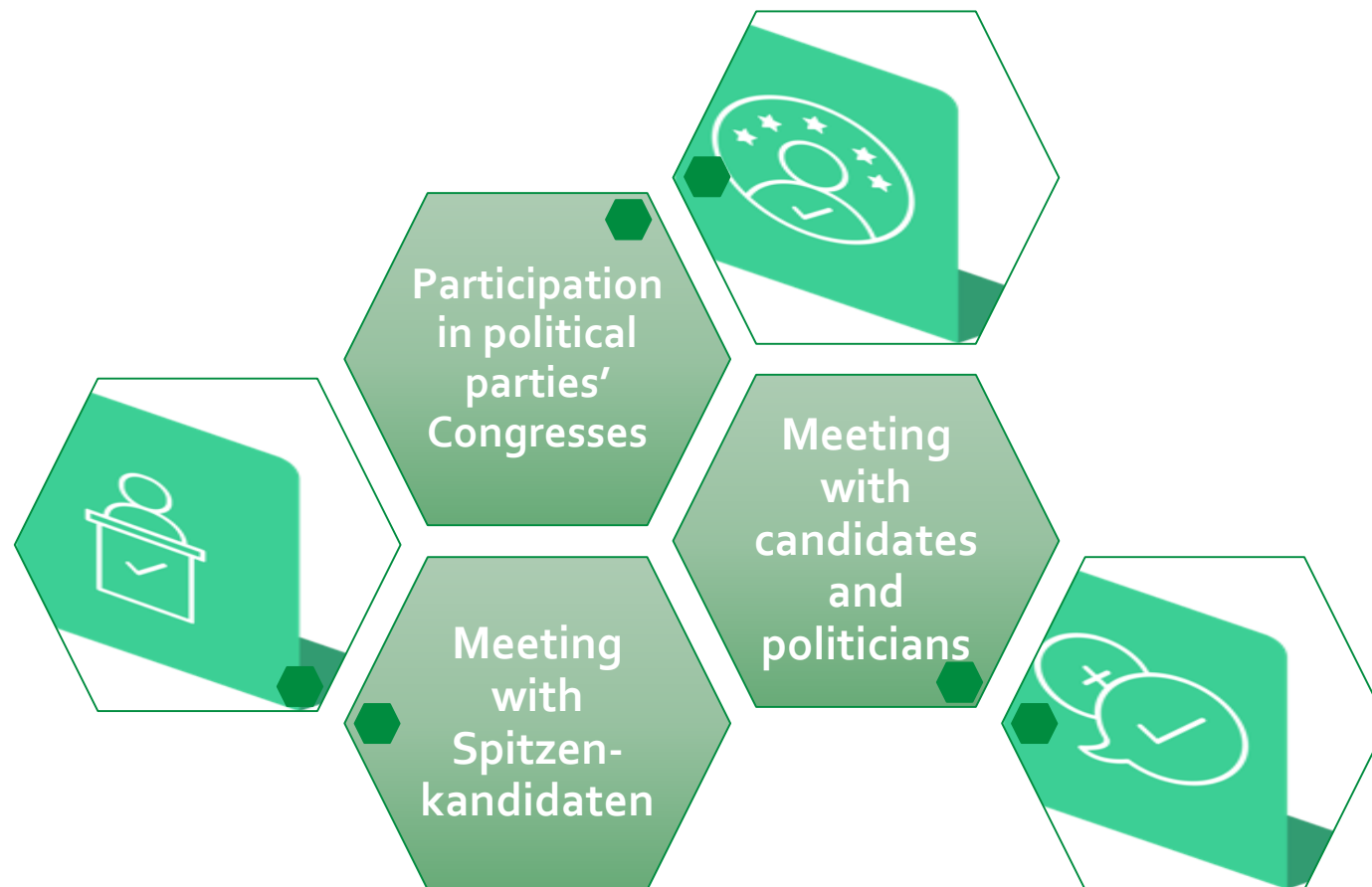
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European actions





Pan-European actions (in cooperation with JEF)

**29 April
(+15 May)**

Spitzenkandidaten debate

> debate watch parties with social media action and tools like a debate bingo.

9 May

Europe Day / Week

> a strongly federalist message

18-19 May

'Get out to vote'

> traditional outdoor actions where people will be asked if they know where their polling station is, when they plan to go, etc, to get them thinking about election day and the choice to be made.





Election night (in cooperation with JEF)

The European Parliament is organising a publicly accessible event on the Esplanade outside the European Parliament in Brussels.



Federalists will be present to

- Comment the results of elections by **connecting UEF & JEF sections from all over Europe** (probably via skype) => *Federalist eyes*
- Discuss the federalist proposals for the new EP with citizens and politicians present on the Esplanade => *Federalist corner*



Actions post-elections – Strasbourg 1-2 July




Aim: Express the federalist expectations to the new MEPs to gather supporters and mobilize citizens around these expectations

- Promoters: the Union of European Federalists and the Young European Federalists, and their French sections as core promoters. A broader network of European civil society organisations will be invited as supported and ask to mobilise their networks.
- Slogan: to be discussed, around the theme of the role of the European Parliament to contribute to the process for a sovereign Europe



Monday 1st July

- **1-6pm Afternoon: Agora – debate in the European Youth Centre** with 50 to 100 participants and civil society organisations.
 - **7-9pm: “Meet your new MEPs” event** – public event with MEPs. We may expect at least dozen of senior MEPs from different countries among our friendly MEPs. Format to be discussed by here could be introductory speeches by the municipality and UEF Europe and then some “speed dating” between MEPs and citizens. Media will also be invited.
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Tuesday 2 July

- **8-10am: in front of the European Parliament, public gathering to welcome the new MEPs for their first session with banners and flags,** and preliminary information to media.

I Choose Europe Campaign – Who?

Sections

- Translate and spread tools
- Contact candidates and ask them to sign the pledge
- Send translations, signed candidate pledges and planned actions to secretariat@federalists.eu
- Implement the social media strategy on their own channels
- Take part in the pan-European actions

Bureau

- Meetings with Spitzenkandidaten, kandidaten and parties
- Promotion of the manifesto and other tools
- Support Secretariat in the organisation of events

Secretariat

- Update of the website (local actions, signed pledges, news)
- UEF-Europe social media
- Organisation of events with the support of the Bureau

Internal Coordination



For any question

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the campaign

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