

I Choose Europe

The European Federalists' Campaign for the European Elections

TRAINING FOR CAMPAIGNERS

Brussels, 19-20 January 2019

Mundo-b

Rue d'Edimbourg 26, 1050 Brussels

At the European Congress in Vienna, the Union of European Federalists has launched its campaign for the European Parliament elections in May 2019 with the motto *"I choose Europe"*.

This event is an intensive training and coordination event for activists of the Union of European Federalists (UEF) and the Young European Federalists engaged in the campaign for the European elections at national or local level.

It will offer participants the chance to:

- understand the objectives, key messages, plan and timeline of the European campaign and its placement in the broader context of UEF and JEF activities;
- get acquainted and practice the campaign tools (appeal to political parties, pledge for MEP candidates, pledge for citizens, campaign manifestos, visual material)
- engage in skill-building workshops on essential campaign skills such as use of social media, advocacy approaches to candidates and political parties, and communication messaging.
- practise the campaign narrative on the four key thematic areas of the campaign: a Strong Europe, a Democratic Europe, a Social Europe, a Federal Europe
- align on how to coordinate local and national actions in the frame of the European campaign using synergies at best.

The event will combine presentations, interactive workshops, small group activities and individual feedback sessions.

Saturday 19 January

08:30 - 09:00	<u>REGISTRATIONS AND WELCOME COFFEE</u>			
09:00 - 09:30	<u>OPENING</u> <ul style="list-style-type: none">▪ Welcome and outline of the program▪ Introduction of participants▪ Targets and desired outcomes			
09:30 - 10:30	SESSION I – “I CHOOSE EUROPE: UEF-JEF CAMPAIGN FOR THE EUROPEAN PARLIAMENT ELECTIONS” <ul style="list-style-type: none">▪ Objectives▪ Key messages▪ Plan and Timeline▪ Placement in broader UEF and JEF activities			
10:30 - 12:00	SESSION II – “I CHOOSE EUROPE: UNDERSTANDING & USING THE CURRENT CAMPAIGN TOOL BOOK” <p>Presentation of the campaign tools and how to use them:</p> <ul style="list-style-type: none">▪ Appeal to political parties▪ Pledge for candidates▪ Pledge for citizens▪ UEF and JEF Campaign Manifestos▪ Key events▪ Website▪ Visual material			
12:00 - 13:30	SESSION III – “DISCUSSING FURTHER IDEAS, BRAINSTORMING, BEST-PRACTICES” <p>Brainstorming on other possible tools, materials and events for the campaign and presentation of national JEF and UEF best practices.</p>			
13:30 - 14:30	<i>Lunch</i>			
14:30 - 16:00	SESSION IV – “WHAT CAN I AND MY SECTION DO AND HOW TO COORDINATE WITH UEF AND JEF EUROPE” <ul style="list-style-type: none">▪ Introduction and discussion▪ JEF and UEF gather in 2 sub-groups to discuss JEF and UEF activities			
16:00 - 16:30	<i>Coffee break</i>			
16:30 - 20:00	WORKSHOPS ON CAMPAIGN SKILLS <p>Three rounds of 60 minutes workshops (all participants attend all workshops)</p> <table><tr><td>USING SOCIAL MEDIA FOR THE CAMPAIGN</td><td>COMMUNICATING SIMPLY</td><td>ENGAGING WITH CANDIDATES AND POLITICAL PARTIES</td></tr></table>	USING SOCIAL MEDIA FOR THE CAMPAIGN	COMMUNICATING SIMPLY	ENGAGING WITH CANDIDATES AND POLITICAL PARTIES
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20:00	Dinner and drinks			

Sunday 20 January

09:00 - 09:30 Opening and warm-up

09:30 - 13:00

SESSION V – “CAMPAIGN SKILLS: PUBLIC SPEAKING AND DEBATING”

- Presentation
- Exercises tailored to the I choose Europe campaign followed by individual feedback sessions
- Final interactive sessions to apply the public speaking and debating to practice the federalist narrative vs the nationalist narrative in the four key themes of the campaign in different circumstances
 - A Strong Europe
 - A Democratic Europe
 - A Social Europe
 - A Federal Europe

13:00 - 13:30

Evaluation and closing

PARTICIPATION CONDITIONS

Contribution

Participants are required to make a contribution of **50 euros (25 euros** for members less than 30 years old) to help covering the costs of the event.

Travel reimbursement

- UEF and JEF shall provide 100% of total travel expenses, up to a maximum reimbursement of 100 euro;
 - if traveling by plane or train, reimbursement will be granted only if booking is made before 05 January 2019 AND
 - if traveling by plane, reimbursement will be granted only if low cost airlines are used whenever available
 - if traveling by car, a flat rate of 0,13€/km one way will be applied as basis for the calculation of the total travel expenses
- Travel reimbursements are reserved to participants attending the entire programme.
- Reimbursement will be provided on the spot in cash against presentation of ticket receipts.

Accommodation and meals

- Participants should arrange their own accommodation
- UEF/JEF shall provide meals for the whole event as indicated in the programme.

Applications

Applications can be submitted [online](#).

Deadline for applications is Wednesday 2 January 2019, 12:00

Accepted participant will be informed on a rolling basis and in any case before Thursday 3 January.

IMPORTANT: Applicants appointed by their UEF or JEF national sections as campaign coordinators or otherwise with a role in the European election campaign are all automatically accepted, so they can make their travel arrangements at the time of submitting the applications and don't need to wait for the confirmation.

Sections are invited to appoint their applicants by sending an email to secretariat@federalists.eu

Other participants should wait for confirmation from the UEF Secretariat to make travel arrangements.

Further information

Should you have any further questions or comments, [please contact the UEF Secretariat](#)