Ideas for Europe We Want-campaign in Europe

#europewewant #europeiwant

ICONS



The icons shows the link to the SDGs and tells the story of the Citizens Manifesto for a Sustainable EU

- Debates with candidates
- Social media
- Street campaigning

The work with the Citizens Manifesto for a Sustainable EU from this point on:

Overall approach to the campaign:

- Overall *campaign message*: positive story about the EU's importance for the SDGs and vice versa
- *Communicating* the campaign message: Draw on the <u>New Narratives for Europe</u> (guide on "How to Talk About the Societies We Want in Europe").
 - Using various *platforms*
 - Social media
 - Online media
 - Offline media
 - The streets (e.g. mass mobilization with partner organisations/across EU)

- Conferences, talks, debates (participation in complementary/compatible events, organizing events with relevant partners – including cross-sectoral partnerships (SDG 17))
- Other pop-up events (e.g. untraditional venues/settings)
- And various *content/material*
 - Materials for traditional, public campaign visibility (e.g. posters)
 - Materials for widespread, public campaign visibility (e.g. bike seat covers, textile bags)
 - Materials for dispersed campaign visibility (e.g. useable postcards)
 - Traditional types of campaign content (ads, discussion articles etc.)
 - Social media content (videos, infographics etc., with campaign hashtags)
 - Other content (podcasts and live podcasts, livestreaming from events and happenings)
 - → To create a new and relevant *narrative* about the EU.
 - → To increase awareness about the SDGs and their relation to the EU.
 - → To expand our reach and connect with *novel groups and audiences*.
 - → To empower and inform citizens, widely, to influence the EU and EU agenda.

Specific examples for EP-election activities:

- 1. Candidate debate
- Invite MEP candidate to discuss the 12 demands.
 - Ask the audience which demand there are their favorite, use this online tool: <u>https://www.folkelagkagen.dk/cake/SDGWatchEurope/create</u>
 - Link the debate of the importance of the SDGs for the future of Europe/the EU.
 - \circ The connections between the SDGs to the 12 demands, tell the story
- 2. Specific thematic debates
- Invite MEP candidate to discuss one of the 12 demands
 - One idea might be to invite EP candidates from each party and place them at individual tables with event participants/along long tables in between other events participants (the concept is to discuss and dine).



- 3. Common/shared street happening (in a number of EU countries) 19 May (contact wemove)
- Mass mobilization across a number of countries simultaneously.

- Opportunity to record footage at happening and use on social media (e.g. short videos).
 - Connect with ordinary citizens and show the diversity/differences in their concerns & priorities.
- 4. Social media
- Use GIF on facebook, Instagram or facebook download: <u>https://media.giphy.com/media/j37VlxHtXJiVPPtJ6L/giphy.gif</u>
- Use one of the ICONs, and say why you work for this
- Use all the ICONs and disrobe the EU and Europe that you work for.



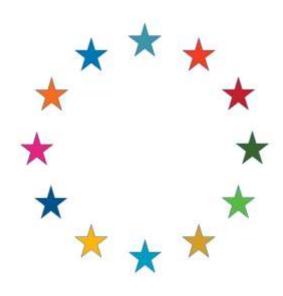
5. Street campaigning or be present at city festivals

- Use the opportunity to be present at city festivals and tell about your work
- Get citizens involved be talking photos of them with their favorite demand



- Use the public space for alternative happenings and introduce the demands there
- Print your own election-posters and place them in the public space, take photos and take them down and use them another place.









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