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 New Narratives for Europe (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 are their favorite, use this online tool: [https://www.folkelagkagen.dk/cake/SDGWatchEurope/create](https://www.folkelagkagen.dk/cake/SDGWatchEurope/create)
     - Link the debate of the importance of the SDGs for the future of Europe/the EU.
     - 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 event 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).
  o Connect with ordinary citizens and show the diversity/differences in their concerns & priorities.

4. Social media
• Use GIF on facebook, Instagram or facebook - download: https://media.giphy.com/media/j37VlxHtXjVPPtU6L/giphy.gif
• 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.