

Ideas for Europe We Want-campaign in Europe

#europewewant #europeiwant

ICONS



The icons show the link to the SDGs and tell 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)
- o 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.
 - o Ask the audience which demand there are their favorite, use this online tool: <https://www.folkelagkagen.dk/cake/SDGWatchEurope/create>
 - o Link the debate of the importance of the SDGs for the future of Europe/the EU.
 - o 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
 - o 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: <https://media.giphy.com/media/j37VlxHtXJiVPpTj6L/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 by taking 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.





This activity has been produced with the financial assistance of the European Union. The contents of this document are the sole responsibility of the project partners and can under no circumstances be taken as reflecting the position of the European Union.