

EU election campaigns 2019

1) European Movement Germany

The European Movement Germany (EM Germany) is the largest network of interest groups in the field of EU politics in Germany. As a non-partisan alliance of 242 interest groups representing civil society and business, EM Germany has a clear pro-European agenda.

According to its statutes, the network supports European integration in Germany as well as transboundary cooperation of European civil society. In addition, it supports its member organisations in activities related to European information, cooperation and education. Since 2013, each Annual General Meeting has set out specific political demands that form an additional basis for EM Germany's work. EM Germany organises and amplifies European communication and perspectives in close dialogue with EU actors at the national and European level.

The 242 member organisations represent virtually all societal groups, including business and professional associations, trade unions, educational and academic institutions, foundations, political parties, companies and others. The General Assembly is the highest body of the not-for-profit association, with the Board of Directors responsible for managing its business both politically and organisationally. The work of the Board is supported by the team from the General Secretariat. The network brings together and reinforces the expertise, information and activities of the member organisations with respect to European politics.

<https://www.netzwerk-ebd.de/>

2) Multiplier campaign “Make Europe Yourope”:

Every member organisation of EM Germany can fill the template provided by the network with its own arguments, enabling them to address their own members individually using the most suitable channels. EM Germany then collects all the various motives and spreads them further via its own social media channels. This allows a broad range of voters to be addressed as specific target groups, e.g. car drivers, entrepreneurs or environmental activists. Importantly, the campaign does not support a specific political party or direction, but calls for a pro-European vote generally.

3) European May

European May is a transnational campaign organised by a collective of activists, individuals, organisations and concerned Europeans. Against the background of the summit in Sibiu (Romania) and the European elections in May 2019, European May aims to connect and unite people, grassroots initiatives, social movements and trade unions across the continent for a progressive rethinking of Europe.

<http://www.europeanmay.eu/>

3) Young and Choosy – Polis 180

Polis 180, a grassroots think tank for foreign and European policy, will run the campaign “Young and Choosy” to explain European politics to young voters before the European elections. The aim is to increase voter turnout among the 18 to 35-year-olds in Germany.

The campaign links elements of informative political education with strongly participative elements, in order to facilitate the critical engagement of as many young people as possible and support sustainable participation in European politics.

The specific aims of the campaign are:

- To inform young voters on the structures of the EU, the role of the European Parliament, and political achievements relevant to young persons, in order to encourage them to participate in the elections;
- To inform young voters on the election manifestos of European and German parties, in order to enable a well-informed vote;
- To invite young voters to critically engage with European politics in the long term, in order to generate sustainable interest in European politics.

<https://polis180.org/highlights/europawahl2019/>

4) “Vote Volunteer Vision” Campaign (European Volunteer Center / CEV)

CEV launches the Vote Volunteer Vision campaign in preparation of the 2019 European Parliament elections, building on the previous campaign implemented in 2014. The campaign aims to support voluntary sector organisations in their advocacy work at national level by providing tools to be used in the interaction with the 2019 EP election candidates, to raise awareness of the role of MEPs in strengthening the volunteer infrastructure in Europe, and to draw attention to the need for an Intergroup on Volunteering in the European Parliament.

<https://www.europeanvolunteercentre.org/volunteer-vision>

5) Europe Talks

Seventeen European media partners have joined forces to launch Europe Talks, a transboundary platform that brings together people with contrasting political views from across Europe for face-to-face debates. The project is coordinated by the renowned German news magazine Zeit Online. The German experiment in 2016 was an overwhelming success and brought together more than 1,200 people from all over the country. Europe Talks lifts this to the European level, setting up cross-border partnerships in the hope of generating better mutual understanding.

<https://www.mycountrytalks.org/europe-talks>

6) Transeuropa Caravans 2019: The Road To The European Elections (European Alternatives)

Between 25 April and 4 May – with the exception of the Southern Caravan that will be departing between 2 and 10 May – the Transeuropa Caravans will be departing from six cities to travel to another city, respectively. En route, they will pass through 30 places identified through prior research and mapping. The teams of the transnational “caravans” consist of a coordinator, a communication and logistics officer, a video maker and a caricaturist. They will meet people engaged in political struggles and initiatives for democracy, solidarity and equality, and talk about issues such as defending the rights of minorities, the environment, the struggle for the commons, or resisting the power of the financial markets. These grassroots initiatives often play out locally, but they collect knowledge that should be known throughout Europe. Often, there are links to similar initiatives at the other end of the continent. These journeys are a way of bringing together all these initiatives and to reinforce their voices through the platform offered by us – European Alternatives –, as well as through active engagement in the next edition of the Citizens Manifesto and subsequent presentations.

<https://euroalter.com/2019/transeuropa-caravans>

7) “This time I’m voting” – European Parliament

The platform thistimeimvoting.eu was launched by the European Parliament in 24 languages. It supports over 150,000 volunteers in all member states who signed up and are committed to persuading people to vote in the European elections 23-26 May 2019. [Thistimeimvoting.eu](http://thistimeimvoting.eu) is a non-partisan community, dedicated to raising awareness amongst all citizens on their right to vote on the future of Europe.

<http://www.europarl.europa.eu/news/de/press-room/elections-press-kit/2/diesmal-wahle-ich>

8) “Y Vote” – AEGEE

Y Vote is a European-wide campaign designed to encourage young people in Europe to make informed choices in the European Parliament elections. To become active citizens, youngsters need to receive better information regarding the European elections, European institutions and the European Union in general. Therefore, conventions and local actions are organised in the year before the elections. A voting guide is developed to help voters find out how they can vote in their country and abroad. The project was launched in the run-up to the European elections in 2009 and in 2014 and is currently helping to prepare young Europeans for the elections in May 2019.

<https://www.aegEE.org/yvote/>

9) “You Vote EU” – European Citizen Action Service

The aim of the project is to stimulate the participation of EU citizens in the 2019 European Parliament elections and increase the understanding of current and future EU policies. You Vote EU will create an innovative web platform to inform voters on EU policies and connect voters with their current representatives, new candidates or other voters. The platform will allow users to:

- **Connect** – allowing EU citizens and organisations to create a public profile where they can include their opinions on the EP political and legislative process. The platform will also include profiles of MEPs (current or running as candidates) created by collecting information on their latest available positions;
- **Share** – promoting debates and discussions on the EP political and legislative process, by giving the opportunity to policymakers to post their initiatives and to EU citizens/organisations to propose changes;
- **Vote** – allowing EU citizens to compare their views with those of individual MEPs who they have elected and find MEPs who best represent their views.

The goal is to have a minimum of 100 organisations registered and 751 MEPs included on the platform.

<https://ecas.org/projects/you-vote-eu/>

10) “Europa Machen” (Making Europe) – Young European Federalists / Europa-Union Deutschland

The aim of the campaign is to further establish the Europa-Union as an independent, pro-European political force among the general public and the political community, to communicate its key demands and to increase voter turnout through political debates.

Three campaign objectives:

- Inform: attracting attention and creating an understanding for the benefits and urgency of pro-European federalist reforms (educating/debating);
- Demand: secure support for a selected number of political, federalist demands (demanding);
- Mobilise: democratic, pro-European mobilisation and appeal to all EU citizens, especially young people and first voters, to go to the polls.

Campaign activities:

- Visible, effective formats to communicate demands to policymakers and civil society;
- Well-founded, interactive, inclusive discussion and dialogue formats;
- Bringing people of all generations together for information and mobilisation before the elections.

<https://www.europa-union.de/aktivitaeten/europawahl-2019/europawahlkampagne-europa-machen/>