

# TOGETHER FOR EUROPE

## Identity Fiches

2024

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## European Movement in Poland

**Forum Ruchu Europejskiego, FRE**

**TITLE OF THE PROJECT:** Promotion of EP elections using the film production technique

**PROJECT DURATION:** 3 months

**BUDGET:** Total Budget: € 3,000.

**TARGET GROUP:** All Poland's social groups

**SUMMARY:** The "Our Europe" project aims to raise awareness about the vital role of European Parliament elections in upholding EU values. Through the creation and distribution of eight 1-minute "touch flicks" across diverse media channels such as the Internet, X, Facebook, Instagram, and TikTok, as well as through mailing lists, aims to reach a targeted audience of pro-democracy individuals, including 100,000 users within Facebook groups. By focusing on these groups already aligned with democratic principles, the impact of the message is maximized. Strategic partnerships, particularly with the public sector, will be key in achieving long-term goals. By harnessing digital platforms and innovative communication methods, the "Our Europe" project seeks to effectively convey the importance of participating in European Parliament elections, thereby fostering a more informed and engaged citizenry within the EU.



## European Movement in Denmark

**Den Danske Europabevægelse**

**TITLE OF THE PROJECT:** Raising awareness EP-election and EU-values

**PROJECT DURATION:** 3 months

**BUDGET:** Total Budget: € 12,000

**TARGET GROUP:** Danes interested in politics (wider public and youth) but those not actively participating in public debates.

**SUMMARY:**

The project "Raising Awareness EP-Election and EU-Values" offers a targeted strategy to engage Danish citizens in the European debate, with a primary focus on the European Parliament election and the foundational values of the European Union. Through workshops, debates, and conferences held at prominent public events such as the Political Festival of Europe (PFOE) and Naturmødet, the project aims to cultivate political interest and awareness among Danes regarding EU politics and values. During the PFOE in Mariager (May 30th – June 1st, 2024), the project will facilitate interactive sessions

where MEP candidates engage directly with around 400 Danish citizens, stimulating dialogue about the future of Europe. These activities aim to deepen participants' understanding of EU policies and values, fostering closer connections between policymakers and citizens. Additionally, participation in Naturmødet in Hirtshals (May 23rd – 25th, 2024) targets young people and first-time voters, emphasizing the EU's role in environmental issues and the significance of the upcoming EP24 election. Furthermore, a post-election conference on June 10th will serve as a platform to transition interest from the EP24 election to broader EU issues, involving 50-60 participants directly present during the conference discussing election results from other EU countries and their implications for the future work of the EU Parliament and Commission, targeting both live participants and television viewers.



## European Movement Ireland

**TITLE OF THE PROJECT:** What Are You Voting For?

**PROJECT DURATION:** 3 months

**BUDGET:** Total Budget: € 12,000

**TARGET GROUP:** General voting population in Ireland, EM Ireland members and subscribers and their networks. Prospective voters, first-time voters, drop-off voters and habitual non-voters for the upcoming elections. Policy makers and public representatives from the local, national and EU level.

EM Ireland stakeholders, which include European Union organisations and agencies, Embassies and Government of Ireland Departments, along with students, and CSO/NGO partners.

**SUMMARY:** The "What Are You Voting For?" project, aligned with the broader "Together for Europe" campaign, aims to boost voter turnout in the European Elections, specifically targeting Ireland. The project strategically addresses several key aspects: Firstly, it links national issues to the EU context, helping voters grasp the relevance of European elections to their daily lives and national concerns. Secondly, it ensures inclusivity and access by reaching out to various demographics, including prospective voters, first-time voters, drop-off voters, and habitual non-voters, through both in-person engagement and online platforms. Thirdly, adopting a multi-channel approach utilizing print and digital communications, as well as in-person activities, maximizes reach and engagement across different segments of the population. Lastly, through targeted outreach efforts such as European Election Information Stands in busy Dublin shopping centre (100 people one on one engagement) a paid postal publicity campaign (20.000 households, estimated 54.000 people), and a digital campaign promoting these activities (30.000 impressions across 5 platforms), the project aims to address the specific needs and preferences of different demographic groups, thereby increasing overall participation.



## European Movement in France

### ***Movement Européen France***

**TITLE OF THE PROJECT:** Europe for real

**PROJECT DURATION:** 3 months

**BUDGET:** Total Budget: € 12,000

**TARGET GROUP:** French residents and European residents living in France- Young adults (18-35 years old), Adults (35-65 years old)

**SUMMARY:** The "Europe for real" campaign adopts a comprehensive approach to promote democratic participation, civic engagement, and European citizenship, while addressing social issues like gender equality and discrimination. Through collaborative efforts and targeted initiatives, it aims to empower citizens to actively shape the future of Europe. Key objectives and strategies include increasing voter turnout by raising awareness about the European elections and the role of the European Parliament, promoting gender equality, and combating discrimination through advocacy and awareness-raising, fostering a sense of European citizenship by highlighting rights and responsibilities, and promoting civic values such as democracy and solidarity through dialogue and debate. Collaboration with other associations enhances collective efforts. Activities include training courses to improve volunteers' skills, debates targeting various audiences, a viral campaign on "Europe's disappearance," and information sessions ahead of the European elections aiming at organisation's profiles - 25K followers.



## European Movement in The Netherlands

### ***Europese Beweging Nederland (EBN)***

**TITLE OF THE PROJECT:** Ateliers Possible Futures of Europe: Frontlines: Atelier 3

**PROJECT DURATION:** 3 months

**BUDGET:** Total Budget: € 3,000

**TARGET GROUP:** The community of PfoE Atelier participants and their nation-wide networks, College/vocational and university students, other citizens groups and organisations interested in European affairs.

**SUMMARY:** The Atelier series "Possible Futures of Europe" is dedicated to adopting substantive and forward-thinking approaches to addressing crucial European change agendas. Recognizing the inadequacy of sporadic efforts, particularly when engaging younger voters, the objective is to foster practical engagement through creative action of a cross-country 'vlog-Europe' train-ride from Amsterdam to Maastricht on April 29, with a group of 45 media students from the Amsterdam Media College and others, together with several European experts to participate in the major European Maastricht Debate, a debate with 900 students and Europe's Spitzenkandidaten, organized by Studio Europe Maastricht and Politico. Emphasizing continuous, day-to-day constructive engagement as essential for mobilizing younger demographics, the series aims to cultivate trust, understanding, and ownership over pertinent issues. By integrating creative methods such as art, storytelling, and technology, the series endeavours to capture attention, ignite interest, and inspire action across diverse audiences. Ultimately, the goal is to instil a culture of informed, proactive citizenship, wherein individuals actively contribute to shaping the future of Europe. Activities include organizing a Frontline Atelier and creating a Future-of-Europe Digital Mural, contributing meaningfully to the trajectory of European society and governance.



## European Movement in Italy

### ***Movimento Europeo Italia***

**TITLE OF THE PROJECT:** Let's build the future of Europe Together

**PROJECT DURATION:** 3 months

**BUDGET:** € 12,000

**TARGET GROUP:** Members of Civil Society Organisations – Young's – Citizens in different Italian Regions – Local municipalities – Political foundations

**SUMMARY:** The "Let's build the future of Europe together" project is a comprehensive initiative designed to increase civil society and youth awareness of the 2024 European Parliament election. Key components and objectives include educational seminars and non-formal educational methods targeting members of civil society organizations, stakeholders, and young citizens, with a focus on first-time voters across different Italian regions with an estimate of 10.000 direct and indirect people reached. Text media initiatives such as the EM-It Green Paper and manifesto for the European elections aim to underscore the values, challenges, achievements, and future goals of the European project, encouraging citizen engagement and activism. Through direct approaches and online activities, the project seeks to encourage widespread participation among active citizens (civil organisation activists and members, national and local stakeholders, engaged youngsters from schools, universities, and youth organisations with an estimate of 2.500 people, in the European elections by highlighting the relevance of the European Parliament's actions and addressing ongoing challenges like the "permacrisis." Additionally, efforts to increase voter turnout will leverage social networks and communication tools managed by EM-It and its member organizations. This multi-faceted approach combines education, media outreach, direct engagement, and collaboration to

promote active citizenship and shape the future of Europe. Activities include territorial debate meetings, a high-level seminar on the green transition, a national contest initiative for young citizens, non-formal education initiatives in collaboration with schools, and a social media campaign on platforms like Instagram and Facebook which currently have an estimated of 50k followers.



## European Movement in Finland

### *Eurooppalainen Suomi ry*

**TITLE OF THE PROJECT:** Make your Voice Count - EE24

**PROJECT DURATION:** 3 months

**BUDGET:** Total Budget: € 12,000

**TARGET GROUP:** Finnish youth (aged 18-29)

**SUMMARY:** The "Make your Voice Count - EE24" campaign is a targeted initiative aimed at increasing voter turnout, particularly among young Finns, for the 2024 European Elections. By focusing on communicating European affairs, EU rights and values, and the significance of European unity, the campaign seeks to engage young people in the democratic process and motivate them to exercise their right to vote. To capitalize on the growing interest among youth in European elections and EU affairs, the campaign concentrates efforts on Finnish youth, emphasizing key areas such as representative democracy, equality, social justice, peace, and solidarity. To further enhance effectiveness, the campaign incorporates innovative and interactive elements into its communication strategy, including social media platforms, interactive workshops, educational materials, and peer-to-peer engagement; the total reach of the action across social media (Facebook, Twitter & Instagram), landing page and events estimated to be around 90 000. Additionally, fostering partnerships with youth organizations, educational institutions, and community groups, as well as collaborating with influencers or public figures, helps amplify the campaign's message and expand its reach to engage altogether 20 CSOs, youth organisations and public bodies. By implementing these strategies, the campaign aims to make a significant impact in increasing voter turnout and fostering a more informed and engaged citizenry in Finland and beyond. Activities include a landing page for Europe Day, three events, and a social media campaign, with expected outputs including offline participants, social media campaign reach, landing page visitors, and online participants/views.



## European Movement in Spain

**Consejo Federal Español del Movimiento Europeo**

**TITLE OF THE PROJECT:** European civil society's commitment to the June2024 elections

**PROJECT DURATION:** 3 months

**BUDGET:** Total Budget: € 1,000.

**TARGET GROUP:** Younger people between 18 and 30 years of all backgrounds

**SUMMARY:** The commitment of the "European Civil Society strategy" towards the June 2024 elections is crucial for fostering democratic participation, especially among younger generations who may not fully grasp the significance of their involvement. By creating awareness about the importance of democratic participation in the upcoming Parliamentary elections, the objective is to uphold and reinforce the democratic values of the European Union. The action plan entails the publication of three newsletters focusing on key aspects relevant to the EU and the upcoming elections: Current Global Context, Major Future Challenges, and Essential Values of the European Project. These newsletters aim to provide insights into the global landscape, highlight major challenges facing the EU, and emphasize core values like democracy and human rights with a reach of 953 subscribers at present. Additionally, an analysis of the past legislature will be conducted to showcase the tangible impact of EU institutions and underscore the importance of citizen engagement in shaping the Union's future direction. Through the dissemination of this information, the aim is to inform and inspire European citizens, particularly the younger generation, to recognize the significance of their vote and actively participate in the democratic process during the June 2024 elections.



## European Movement in Belgium

**Europese Beweging België / Mouvement Européen en Belgique**

**TITLE OF THE PROJECT:** YOU're Europe (2024)

**PROJECT DURATION:** 3 months

**BUDGET:** Total Budget: € 3,000

**TARGET GROUP:** College Sint-Jan Berchmans BRUSSEL: Students of Rhetorica (6th year secondary school) and internet audience

## **SUMMARY:**

The "YOU're Europe 2024" initiative sets ambitious goals to foster European identity, encourage engagement, and raise awareness about European elections. Its potential impact on European society includes inspiring interest, commitment, and collaboration by showcasing the diversity of European cultures and traditions, thus promoting cohesion and solidarity. Additionally, the initiative aims to reinforce a sense of European identity and belonging by highlighting the achievements, contributions, and aspirations of Europeans, particularly among younger generations. Through informative campaigns, "YOU're Europe 2024" seeks to increase awareness about European elections and empower citizens to make informed decisions, ultimately aiming to build sustainable engagement by fostering ongoing dialogue, collaboration, and civic involvement in European affairs. Activities include a full-day seminar with students and teachers which will be about 100 people, the development of a social media campaign diary reaching more than 3000 people, and collaboration with diplomatic representations and national cultural institutes in Belgium to organize cultural activities representing participating countries.