

European Elections 2014

Institutional communication campaign



ROADMAP AND LANDMARKS

FOUR PHASES





KICK OFF

Launch
Branding
Core message

THEMES

Focus on issues
EP activities
Interaction

GO TO VOTE

Activation
Date
Choice

OUTCOME

Results
New EP
Inauguration

Kick-off

Phase 1

September 2013



THIS TIME IT'S DIFFERENT.

Through the European Parliament, you have more influence than you think. You make a direct impact on every decision made, and more importantly: on your own and on the decisions of the next generations too. Each of your actions ultimately lead to results. The decisions we make here have an impact on the day-to-day life of over 500 million European citizens.

The European Parliament's responsibility is to represent the interests of everyone, including you. Not just to make a decision for you, but *with* you. Today, tomorrow and the day after.



State of the Union = Launch of the campaign

11 September 2013



Themes

Phase 2

October 2013 - February 2014



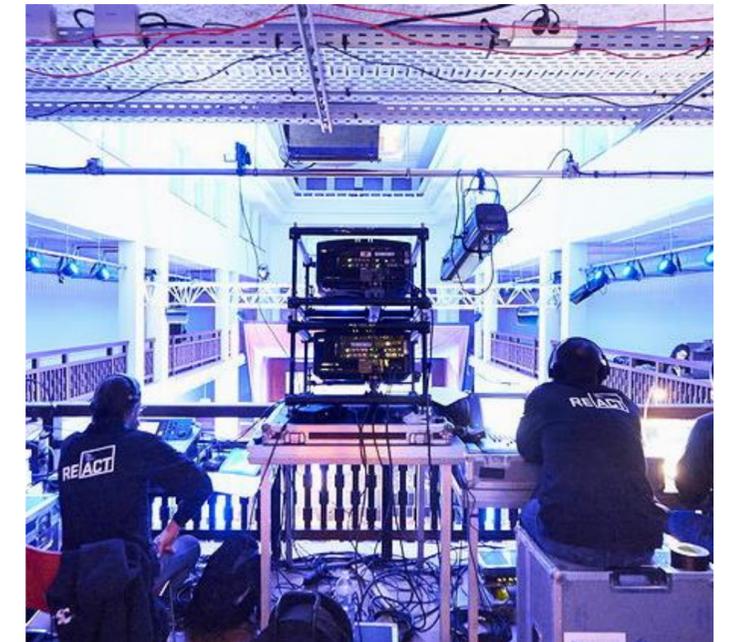
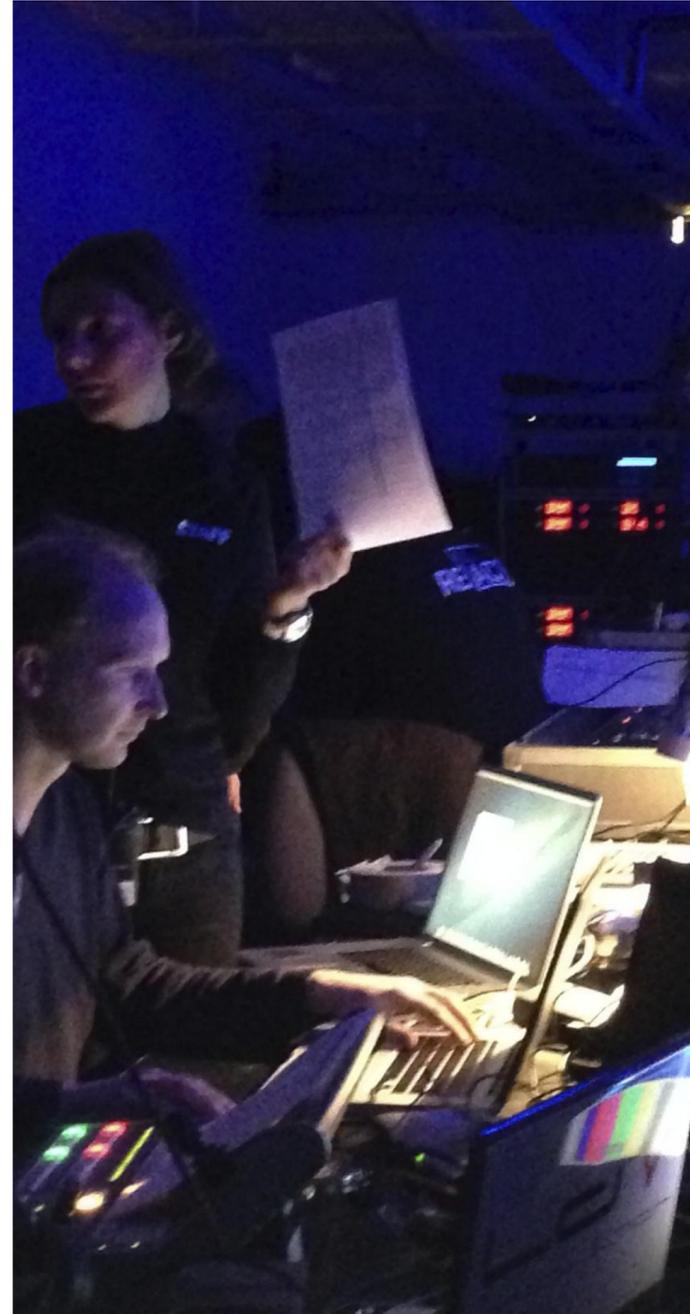
Broad themes reflecting the big issues and Parliament's work

- ▶ JOBS
- ▶ EUROPE IN THE WORLD
- ▶ MONEY
- ▶ QUALITY OF LIFE
- ▶ ECONOMY



TED-style format





Online spreading

Powerful use of online and social media platforms



Go to vote

Phase 3

March to May 2014





Open Days

May 2014



#EYE

European Youth Event

Strasbourg, 9-11 May 2014

5,000 young people gather

Debates

European politics

Entertainment

www.europarl.europa.eu/eye2014



**THE EUROPEAN
YOUTH EVENT**





Candidates' debates

European political parties' candidates for the presidency of the Commission

Unique debate on 15th May



PSE

Candidate designate

Martin Schulz



PES ratifies nomination of Martin Schulz as 'Candidate designate'

06/11/2013



Schulz to conduct tour of PES Member Parties to 'engage directly with party members' before 1st March Election Congress

"In 2010 only 488 MEPs voted for the European Commission and its President. In 2014 I want 390 million citizens to have their say", says Schulz.

Martin Schulz was today confirmed as the Party of European Socialists (PES) 'candidate designate' for Commission President.

Over the next four months, Schulz will engage with Socialist and Social Democrat Member Parties before he officially becomes the 'common candidate' at the PES election Congress on 1 March.

"I am honoured and humbled to receive the confidence and support of the PES", said Schulz at a Press Conference in Brussels today.

He emphasised that he saw this is the start of a process of engagement, with PES Member Parties and with European voters. "I will travel to PES Member Parties to listen to members concerns and ideas", Schulz continued.

He added that many are reluctant to engage in this process adding; "They say that Europe 'doesn't need a face that people can vote for', or that 'the Commission shouldn't be politicised'".

"To those complaints I have very simple answers. As millions of EU citizens who have felt the consequences already know, the European Commission has long been politicised. Unfortunately it has been the politics of the elite. It is time for a connection between EU institutions and EU citizens. And it is time to build a Europe that people can invest in because they know it invests in them. The best way to get the EU working for people again is to first involve them".

"In February 2010 only 488 MEPs voted for the European Commission and its President. In 2014 I want 390 million citizens to have their say", Schulz stated.

PES treasurer & Chair of the PES Working Group Candidate 2014 Ruairi Quinn stated that he was proud to have steered the group that designed the common candidate selection process.

"We made a commitment in 2009 to deliver a democratically selected candidate ([Click here for Interactive Timeline](#)). Today we have taken a huge step. Now we must invest in and engage with our Member Parties to raise awareness among our grass root membership. Then we will be ready to bring a renewed sense of accountability to the electorate", said Quinn.

ALDE Party

Candidate announced, 1 February

Guy Verhofdstadt



ALLIANCE OF LIBERALS AND DEMOCRATS FOR EUROPE | PARTY
PRESS RELEASE

ALDE Party candidate for Commission President to be announced 1 February

14/10/2013

The Alliance for Liberals and Democrats for Europe (ALDE) Party will announce its candidate for President of the European Commission at a special electoral Congress to be held in Brussels, Belgium on 1 February 2014.

To underline the transnational character of the campaign, candidates shall be formally nominated by at least two member parties from more than one member state or by 20% of ALDE Party Congress voting delegates by **20 December 2013**. Nominations will be discussed by the leaders of our European liberal parties at the pre-Summit meeting before the European Council on 19 December 2013.

The President of the ALDE Party, **Sir Graham Watson MEP** said: *"I am confident that whoever is chosen as our candidate will be a committed Liberal, a committed European, and passionate about leading Europe's Liberals in an EU-wide campaign based on the principles and policies in the manifesto we will adopt at our Congress in London in November."*

The European Liberal Democrats' election timetable:

- 28-30 November Nominations opens & Election Manifesto adopted at London Congress
- 19 December Pre-Summit liberal leaders meeting to discuss nominations received
- 20 December Nominations formally close
- 1 February ALDE Party Candidate to be announced at special Electoral Congress, Brussels

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European Greens

Through online primaries elected

Ska Keller and José Bové



EUROPEAN GREEN PARTY

English LOG IN

You Decide Europe.
Choose the Green leading candidates for Europe.
European Elections 2014

The future of Europe is up to you!
For the first time ever, we're asking you to choose the two Green Leading Candidates for the 2014 European Elections. Make your voice heard in the first Europe-wide online primary. Get to know the candidates below, then cast your vote.
Change starts now!

PRESS RELEASE: Ska Keller and José Bové will lead the Greens in their European campaign

TAGS [green leading candidates](#) [you decide europe](#) [eu2014](#) [european elections 2014](#)

Ska Keller (Germany) and **José Bové** (France) have been selected to lead the Greens in their upcoming European campaign. The two are the winners of the historic Green Primary, the first ever Europe-wide open online process to select leading candidates for the European elections. **Ska Keller** and **José Bové** will be the figureheads of the third common Green European campaign, and lead the united Green parties of Europe in spreading the message that we can and will bring the change that EU so desperately needs.



European Left

Congress of the European Left nominated on December 15th

Alexis Tsipras



Tsipras Candidate to Head EU Commission

By Christina Flora on [October 19, 2013](#) In [News](#)

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The Council of Presidents of the European Left finally came to the proposal of the nomination of the President of SYRIZA Mr. Alexis Tsipras for the position of President of the **European Commission** in the upcoming elections of 2014. The proposal will be officially presented at the 4th Congress of the European Left, on the 13th to 15th of December in Madrid, which is when the final decision will take place.

According to SYRIZA, “the candidacy of **Alexis Tsipras** was supported by all the participants.”

According SYRIZA “the choice of Alexis Tsipras symbolizes the real hope for social and political change in Europe. The course of SYRIZA in Greece is the first concrete example of the rising European Left into a leading power. The course of SYRIZA is also an example of unprecedented success of the Left, as an independent social and political power, managing to break the traditional two-party system.

The message that the European Left aspires to send through the candidacy of Alexis Tsipras, is that the strategy of austerity can be beaten and that the alternative proposal of the Left may open new ways to unite people, and workers of Europe, thus preventing the emergence of the nationalist, chauvinist right-wing approaches.”

EPP

Congress of the EPP nominated on March
7th

Jean-Claude Juncker

Jean-Claude Juncker elected as EPP candidate for President of the European Commission

Dublin, 7 March 2014



The Congress of the European People's Party (EPP) today elected **Jean-Claude Juncker**, the former Prime Minister of Luxembourg, as the EPP's candidate for President of the European Commission, ahead of the May European Parliament elections (see also <http://dublin2014.epp.eu/>).

The vote took place at the finale of the EPP 2014 Elections Congress in Dublin. Of the 627 votes cast by the members of the Congress with voting rights, 382 voted for Jean-Claude Juncker, while **Michel Barnier**, the European Commissioner for Internal Market and Services, received 245 votes.

In nominating a candidate for President of the European Commission, the EPP was the only major European political party to have implemented a process which was open, transparent, competitive and democratic.

Following his election as the EPP candidate, Jean-Claude Juncker emphasised: "We have to explain why the EU is not a phenomenon of the past but a need of the future. I thank you for the trust that you have given me. We are going to win these elections." (The acceptance speech can be viewed online [here](#).)

Jean-Claude Juncker will now spearhead the EPP's EU-wide campaign leading up to the European elections, which will take place from 22 to 25 May. Upon winning the elections, Jean Claude-Juncker will have the democratic mandate to assume the presidency of the European Commission.

The EPP campaign led by Jean-Claude Juncker can be followed in the coming weeks and months at <http://juncker.epp.eu> and on Twitter @JunckerEU hashtag: #withJuncker.

Note to editors:

The EPP is the largest and most influential European-level political party of the centre-right, which currently includes 73 member-parties from 39 countries, the Presidents of the European Commission and the European Council, 12 EU and 6 non-EU heads of state and government, 13 members of the European Commission and the largest Group in the European Parliament.





Election night - a major media occasion

25th May



Outcome

Phase 4

June - November 2014





New Parliament, new President

The incoming Parliament takes political shape

June 2014





New Commission President

June – July 2014





Hearings

Candidate commissioners grilled in Parliament
September 2014

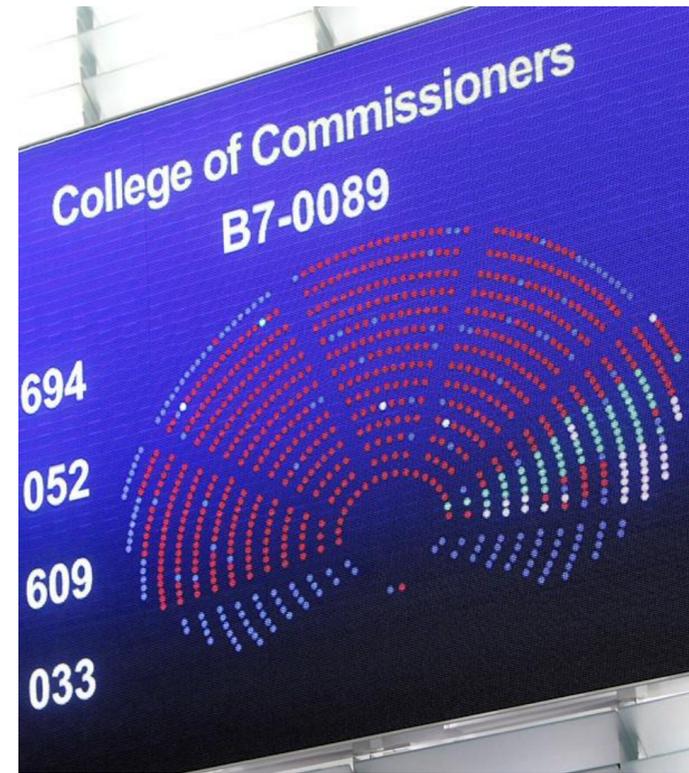




Approval of new Commission

Their fate in Parliament's
hands

October 2014



Inauguration Day

November 2014



Online platforms and resources

- ▶ Elections website <http://www.elections2014.eu/>
- ▶ EP Newshub <http://www.epnewshub.eu>
- ▶ EP Facebook pages (central one + Info offices)
- ▶ EP Twitter feeds (central ones + Info offices)
- ▶ Instagram, Pinterest, Foursquare, Flickr, Google+...
- ▶ Web team in Brussels, community managers locally



Elections' website

Elections2014.eu

24 languages (including Irish)

Top stories

Multimedia Press Kit

Download Centre

European Political Parties

Country files

MyVote

Europe Direct...



The screenshot displays the website's layout, which includes a 'TOP STORIES' section with six articles, a 'THIS TIME IT'S DIFFERENT' video player, a 'Download Centre' button, a 'MY VOTE 2014' graphic, a 'Questions about the EU?' section with the Europe Direct logo and phone number (00 800 6 7 8 9 10 11), and a 'REACT ROMA' graphic. Below these are two columns: 'European Political Parties' listing various parties like the European People's Party and Party of European Socialists, and 'In the Member States European Union' providing statistics such as the election date (22-25/05/2014), 751 MEPs to be elected, a population of 503.7 million, and a surface area of 4,284,730 km².

Download Centre

All campaign material, available at:

www.europarl.europa.eu/downloadcentre

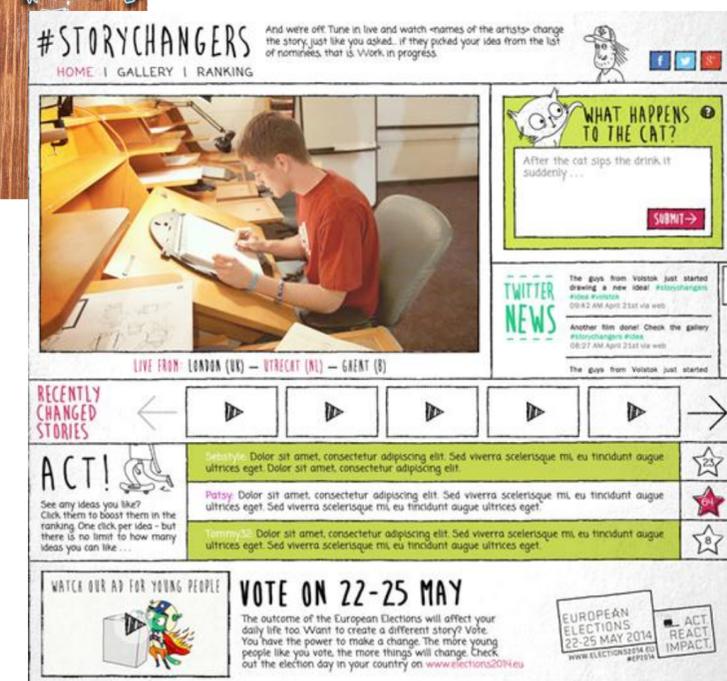
- ▶ Posters, folders, leaflets, stickers
- ▶ Educational videos, infographics
- ▶ Banners, logos



The screenshot shows the European Parliament Download Centre website. The browser address bar displays 'http://www.download...'. The page header includes navigation links for 'News', 'About Parliament', 'MEPs', 'Plenary', 'Committees', 'Delegations', and 'EP TV'. The main content area features a large banner for 'European Elections 2014' with the text 'So you think you have no power? Think again.' and 'ACT TO MAKE IT HAPPEN'. Below the banner, a section titled 'How does it work?' outlines a three-step process: 1. Find your files, 2. Enter your e-mail address, and 3. Download your files. The 'Highlights' section includes 'European Year of Citizens 2013' and 'Cultural diversity'. A sidebar on the right provides 'The Download Centre at a glance' and lists available materials such as the Parliament's logo, guidelines, and campaign materials. The footer identifies Juana Lahousse-Juárez as the Director General.

Campaign material for the Go to vote phase

- ▶ Online banners, FB covers, Twitter backgrounds
- ▶ Facebook apps: Taste of Europe, I'm a voter
- ▶ Cartoon + website: Storychangers
- ▶ Tablet app
- ▶ Go to vote videos: TV spot + youth video



Apart from elections resources...

- ▶ EP Infographics in all languages
<http://www.europarl.europa.eu/news/en/news-room/infographics>
- ▶ EPTV videos in all languages
<http://europartv.europa.eu/en/home.aspx>
- ▶ Photos (copyright free if credited)
http://www.flickr.com/photos/european_parliament
- ▶ News in all languages
<http://www.europarl.europa.eu/news/en/top-stories>
- ▶ Fact sheets in all languages
http://www.flickr.com/photos/european_parliament

