



## 1. Introduction

---

Europe and the world in 2023 continued to face the growing challenges of the climate crisis, growing inequalities, the avalanche of rising living costs across Europe due to disruptions before and after Putin's war of aggression against Ukraine, gravely undermining the rule of law, democracy and peace in Europe, and most recently threats to peace and security in the Middle East. Furthermore, we have been witnessing high inflation, global food scarcity, the energy crisis, as well as the rise of the extreme right across Europe and radicalisation of politics.

The Greens have shown to be capable of putting forward solutions that acknowledge the interdependence and mutuality of these crises, standing the in the frontline of the fight for a better Europe.

In 2023, we have continued to take responsibility to bring Europe further towards a socially just and ecological transition, towards a future that puts an end to the climate crisis and builds a new economy ensuring a socially just society standing strong on the democracy and the rule of law.

For EGP, the past year has been characterized by the comprehensive process of preparation for the 2024 European elections common campaign, starting with the establishment and operationalization of the Campaign Working Group and Manifesto Working Group, delivering the Campaign Plan and Manifesto respectively, which will be adopted at the 7<sup>th</sup> Extended Congress in February 2024.

While streamlining our activities towards the elections, we continued with our efforts to connect better with the civil society and social partners, our elected representatives from local to national level, our Green partners and our member parties.

As in the previous years, we have been engaging actively with all of our member parties in order to Europeanize national debate as much as possible in view of the European elections. A strong focus has been given to the expansion of the EGP membership, especially towards Southern and Central-Eastern European regions, resulting in two new full member parties and three new associate parties.

In 2024 we will direct all our efforts to the execution of the so far most European electoral campaign together with our member parties and partners as well as reach out and convince as many people as possible that a green and socially just future is possible.

In the second half of the year, we will continue to focus on further strengthening our relations with our member parties, our elected representatives at European, national and local levels, as well as with partners, civil society and other allies.



## 2. Political priorities

---

The **main priority** for this year is to **execute a common European elections campaign** that has been developed in collaboration with our member parties as a common umbrella of all our activities across Europe with a goal to **win more seats from more countries**.

Through the common European elections campaign, we will also strive to<sup>1</sup>:

- Strengthen the European dimension of the European elections including by standing strongly behind the Leading Candidates process and by Europeanizing the debate.
- Cooperate and strengthen our relations with our member parties during (and beyond) the European elections, by building with them a useful and comprehensive common campaign.
- Contribute to significantly raise the turnout to the European elections especially by focusing our campaign on first-time and young voters, as well as on awareness raising for EU citizens living abroad.
- Reach out to and convince as many people as possible that a green future is both desirable and possible.

In particular, between January and June we will **implement the 2024 Elections Campaign plan**, as adopted by the 38<sup>th</sup> Online Congress on 2 December 2023, that outlines the context, goals, narratives, timeline, activities, events and tools of our common campaign. More information is available in the Campaign Plan.

Furthermore, building on the successful participatory process of developing our common European Green **Manifesto and Priorities**, during which all our member parties had the chance to contribute actively, while we also included our partners, civil society and other experts, we will make sure that the Manifesto and Priorities are widely shared and made most useful for our common European Campaign.

In the second half of the year, we will consolidate our achievements and lessons from the common campaign, while further exploring the ways to build on our increased audiences across social media, TILT, and the new website, as well as maintaining and strengthening our relations with the traditional media.

While the 2024 Elections Common Campaign Plan will guide our activities in the first half of the year, we will achieve our political goals by also pursuing the following areas of activity:

- **Relations with member parties**

Until the European elections, we will work closely with our member parties on the execution of the common European Elections campaign (see above). We will ensure that there is a proper evaluation of the common election campaign after the election date with feedback from our member parties.

---

<sup>1</sup> EGP 2024 Campaign Plan, adopted in the 38<sup>th</sup> EGP (online) Congress on 2 December 2023.



We will continue to organize numerous bilateral exchanges with our member parties, as well as visits where it makes sense, in order to ensure that the momentum of the European elections can be a moment of growth and strengthening of the European Green Family via common action.

In our Lyon Congress we will vote on the candidacy of two applicant parties. Other requests for candidacy might be evaluated after the European Elections.

- **Relations with external partners**

Building on the comprehensive participatory process and consultation on the 2024 Manifesto, we will continue to strengthen our cooperation with civil society, activists and changemakers throughout the year, by actively creating spaces for exchange and engagement between green politicians and CSOs, as well as for exchange with EGP and our members.

We will make sure civil society and activists have a strong role in our elections campaign, among others through their active participation in the extended Congress in Lyon (February 2024) as well as in campaign events, and by promoting and amplifying our campaign messages.

We will continue to engage and strengthen ties with trade unions, sustainable businesses and other social partners, such as small and medium enterprises, progressive farmers, etc., who have so far actively contributed to the 2024 Manifesto.

### 3. Tools – Mechanisms

---

- **2024 EU elections common campaign**

With the escalating climate crisis, wars at the doors of the European Union and rising social inequalities, the 2024 European elections will be like no European elections held before. Those who will be in power in the years to come will get to decide whether we tackle the climate crisis, fight injustices, strengthen our common democracy, defend our rights and values, or whether we let a broken model destroy our social contract, our democratic model and ultimately our planet.

Although the European Union has shown its capacity to act and hold European countries together in the multiple crises in the past few years, and the Green Deal triggered a massive transformation of European economies that the Greens have been advocating for years, so much remains to be done. With a strong EU elections common campaign, we will show that we have the policy solutions on how to protect the people and the climate and restore the vision of a better and greener future.

For more information on the campaign building blocks, priority topics, tools and channels, etc. please see the Campaign Plan.



Following the expansion of our internal campaigning capacities in 2023 (most notably campaign manager, campaign coordinator and communication experts), we will further look into the needs related to the leading candidates and any other profiles relevant for the execution of the campaign as envisioned in the 2024 Campaign Plan.

- **Electoral Rally**

Building on the evaluation of the 2019 electoral campaign, the 2024 Electoral Rally, taking place at the beginning of May 2024, will once again showcase our truly European common campaign and by that serve as a strong internal motivator for our member parties, especially the national candidates and campaigners.

We will use this event to disseminate our Green messages and promotional materials, while further empowering our members in the last, crucial month before the elections.

Furthermore, we will work towards increased media attendance and coverage.

- **Local Councillors Network**

The Local Councillors' Network fosters exchange of knowledge and experiences among local councillors, brings the European dimension to local issues, and provides relevant information and resources.

In 2024 we will continue investing efforts in growing the community of Green local councillors. We will also take stock of the current level of Green representation on the local level by conducting a survey.

We will continue to strengthen the established contacts to the Local Councillors Coordinators with at least one online meeting, as well as offering all network members informal networking opportunities (online) to elevate our community building efforts.

In the first part of the year, the activities of the network will be designed with the goal of involving the local level at an early stage in our common EU election campaign and engage them as amplifiers of EGP campaign messages as well as a source of best practice examples from the local and regional levels. The local councillors platform will serve as a central hub for that purpose.

- **Cooperation with Member parties**

Throughout the first part of 2024 we will work very closely with our member parties in further building, preparing, and rolling out our common campaign. For this we will rely on



the strong ties and close relationships we have built with our member parties over the last years, which will be essential for carrying out the common EU election campaign.

Also our Networks (Mediterranean and Balkan Networks, Gender & LGBTQI Network, the Local Councillors Network, European Network of Green Seniors (ENGs) and the Disability Network) will play a role in rolling out our common campaign as well as in continuing to provide a space for exchange and development on policy areas after the European election.

In the aftermath of the election, we will organise an evaluation of the Common Campaign with the member parties and use this opportunity to learn from each other. We will also organize an in person Green Leadership Council after the elections (see section on Green Leadership Council).

Following the EU elections, the EGP will provide the space and opportunity for all member parties to exchange and collaborate with one another taking into account the new realities resulting from the election result. The EGP will continue to be an important space for all family members to coordinate on strategic questions as well as common positions.

- **Comms, digital engagement and Tilt**

Tilt and Digital communications will be essential tools for our common campaign (as detailed in the Campaign Plan). In the aftermath of the European elections, our foremost priority will be to build upon the successes and lessons learnt during the 2024 EU common campaign. This includes leveraging online platforms like TikTok, working with digital influencers and building online communities, engaging the Tilt community, enhancing our social listening capacities, fostering design collaboration and maintaining effective communication among member parties' communication staffers through Slack. Importantly, we recognise that these activities shouldn't abruptly halt after the EU elections to maintain the momentum we've built, and we must stay attuned to the ever-evolving digital communications landscape. This entails continuous investment in new platforms, content production, marketing strategies, community building, data analysis, and design trends to ensure our Green voice resonates with our target audiences.

We will build a specific post-electoral communications plan to make sure to seize the momentum of the European elections to increase our audiences and reach. Furthermore, we will inaugurate a new digital infrastructure in 2023 with a website and CRM overhaul, which necessitates ongoing investment in 2024 to ensure they remain up to scratch and fit for purpose.

Rebuilding relations with traditional media and journalists has been a focus in 2023, and this effort must persist to ensure the European Green Party remains present in the media landscape.

The success of the 2023 Communications Network Meeting calls for its annual continuation in 2024 to maintain strong relationships and channels with member party staffers, and team building activities are foreseen to keep strong links within the communications unit.



- **Campaign Handbook**

The Campaign Handbook is a resource aimed at equipping EGP member parties with essential campaign skills.

Leading up to the 2024 European elections, the Campaign Handbook will be updated to meet the needs of the member parties. We will organize customized training programmes (in person and online), focusing on advanced campaign strategies. A series of articles will follow the trainings, featuring the training contents and complementing them, targeting specifically the needs and gaps identified within our diverse range of member parties.

In the second half of the year, the focus will shift to gathering lessons learnt. Debrief sessions and interviews with campaign teams and MEPs will be conducted. Data collection and analysis will also be undertaken to provide insights into campaign effectiveness, and this will culminate in at least one study highlighting both successes and areas for improvement.

#### 4. Statutory meetings

---

- **Congresses**

The Congress is the EGP's highest decision-making body, deciding on its policies, resolutions and governance. EGP will hold a **7th Extended EGP Congress** on 2-4 February 2024 in Lyon, France, where, in addition to the necessary statutory decisions, we will reinforce our determination to run a strong pro-European campaign and our commitment to fight for stronger European integration as the core of our political project. It is also the moment to celebrate the 20<sup>th</sup> anniversary of EGP as a testament to this commitment. The election of our Leading Candidates and adoption of our common Manifesto and Priorities will therefore be part of the event, concluding our preparations for the common election campaign.

Based on the successful practice from the 2019 common European elections campaign, this upscaled congress will again aim to increase press attention on both European and international level, as well as nationally through the attending politicians and candidates from our member parties. This is part of our ongoing efforts to genuinely europeanise the debates around EU issues.

Furthermore, the EGP committee proposes to hold the **39<sup>th</sup> EGP Congress** on 6 - 8 December 2024 (in person) to implement our statutory requirements and elect the new EGP Committee.

- **Green Leadership Council**

After the European elections, an in-person meeting will be held with the party leaders of our member parties for a strategic exchange on the next steps following the election and the evaluation of the 2024 Election campaign.

If the need arises, an online meeting later in the year may also be called in response to urgent developments to make sure Greens are able to coordinate and find a common ground, especially on issues of European relevance.

- **Committee meetings**

During and in-between the Congresses, Committee meetings will be organized to manage the organisation, execute its priorities, especially in view of the 2024 common European elections campaign, and prepare for the congresses and other activities.

12 – 13 January 2024 Committee meeting  
19 January, Flexi Online Committee meeting, 7th EGP Extended Congress prep  
1 February 2024, Committee meeting, 7th EGP Extended Congress prep (Lyon)  
2 – 4 February 7th Extended Congress  
23 February, Flexi Online Committee meeting  
15 - 16 March 2024, Committee meeting  
5 April 2024, Flexi Online Committee meeting  
19 April 2024, Committee meeting (one day)  
15 May 2024, Flexi Online Committee meeting  
10 June 2024, Flexi Online Committee meeting  
11 June 2024, Flexi Online Committee meeting (TBC)  
12 – 14 July 2024, Committee retreat  
30 August 2024, Flexi Online Committee meeting  
20 – 21 September 2024, Committee meeting  
4 October 2024, Flexi Online Committee meeting  
25 – 26 October 2024, Committee meeting  
15 November 2024, Flexi Online Committee meeting  
5 December 2024, Committee meeting, 39th EGP Congress prep  
6 – 8 December 2024, 39th EGP Congress

Committee meeting minutes are posted on the internal delegates' platform on the EGP website.

## 5. Support and cooperation with EGP partners

---

- **Greens-EFA Group in the European Parliament**

The Committee has been pursuing a strong working relationship with the Greens-EFA Bureau and Group in the European Parliament, seeking to complement each other's work, share information, and collaborate on projects.



In 2024, the EGP will continue to work with the Group especially on the work with Green in Government and Parliaments and in channelling in-depth political content on the parliamentary work to the member parties. We will cooperate with the Group on our upcoming Congresses, as well as on the joint organisation of the Comms Network meeting.

- **Federation of Young European Greens – FYEG**

We will continue our enhanced cooperation with FYEG in 2024 and will promote youth issues as a priority in our political work and transversally through other topics. We see FYEG as an essential partner, in particular for the 7th Extended Congress in February and the 39<sup>th</sup> Congress in December and will coordinate our efforts to complement each other during the European campaign to reach young voters.

- **Green European Foundation – GEF**

The Committee continues to build on the strong cooperation with the GEF on transnational activities, e-training and research capacity as well as on the *Green European Journal*. It will continue to channel all relevant information to member parties. We will continue to involve GEF also in the planning of our Congresses in 2024.

- **Global Greens**

In 2024, the EGP's relationship with the Global Greens - the membership of four federations across the globe - continues to be based on sharing European political experiences and perspectives.

Following the last Global Greens Congress in 2023, we will offer further advice to the Global Greens on facilitating the networking and exchanges on topics of common interest, as they further develop structures and spaces to listen, learn and share across cultural differences, language barriers and across different time zones of the globe. We are united in the knowledge that everything on this planet is connected, and our societies are faced with multiple crises that are indeed global.

- **European Movement International (EMI)**

The EGP has been member of the EMI since spring 2018 and will continue to monitor its activities and actively participate in its statutory meetings and events while supporting Greens on the EMI board and political committees. The EMI is an important platform in the process of European integration, bringing together civil society organisations, political parties, trade unions and business organisations, local authorities and academia.



## **6. Organisation**

---

### **EGP Office**

The main priority for 2024 is to ensure adequate capacities and resources for running a successful common Green European 2024 elections campaign. In view of the common campaign, in 2024 the EGP will enlarge the team with several temporary positions with specific competences needed to execute the campaign. To optimise internal processes and workflows, the EGP team will re-organize the internal structure in campaign teams responsible for the execution of different campaign elements, under the guidance of the Campaign Manager and Campaign Coordinator.