

# European Green Party Campaign Plan

2024 European Parliament Elections



# The Campaign for 2024

## The changes since 2019

In the wake of the 2019 European elections, the Greens were hailed by The New York Times as "The New Hope for Europe's Center" and "Enemy No. 1" for the far right. The Economist characterized the Greens as the party of youth and enthusiasm, cementing the image of the Greens as a hopeful and optimistic force in politics. These elections took place after a swath of far-right wins (Trump, Brexit, Bolsonaro) and amidst millions of Europeans going to the streets to demand climate action.

The European Greens campaign managed to reach tens of millions of Europeans through social media and mass support of over a hundred thousand Europeans for the digital citizens movement Tilt. Content was translated in almost all European countries and shared by many member parties and candidates. Among the millions of election related tweets, the Greens were the most mentioned party.

Two key events were pivotal: First, the Berlin Council of November 2018, where the Leading Candidates were elected and the Common Manifesto and Common Priorities were adopted. Second, the Electoral Rally, known as 'The Green Wave,' which attracted international participants and motivated supporters in the campaign.

The two Leading Candidates were the face of the campaign, visited well over a dozen member states, gave interviews to major media outlets in many member countries and participated in the major European debates.

The campaign for 2024 will take place in a different context. Our green family has widened across Europe, is in more places of power, is increasingly under attack and our vision for change has never been as urgent as it is now. In the almost five years since the 2019 elections, (digital) media has seen marked changes that require different tactics. The strategy for 2024 takes these changes into account.

## The Guidelines

The EGP campaign will be a common campaign that serves our Green voter base across Europe. The following guidelines apply for the EGP '24 campaign:

- Low-turnout elections are won by mobilising voters.
- Our voters are the most concerned with the climate crisis.
- And they are concerned about social inequalities and the protection of fundamental rights.
- We are in tumultuous times, and have to remain flexible to focus on other topics that arise to the fore.
- Voters that EGP can reach more easily are predominantly < 40 years old, urban and educated.
- These voters are best reached through social media.
- People can vote for our national parties, not directly for the European Green Party.
- The Leading Candidates process and the debates and activities in which they will participate are essential elements of the common campaign

The EGP will communicate on any and all issues that require our attention. With an ongoing war in Europe and compounding crises, any prioritization in communication is subject to possible changes. Regional differences will also be taken into account, by giving appropriate

attention in the common campaign, among others, to the relevant topics in the different regions.

### **The Characteristics**

The EGP '24 campaign takes place in a time of compounding crises and increasing green successes.

- We proudly and energetically promise that a better world is possible;
- Whilst taking people's feelings, including indignation, worry and anxiety, seriously.
- We focus our attention on the issues affecting voters, not the institutions;
- Our leading candidates and everyday Europeans are the faces of this message;
- We are a professional party - what we do is of the highest quality;
- We are part of the movement - Tilt is our movement and we participate in and cooperate with others;
- We have people's support - we're surrounded by people offline and see mass engagement online;
- We are a European party - we actively organize transnational events and exchanges;
- We celebrate Green successes to show our very real potential to enact change;
- We want power to implement our plans to get us on a path out of this mess.

### **The Goals**

The European Green Party goals for the European Parliamentary election are as follows:

- Build stronger connections with civil society, citizens' movements, social partners, youth and seniors' organisations, scientific community, in respect of our respective roles, by involving them in a listening process at an early stage in view of the drafting of our Common Manifesto, which proposes green politics responding to both social and environmental problems;
- Open up to new thinking and connect further with partners, including in the business sector, in order to propose to European citizens, the most workable and credible plan to engage in the green transition, in constant dialogue with trade unions;
- Continue our work to open up to and welcome in our family and European Campaign new political forces who share our common green values, positions and democratic principles;
- Strengthen the European dimension of the European elections including by standing strongly behind the Leading Candidates process and the call for transnational lists, and by Europeanizing to the maximum extent the debate around the EU elections, especially in those countries where our presence is quite strong;
- 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;
- Continue our established cooperation with our partners from the Green Group in the European Parliament, the Federation of Young European Greens and the Green European Foundation, in light of our different roles and competencies;
- Continue to support the long-term perspectives and capacities of our member parties beyond the European elections, as part of the development of our European Green family;
- Bring the European Green parties closer by fostering the dialogue further on our common vision and policies for the European Union, also by actively involving their representatives on all levels;

- Achieve the best result we ever achieved in European elections, with more MEPs from more countries, in order for Greens to be at the centre of future majorities in order to enact the necessary progressive policies in the next European Parliament and in the European Commission.

### **The Electorates**

People from all walks of life and every corner of Europe vote for the Greens. They are overwhelmingly progressive, (left-of) center and concerned with climate change. There are a few demographics in which the Greens consistently receive a significantly larger share of the vote. These include:

- People under the age of 40
- People with a higher education
- People living in an urban environment
- Women
- First time voters
- Expats

With slightly over half of the EU population (51.9%) over forty years old, the elder electorate remains important to the Greens. Research shows this older electorate to be more influenced by traditional media rather than social media. Research also shows this older electorate to turn out to vote in consistently higher numbers. EGP will therefore focus its mobilising (Get-Out-The-Vote) effort on the younger electorate and a digital campaign.

### **The Phases**

1. Build-Up Phase (December to February 4th):
  - Starts with the 38th EGP congress.
  - Adoption of the campaign plan.
  - Presentation of the Leading Candidates contenders.
  - Preparations for the upcoming campaign's more active phases.
  - Ends with the extended congress in Lyon
2. Branding Phase (February to April 22nd):
  - Starts from the extended congress in Lyon.
  - Leading Candidates are elected
  - Common Manifesto and Priorities are adopted
  - Promotion of Leading Candidates across Europe.
  - Start of campaign message promotion and branding.
  - Intensified coordination with member parties and green stakeholders.
3. Visibility Phase (22nd April to June 9th):
  - Kicks off with the Maastricht debate, six weeks before the elections.
  - Features transnational debates and events.
  - Features common important days such as Europe-, Labor- and Earth day<sup>1</sup>.
  - Leading Candidates are visible in press, on socials and across Europe.
  - EGP Rally takes place at the beginning of May
  - Strong Get-Out-The-Vote efforts by the digital movement, Tilt.
  - Digital campaign engaging a wide audience, aiming to reach millions.

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<sup>1</sup> And that other important European election: Eurovision!

### **Building a truly common campaign**

A common campaign requires cooperation with the member parties. Multiple bodies have been set up to structure the cooperation, most notably:

- The Campaign Working Group to discuss and improve EGP's campaign plans.
- The Manifesto Working Group in order to contribute to the drafting of the EGP Manifesto.

This common campaign will be in parallel with the Green Group in European Parliament and the Federation of Young European Greens, in respect of their different roles and remits, amongst others working on Getting Out The Vote and the creation and distribution of relevant information to parties and candidates.

In addition there is the Communications Network which functions as a more informal gathering of insights and building connections amongst communications people of the member parties and Greens at the European level.

# **This is a common campaign**

## **Common Manifesto**

As Greens, our mission is to drive radical change to create a sustainable future for everyone. Our politics are centered on addressing issues with practical solutions. To this end, we are crafting a common manifesto and a set of (circa) ten priorities, to be approved at the Congress in Lyon, 2024.

The manifesto aims to serve as a robust tool to advance our shared progressive policy positions, helping member parties in their national programme development. With the '24 Manifesto, we set out to build the strongest, most concrete and comprehensive platform yet. We want to lay down our broadened and matured policy proposals in all policy fields and showcase our readiness to take responsibility. Member parties can use the common manifesto in various ways, and printed copies and different manifesto-related products will be distributed to all member party headquarters.

The manifesto process began in February 2023 with pre-discussion groups involving member parties. We have continued to foster discussion within the family, with our partners and with civil society organisations (CSOs) in order to also use this process to broaden our networks and allyships. Our Manifesto Working Group and Editorial Working Group have met several times, and two consultations with civil society were conducted.

The priorities are designed to be policy proposals that can be campaigned on effectively, offering tangible solutions that resonate among our target audience and offer to journalists a clear Green vision for the next mandate.

We are increasing citizens' participation in the elections by involving them directly in shaping our priorities. One of the EGP priorities will be chosen through input from Tilt supporters. We will promote these priorities through social media and press coverage to ensure wide visibility. The manifesto and priorities will be made accessible and translated into multiple languages.

## **Common slogan and visual identity**

The EGP campaign will maintain a consistent brand across all content. It will include engaging videos with the potential to go viral, covering aspects such as the Leading Candidates, important dates like Earth Day and Europe Day, critical topics like climate, social justice and fundamental freedoms, and popular subjects within the social media sphere. Additionally, there will be videos primarily focused on Getting-Out-The-Vote and potential support for major European-wide civil society events.

The EGP digital campaign will furthermore consist of short videos, shorter than < 15 seconds, that can be targeted and advertised on various platforms. These short videos focus on the priorities, GOTV efforts, and outreach to expats. Alongside videos, visual content will play a significant role, including party scorecards for quick comparisons, quotecards for debates, fact checks and memes.

Most content is translated into various languages, will be made customizable and will be promoted either through advertising or amplification. Our campaign strategy will effectively spread the message and respond to news and opponents through both our Leading Candidates and the European Green Party platform, aiming to engage, inform, and mobilize voters for the 2024 European Elections.

The EGP will also produce t-shirts, stickers, buttons, signs, banners, and flags, both in English and translated versions.

The EGP will, in addition, set up two internal pages highlighting the successes of Greens across Europe and (counter)frames that can be used when Greens are attacked.

### **Member parties' involvement**

The EGP is dedicated to continue to be a knowledge-hub for Greens and strengthen connections among Greens. Here's what you can expect:

- **Shared Communication:** A shared communication platform with the Member Party comms network via Slack will foster seamless collaboration.
- **Content platform:** Visual and video material will be shared onto a content platform allowing for translations and adjustments.
- **Recurring Green Comms Emails:** Expect recurring emails with Green news, campaign updates, best practices, and new training sessions. The frequency will increase as the election approaches.
- **Regular Learnings:** Regular updates to the Green Campaign Handbook, sharing the latest insights and strategies. In addition there will be online and offline trainings.
- **Strategic Communiques:** In the final months before the election, we will share strategic communiques providing insights into the main campaign issues and narratives, including research, voting track records, and visual materials.
- **Data Network:** Interesting and useful data insights based on publicly available surveys and barometers as well as social media statistics (amongst others) will be shared amongst member parties, meeting both on- and offline.

### **Leading candidates**

The leading candidates process, initiated in 2014, has fostered transnational debates among various political parties. This has helped the electorate better understand EU-level competencies and engage in discussions that transcend national boundaries. European Greens firmly back the idea that the candidate who can garner the broadest support should assume the role of the EU Commission President.

In preparation for the 2024 European Parliament campaign, the EGP member parties will select two Green leading candidates during an extended Congress in Lyon, France, in February 2024. These leading candidates will play a crucial role in the EGP's campaign by representing the Green voice in the European debate, engaging in transnational debates with other political families, maintaining high visibility in both social and traditional media, strengthening the Green voice in national debates, and traveling across EU countries.

EGP, in collaboration with member parties, will work to define needs and draft a campaign calendar that aligns with member parties' events, debate dates, and EGP engagements.

### **Major events**

#### **► Extended Congress**

In 2018, our Congress in Berlin garnered significant press attention with around 75 journalists in attendance. Our Extended Congress will be held in Lyon in early February. In addition to statutory decisions, it will be:

- Introducing and presenting our Leading Candidates as the prominent figures of the Green Movement.
- Revealing our common Manifesto and Green Priorities for Europe.
- Celebrating our family's growth with new member parties, upon approval of EGP Delegates.

- Celebrating 40 years of what is EGP today, building the European Green family as a strong force in Europe.
- Attracting a substantial audience from across Europe.
- Featuring an innovative programme with engaging speakers discussing relevant topics.
- Accompanied with visual installations and artistic performances to capture the attention of the press and public.

#### ► Rally

The 2019 Green Wave rally, held in Brussels just a month before the elections, served as a potent motivator for Member Party candidates and campaigners. It effectively conveyed the 'Green Wave' message and assisted in the distribution of promotional materials.

The next Electoral Rally is considered to take place in early May 2024, location TBD. The rally will take place in the evening and feature our Leading Candidates, other Green VIPs, candidates of Member Parties as well as music and entertainment.

#### ► Tour

In 2019, a series of events were organized in collaboration with member parties across various member states. Two main types of events were held: Member Party visits and 'Meet Ups' (organized together with Member Parties with Leading Candidate participation).

In between February and June of 2024, the Leading Candidates will once again tour across Europe to participate in Member Party events and co-organized events. The feasibility of visits and events will depend on the times planned by Member Parties and other commitments from the Leading Candidates.



# **This is a very digital campaign**

## **Get Out The Vote**

In order to win the elections, we have to mobilize our (younger) voters to show up to the polls. Most of these likely voters are best reached through digital media. In comparison with traditional marketing methods they have better distribution opportunities, are more affordable and more used by our voters. The digital campaign will focus on Getting Out The Vote with high quality content that is amplified and advertised during the visibility phase of the campaign.

## **Amplification**

In today's digital age, the influence of social media accounts with substantial reach is undeniable. These accounts possess the ability to shape conversations, cultivate communities, and wield considerable influence over public opinion. Recognizing this potent force, EGP has an 'amplification' strategy to distribute content through amplifiers: passionate activists, socially engaged influencers, and Greens at large. This would include the Local Councillors Network and Members of National Parliaments as well as MEPs and other prominent Green figures.

In our efforts to maintain transparency, EGP is committed to adhering to the diverse norms set forth by different social media platforms and by European Regulations. In order to maintain consistent messaging, due diligence will be conducted in order to only reach out to amplifiers whose public positions or actions in the past have not widely differed from that of the Greens.

## **Advertising**

The European Greens' 2024 digital campaign additionally makes use of digital advertising. The strategy involves the use of unskippable YouTube ads, short Instagram stories and other platforms such as Google. European expats will be reached with tailored ads in multiple languages, all with the goal of maximizing impact for the 2024 European Elections. EGP's advertising will be transparent and include the EGP's logo, name and other relevant information.

## **Social Media**

Over the past seven years, TikTok has risen as one of the world's largest video-sharing and social media platforms. As Facebook wanes and Twitter transforms, TikTok stands as the new dominant player. Its allure primarily attracts young, Gen Z users, owing to its unique approach to user-generated content and its remarkably effective algorithm. TikTok empowers users to become content creators without the need for professional tools, specialized knowledge, or overly unique concepts, setting it apart from platforms like YouTube and Instagram.

While fully acknowledging TikTok's problematic aspects, and taking precautions to ensure safe use of the app, EGP will be active on TikTok in order to reach out to first time voters between 16 and 22 years of age. In addition there will be a strong campaign on Instagram and YouTube, and be present on other relevant platforms such as Facebook.

## **Tilt!**

We believe that an essential part of a sustainable European Union is citizen participation and we will always try to contribute and innovate towards that goal. Over the last five years well over a hundred thousand Europeans have subscribed to the Green and European digital

citizens' movement *Tilt!*. Tilt has brought together activists within and outside Green parties in Europe through various actions and will continue to do so by running more campaigns pushing for a fairer, greener Europe. In the branding phase of the campaign Tilt will gather input from their list in order to form one of the priorities. In the visibility phase of the campaign Tilt will run a Get-Out-The-Vote campaign promoting the Greens across Europe.

### **Volunteers**

EGP has started to actively engage volunteers – with a few hundred Europeans already interested - to support the 2024 campaign. This effort will continue. Key goals of the programme are to:

- Form a highly committed digital volunteer community that can self-organize with support from EGP.
- Boost the visibility of the campaign in the digital realm, especially during critical campaign events.
- Strengthen the EGP's ability to counter misinformation, smear campaigns, and negative campaigning.
- Increase engagement and interaction with potential voters across various digital platforms to promote a unified Green narrative.



ELECTION CAMPAIGN COSTS		Budget 2023 / 2024				Expenses 2018 / 2019				Expenses 2013 / 2014			
		2023	2024	Total	Notes	2018	2019	Total	Notes	2013	2014	Total	Notes
1.a Staff	Salaries and empl.contr. campaign staff	420.000	630.000	1.050.000		154.377	422.361	576.739	1	69.126	112.403	181.529	
	Other staff costs incl. travel	30.000	100.000	130.000		2.106	53.228	55.334	2	23.715	19.544	43.259	
	Volunteers	0	10.000	10.000		0	2.028	2.028		1.365	11.162	12.527	
	Interns and free-lancers	50.000	40.000	90.000		0	37.529	37.529					
1.b Campaign Agencies	Agency fee	145.000	110.000	255.000		118.278	80.676	198.954		179.233	144.535	323.768	5
	Travel costs (2019: and stock images)	15.000	10.000	25.000		13.954	1.586	15.540		0	31.826	31.826	
	Bonus max (not relevant 2023/24 - category from previous campaign)					0	0	0					
2 Campaign-related infrastructure and operating costs													
	Rent and charges second apartment (not relevant 2023/24 - category from previous campaign)					0	14.073	14.073					
	Translation (2019: and adaptations)	10.000	30.000	40.000		260	33.609	33.869		19.779	11.984	31.762	
	Other	8.000	5.000	13.000									
3 Administrative expenditure													
	Legal advice contracts	5.000	5.000	10.000		0	0	0		5.101	0	5.101	
	Other legal advice (2013: primary)					0	0	0		8.208	0	8.208	
	Security audit primary process (2013/14)					0	0	0		14.727	3.908	18.635	
	Other administrative costs	0	2.000	2.000		18.134	1.537	19.671		2.875	15.449	18.324	
	FYEG support (not relevant 2023/24 - category from previous campaign)					0	0	0		3.143	7.857	11.000	
4 Meeting and representation costs													
Working Groups	Election campaign Working Groups	30.000	17.500	47.500		16.230	0	16.230		0	0	0	3
	Comms meetings/Data Network	35.000	0	35.000		0	5.115	5.115	4	0	0	0	
Campaign Meetings													
	Campaign Meetings/trainings with member parties	30.000	15.000	45.000		0	140.979	140.979		71.550	31.099	102.649	
	Rally		200.000	200.000									
	Support transnational activities and meetings	0	150.000	150.000		0	76.951	76.951		0	27.800	27.800	
	Campaign presentation of the press		15.000	15.000									
Support for candidates Spitzenkandidat		0	30.000	30.000		0	23.563	23.563		0	24.265	24.265	
Election night event		0	8.000	8.000		0	3.759	3.759		0	7.701	7.701	
CO2 compensation		2.000	5.000	7.000		5.000	5.000	10.000		0	5.000	5.000	
5 Information and publications													
Campaign material	Pre-Campaign material design and production	25.000	0	25.000		4.193	0	4.193		55.886	0	55.886	
	Hot phase campaign material design and prod.	0	70.000	70.000		0	57.992	57.992		0	56.929	56.929	
Website	Campaign website	10.000	10.000	20.000		3.025	24.200	27.225					
	Adjustments (not relevant 2023/24)					0	15.319	15.319		17.350	23.147	40.497	
Publicity													
	Multifunctional digital products	30.000	20.000	50.000									
	Social media general	5.000	0	5.000									
	Online advertising	25.000	680.000	705.000		48.162	612.970	661.132		2.777	0	2.777	
	Get-out-the-vote technology	0	15.000	15.000		0	60.778	60.778		5.034	37.363	42.397	
	Electorate survey (not relevant 2023/24)					20.000	0	20.000					
TILT													
	TILT general	5.000	15.000	20.000									
	Online advertising	25.000	23.000	48.000									
	Campaign agency (not relevant 2023/24 - category from previous campaign)					134.552	12.705	147.257					
	Software/database (not relevant 2023/24 - category from previous campaign)					13.600	12.032	25.632					
	Promotional material (not relevant 2023/24)					0	0	0					
	Other (advisory board etc.) (not relevant 2023/24 - category from previous campaign)					0	715	715					
	Bonus max (not relevant 2023/24 - category from previous campaign)					0	0	0					
6 Miscellaneous		20.000	0	20.000									
TOTAL		925.000	2.215.500	3.140.500		551.870	1.698.706	2.250.576		479.869	571.971	1.051.840	

#### Notes previous campaigns

- 2018 - 1 campaign manager plus employer's contribution March-Dec 2018  
- 2 campaign assistants 8 months 2018 (May-Dec 2018)  
Including staff and Sec Gen travel costs to debates, party councils, debates of the leading
- candidates, campaign kick-offs etc.
- WGs 2013/2014 booked in running budget
- Meeting of the communication officers of the member parties
- Contract with Agency both for Primaries and election campaign