EAPN: Fighting for a Social Europe Free of Poverty

Developing EAPN's 2013-2014 European Elections CAMPAIGN

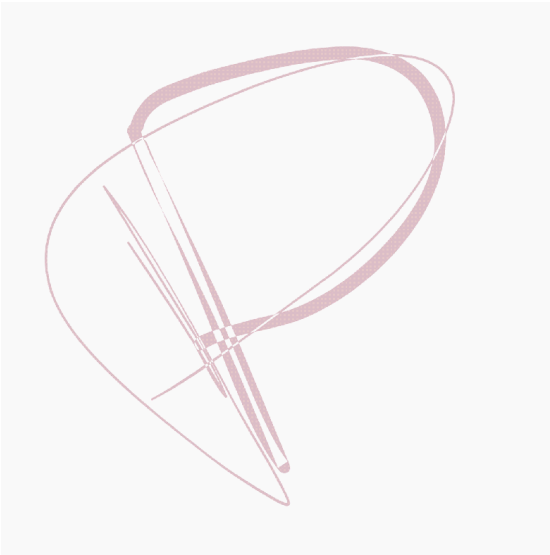
30 September 2013

EUROPEAN ANTI-POVERTY NETWORK
RÉSEAU EUROPÉEN DES ASSOCIATIONS
DE LUTTE CONTRE LA PAUVRETÉ ET L'EXCLUSION SOCIALE

Our Strategy

4 main stages:

- **1. Where are we now?**
- **2. Where do we want to go?**
- **3. How do we get there?**
- **4. Have we been successful ?**



The current context

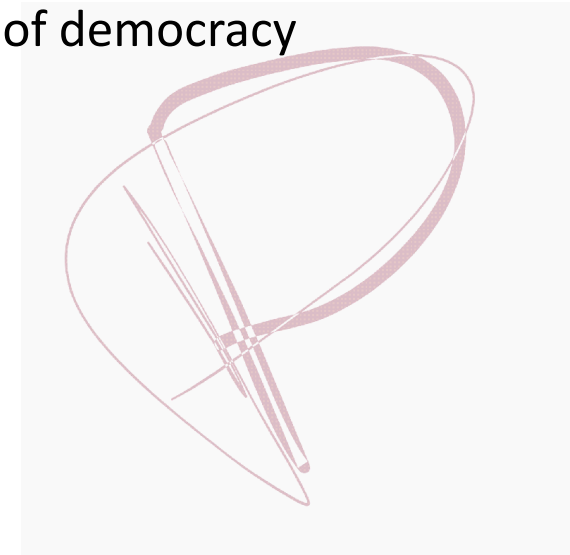
- CRISIS: financial, economic, social, democratic
- Overall governance markets > people
- Growing inequalities
- Loss of trust in political leaders (at EU + national levels)

Problems to address

- European elections influence people's lives
- Loss of trust in political leaders (at EU + national levels)
- Economic governance needs to change tack – back to social priorities
- Emergency to safeguard Human rights, democracy, founding principles of the European Union
- Media compliance with political speech

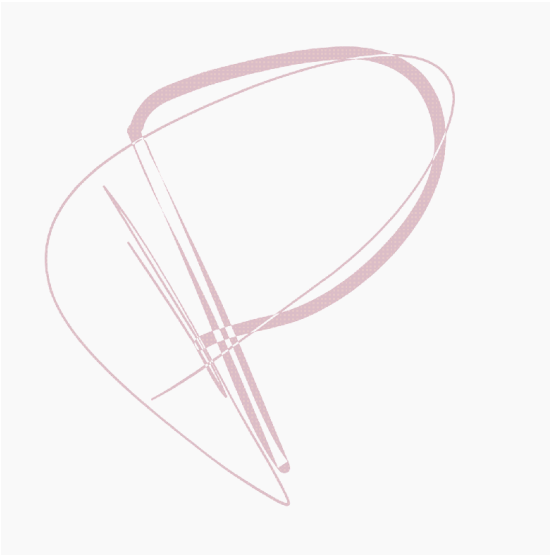
Why campaigning now?

- European elections influence people's lives
- EAPN's mission to
  - fight for social Europe, social inclusion, democracy, reduction of inequalities, Human rights,
  - raise awareness on the causes of poverty, exclusion and inequalities
  - Safeguard democracy
- Anti-poverty NGOs also targeted by cuts in funding and loss of voice
- Civil society needs to unite against the loss of democracy



The communications challenges

- Reaching the candidates and political groups
- Reaching the voters/general public
- Reaching the media
- Timing
- Coherence of actions + alliances makes us stronger, not weaker

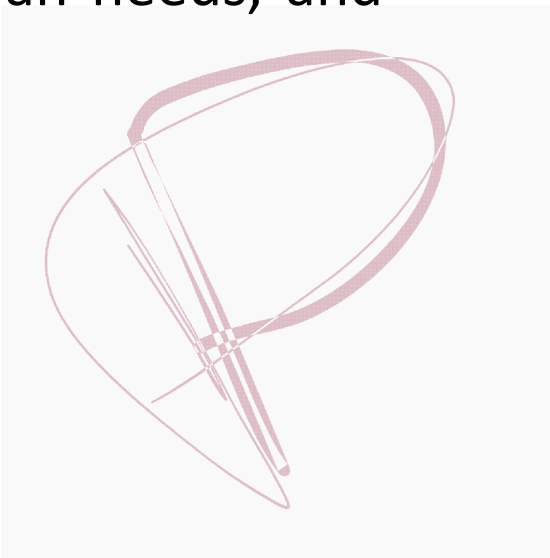


The CAMPAIGN

The overall goal: impact on the European elections

EAPN gets the **support** and **commitment** of candidates **numerous enough to make a change, pressuring for a shift back** to

a European Union based on the respect of Human rights and social rights, giving priority to fighting poverty, social exclusion and inequalities, restoring balance between economic and Human needs, and restoring democracy.



The main goals

1) **Get the support and commitment** of **CANDIDATES** (at least 1/3 Parliament and at least 1 candidate/country) and **hold MEPs accountable** for their commitments
2) Contribute to a **better reporting on poverty/exclusion/inequalities** in the European and national **MEDIA**
3) **Build/strengthen ALLIANCES** with other stakeholders who share our arguments
4) **EAPN supports its national members'** participation in the campaign
5) **National networks** raise people's awareness at grassroots level and encourage **more people to vote**

The specific objectives

1) **Get the support and commitment** of **CANDIDATES** (at least 1/3 Parliament and at least 1 candidate/country) and **hold MEPs accountable** to their commitments

   - EAPN gets the **candidates' signature and commitment** (Sept-Dec 13)
   - The **output** of EAPN's contacts with candidates is made **visible** in the campaign's tools (from EU level and national members)
   - **Alliances**: EAPN's campaign/messages supported by other stakeholders
   - EAPN introduces itself to the **new Parliamentarians** (1-15 June 2014)

The specific objectives cont..

2) Contribute to a **better reporting** on **poverty/exclusion/inequalities** in the European and national **MEDIA**

= fight stereotypes and false assumptions; back with data

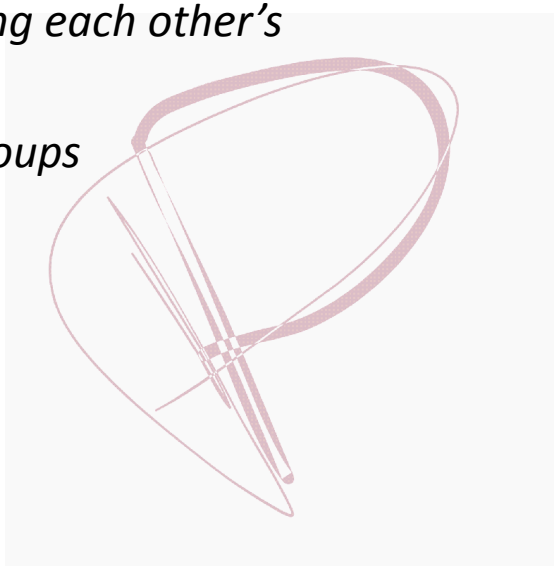
- ✓ Press releases
- ✓ Press invites to EAPN events
- ✓ Extra tools for journalists (video interviews for blog, statistics…)
- ✓ EAPN responds to all interview requests re- European elections
- ✓ EAPN NN share their coverage with EAPN Secretariat

HOW SHALL WE MEASURE MEDIA ATTENTION? => Google Alerts

The specific objectives cont..

3) **Build/strengthen alliances** with other stakeholders who share our arguments

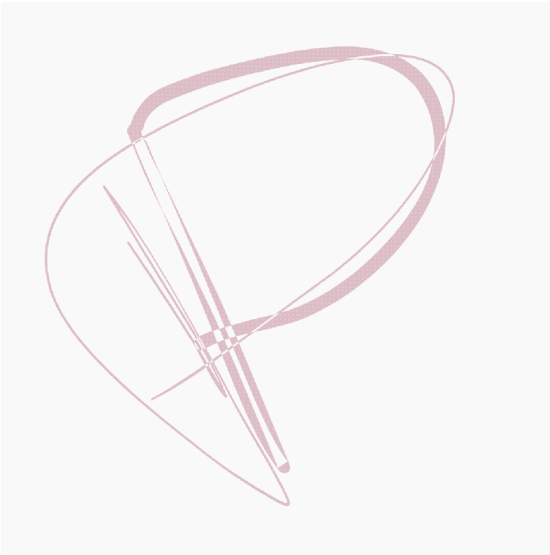
- EAPN defines and finds allies that share its arguments and main goal
- *EAPN defines with its allies the output they envisage together – what common actions:*
  - *Dissemination of messages*
  - *Visibility of EAPN's campaign or supporting each other's campaign*
  - *Contacts with candidates and political groups*
  - *Common events?*



The specific objectives cont..

4) **EAPN supports its national members'** participation in the campaign

- EAPN proposes a campaign strategy and designs communications tools for the whole network
- EAPN gives regular support to its members, informing them of all campaign developments and responding to their requests for support



The specific objectives cont..

5) **National networks** raise people's awareness at grassroots level and encourage **more people to vote**

- EAPN members organise awareness-raising **activities** at national/local/grass-roots levels to inform and exchange with their general public/voters
- EAPN members contribute to the tools designed for the whole network's campaign by **sharing their national information** and **using the campaign's tools**

4. Target audiences

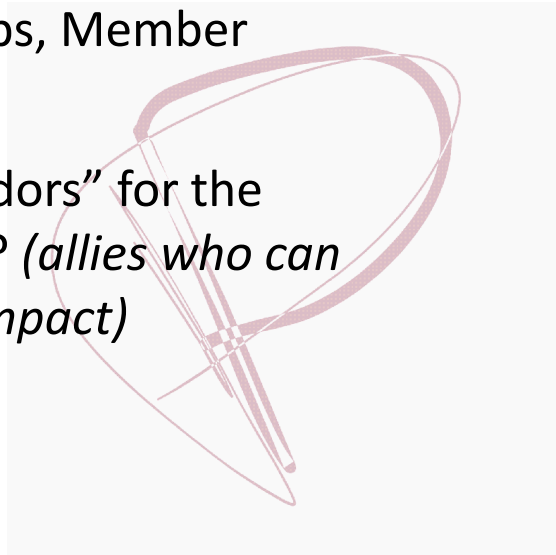
(*helpful to prioritise and subcategorise them*)

Secretariat

- Candidates
- Political groups
- European institutions (current EP; EC; Council; EESC)
- General public (online)
- EU Media
- EU Civil-society organisations + Trade unions
- "Ambassadors" for the campaign? *(allies who can multiply impact)*

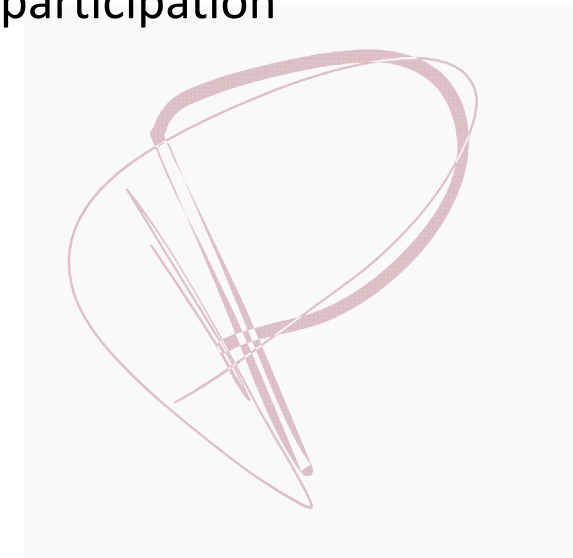
EAPN National Networks

- Candidates
- General public/voters
- National/local Media
- Civil-society organisations + Trade unions
- European institutions (Perm. Reps, Member States)
- "Ambassadors" for the campaign? *(allies who can multiply impact)*



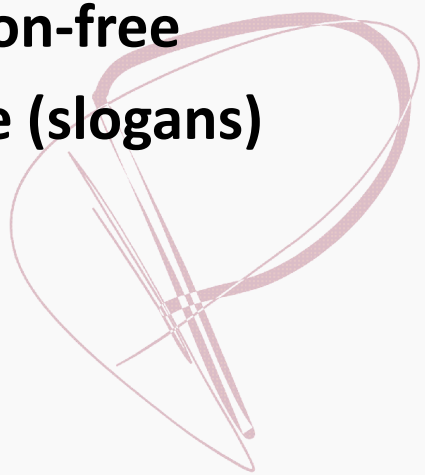
5. Key messages

- Every Vote Counts
- Poverty is not inevitable and can be eradicated in the EU and globally
- A Social Pact for a Social Europe
- An effective EU Strategy to fight Poverty, Social Exclusion and discrimination
- Strengthened democracy and civil society participation



5. Developing the Key messages

- Key messages should be **adapted to the audiences**
- Ideally max. **2-3** messages per target audience
- Ideally max. **35 words**
- Key messages focus on the **benefits** for the audience
- Support the messages with **proofpoints**
- Keep your messages **simple** and **jargon-free**
- Your messages should be **memorable (slogans)**
- They should be **motivating**



6. Communications mix of tools

Core channels – Online channels

- **Campaign Blog** (EAPN members + potential allies)
  - **Visibility of/for candidates and political groups and for voters**: list of them, their manifestos, their signing the pledge/commitments
  - **information to general public** on the EU elections, on the candidates, on poverty/inequalities (links to EP toolkit on the EU elections, EAPN publications like pov explainer...), links to allies' campaigns and to NN campaign's webpage *(check if possible sign-on button)*
  - **EAPN Manifesto** + **pledge signed by candidates and groups**
- Page on EAPN's **website** // on EAPN members' **websites**
- **Social media**:
  - **EAPN Facebook page** EU level + national members' FB pages (linked together) (*not a new page*) - All our existing contacts are potential campaign followers
  - **Twitter** hashtag # *to be followed up as well as candidates on Twitter!* – milestones agenda drawn for all to use
  - **LinkedIn**
  - **YouTube –** (any visual material such as interviews, posted by EAPN and its members with reference "EAPN")

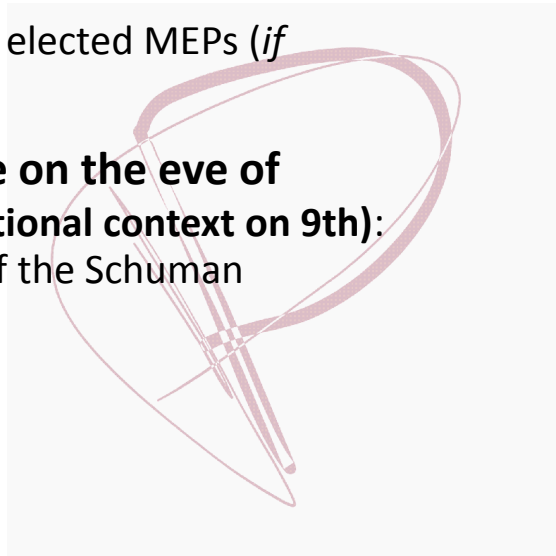
6. Communications mix of tools

Core channels – the media:

- EU online and print press
- National online and print press, TV/radio…

Core channels – events (at EU level):

- **Campaign launch**: all EAPN members send a press release adapted for national level, EAPN Secretariat adapted for EU level (*date to set*)
- **Face-to-face contacts** with candidates and groups
- **Hearing in the Parliament** to present EAPN to the elected MEPs (*if organised with other NGOs, maybe rephrase...*)
- **8th May 2014, Activities in each Member State on the eve of Europe Day (Common press release to adapt to national context on 9th)**: Simultaneous activities in all countries (anniversary of the Schuman Declaration, symbolising peace and unity)



6. Communications mix of tools

Tools

- **Core material**
  - Manifesto + postcard = for candidates
  - blog content / information on the EU elections, on the candidates, on poverty/inequalities
  - Flash newsletter specific item on campaign from campaign's launch
  - Special EAPN Mag on the Elections
  - Logo, visual identity of the campaign – made available to translate
  - Templates for PPT, letters (with the campaign's logo)
  - Email signature with main message and link to campaign's blog (and logo)
  - Page on members' room with all documents that can be used/reproduced, campaign's strategy, who to resource to, how to use the blog...
- **Media relations**
  - Press releases (list on timeline – launch of campaign - ...)
  - Press kit (including videos interviews, statistics… also on blog)

C. How do we get there?

7. Actions on a Timeline

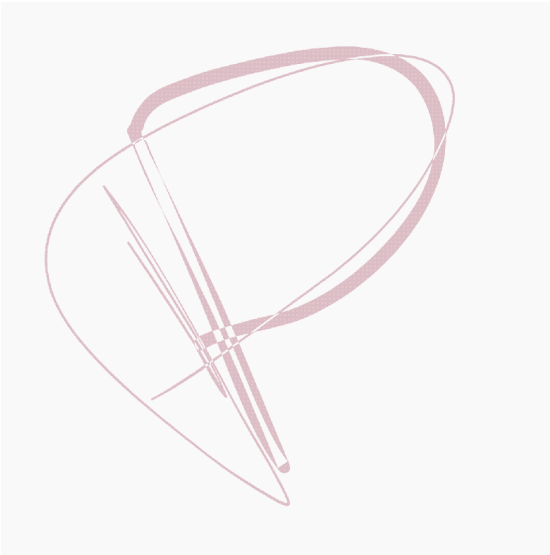
Timeline on a separate document here on Members' room page

8. Resources

D. Have we been successful?

9. Impact assessment

10. Evaluation



Thank you for your attention

For more information, please contact :

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