

#EUPovertyFree

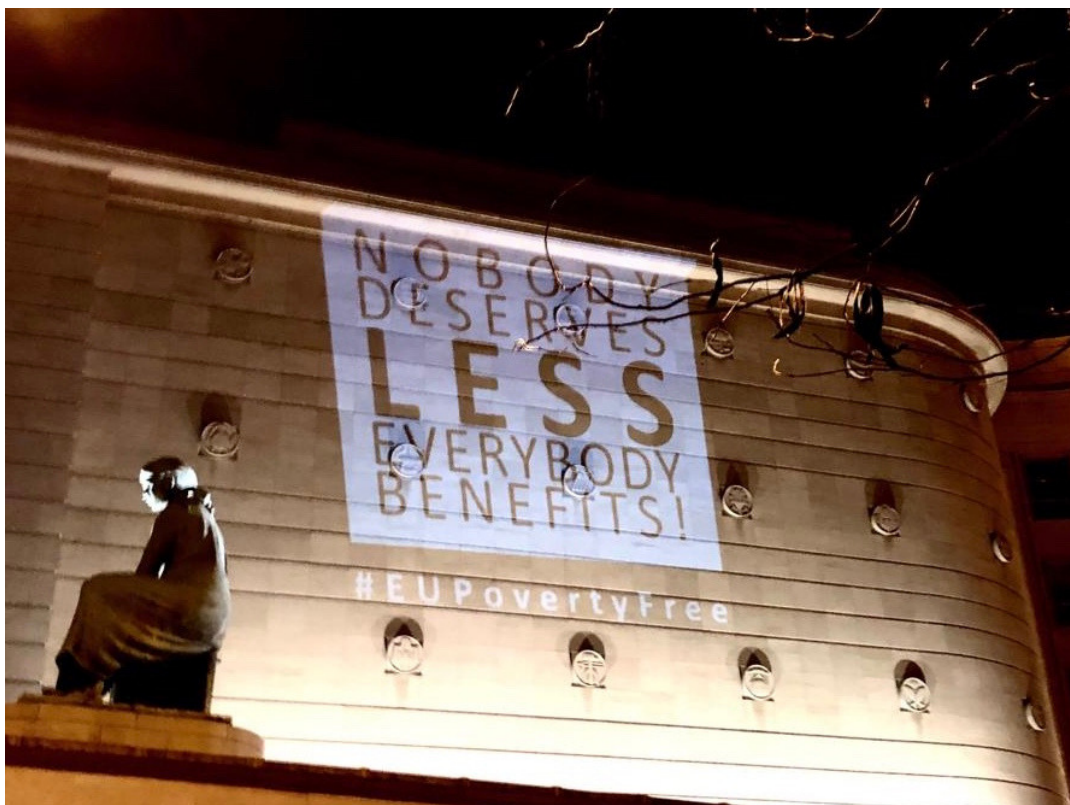
EAPN EP Elections Campaign

Main Objectives

- Awareness raising about the importance of the fight against poverty and what EAPN wants from Europe
- Building up a longer-term engagement from the MEPs on the fight against poverty, once they are elected
- Awareness raising about the importance of social Europe

Secondary Objectives

- Strengthening EAPNs position and profile
- Making candidates announce their support for social Europe and the fight against poverty
- Working in coalitions to reframe the debate and refocus on values like justice, solidarity, equality and inclusion



OVERVIEW OF CAMPAIGN ELEMENTS



1

4 KEY MESSAGES

Translated into slogans and visuals



2

2 PAGER AND PLEDGE

Explaining the key messages and different aspects, including concrete key demands



3

VIDEO MESSAGES

People experiencing poverty asking commitment for these key demands



4

ASK COMMITMENT AND MAKE THIS VISIBLE

Ask MEP candidates to sign the pledge/send video, visible on website and social media



5

JOINT ACTION DAYS

Launch beginning of Feb, joint action day on 9 May, action in all EU countries



6

SOCIAL MEDIA CAMPAIGN

Twitter, Facebook, using the campaign materials, together with other partners

OVERVIEW OF CAMPAIGN ELEMENTS

EAPN Europe



PARTNERSHIPS WITH STAKEHOLDERS

Ensuring our key demands are included in wider EP election manifestos and actions



CAMPAIGN WEBSITE

Collecting all campaign materials, info about the elections, and giving visibility to the commitments made

OVERVIEW OF CAMPAIGN ELEMENTS



4 KEY MESSAGES

Macroeconomic policies which tackle inequality, in-work poverty and guarantee wellbeing

A Europe that protects: Social protection systems ensuring a dignified life for all

Make it real: we don't only need commitments, we need actions and impact

Democracy and participation: we are Europe

Key messages based on the GA Political Declaration, and the work of all EAPN Bodies. Those key messages will be translated into slogans, and into visuals, social media cards and assets.

Who? EAPN Staff with the help of an external bureau

Timing

December-January

OVERVIEW OF CAMPAIGN ELEMENTS



2 PAGER AND PLEDGE

2 documents explaining the key messages and our demands:

1. 2 Pager with accessible information to target general audience, to invite people to vote for a Europe Free of Poverty
2. Pledge with more concrete actions, we ask MEP candidates to sign this and make their signatures visible on the campaign website.

Who?

EAPN Staff with the help of an external bureau

Timing?

Ongoing (December-January)

OVERVIEW OF CAMPAIGN ELEMENTS



3

VIDEO MESSAGES

People experiencing poverty asking commitment for these key demands

We will develop video messages showing people experiencing poverty explaining why these demands are so important, based on their daily experience. Asking commitment to the MEPs to show their commitment, and answer them in a video messages.

We will use these videos on social media and make them visible on our website.

We will develop a couple of first videos during the PEP Comms Working Group meeting in Oslo. Together with this group, EAPN staff will develop videos for each demand, but we also invite networks to make their own, in their own national language. EAPN can provide support, guidelines, editing support, logos to include...

Who?

EAPN Staff, PEP Comms Working Group, Members

Timing?

Ongoing (December-May)

OVERVIEW OF CAMPAIGN ELEMENTS**ASK COMMITMENT AND MAKE THIS VISIBLE**

We will use 2 materials to ask MEP candidates to show their commitment to the fight against poverty:

- The Pledge (based on the 4 key demands). MEP candidates can sign the full pledge or 1 (or 2, 3) demands.
- The Video Messages

We invite members to choose whether they want to use the pledge, the video messages are both.

The pledge is more advocacy focused, we will develop a monitoring system, so this can be used as well after the elections.

The videos are more awareness raising focused.

All commitments will be made visible on the website and on social media.

Who?

EAPN Staff, PEP Comms Working Group, Members

Timing?

Ongoing (December-May)

OVERVIEW OF CAMPAIGN ELEMENTS



5

JOINT ACTION DAYS

Launch beginning of Feb, joint action day on 9 May, action in all EU countries

The launch of the EP elections campaign will take place in the first half of February. We will launch the campaign online: website, social media and newsletter

9 May Europe day:

The date marks the anniversary of the historical 'Schuman declaration'. At a speech in Paris in 1950, Robert Schuman, the then French foreign minister, set out his idea for a new form of political cooperation in Europe, which would make war between Europe's nations unthinkable.

On the 9th of May, EAPN and its members will organise a coordinated action day in Brussels and the member states, using all the campaign materials. Diversity of actions: social media, conference, press release, flashmobs, projection bombing...

Who?

EAPN Staff, PEP Comms Working Group, Members

Timing?

Preparation ongoing, action day 9 May

OVERVIEW OF CAMPAIGN ELEMENTS



SOCIAL MEDIA CAMPAIGN

Twitter, Facebook, using the campaign materials, together with other partners

Together with the external company, we are developing both social media cards and assets and a clear strategy. The social media cards will be made available to the members to use, translate and adapt. EAPN staff will support members in this work.

The strategy will identify a timeline with concrete actions, target audiences and monitoring system.

Who?

EAPN Staff, PEP Comms Working Group, Members

Timing?

Ongoing (December-May)

OVERVIEW OF CAMPAIGN ELEMENTS**PARTNERSHIPS WITH STAKEHOLDERS**

Ensuring our key demands are included in wider EP election manifestos and actions

The key partners we are working with are the Social Platform and the group organised around the "Europe we want".

We will also disseminate our campaign demands and materials wider, asking other partners to support.

Who?

EAPN Staff, Members

Timing?

Ongoing (December-May)

OVERVIEW OF CAMPAIGN ELEMENTS



CAMPAIGN WEBSITE

Collecting all campaign materials, info about the elections, and giving visibility to the commitments made

3 Key pages:

1. Our messages (with subpage for each message)
2. Info about the EP elections and the EP in general
3. Making the commitments visible/country

Who?

EAPN Staff, Members

Timing?

Ongoing (December-May)