



To: Delegates European Green Party

From: EGP Committee

On: Campaign outline – proposal annex B to the EGP Activities Plan 2013

We are proud to present to you the first outline of what will develop into the Campaign Plan for the Common European Green election campaign for the European Parliament elections in 2014.

We have had extensive discussions in the Committee, with the Party Leaders, with party representatives, with our European partners and experts in different fields and see this first outline as an introductory and explanatory document that introduces our plans for the campaign in the following chapters:

1. Aims and objectives of the Common Campaign
2. Personalisation Strategy
3. Time line, indicative budget and overview of the organisation of the campaign

In Madrid we ask for your approval for this annex of the EGP activities plan and work with us in the coming months to produce the draft Campaign Plan that we present for the vote at the Autumn Council 2013.

Next to this outline we present to you a separate page for the Council to vote and adopt which contains the main decisions ahead of the Autumn Council that need to be taken in order that we can proceed with all preparations.



1. Aims and objectives for the Common Green European election campaign

In 2014 we, the European Greens, will be running our 3rd common European electoral campaign. But the situation will be quite different from when we first broke new European ground by running a common campaign in 2004.

This time the voters will be going to the polls after five years of an enduring European crisis that has hit hard in most of the member states. This time we will be campaigning against the backdrop of growing tensions between different parts of the European Union and receding support for the Union among citizens and against a higher level of euroscepticism and dissatisfaction with politics in general. And this time we will not be the only ones among European political families promising such a common campaign.

We European Greens have a vision that is clear and strong enough to guide our countries on a credible way out from the crisis, to fight for more democratic legitimacy in the EU and to change current policies to reconstruct our economy towards new green economic and social patterns, to combine solidarity, solidity and sustainability, to reshape democracy and defend the rule of law.

The triple challenge we therefore must and can meet with a three-pronged answer, building a campaign with a distinct Green and European character.

We European Greens advocate a Green Transformation strategy that we have developed on the basis of the Green New Deal concept which we introduced five years ago and which represents a set of economic, fiscal, financial and social proposals.

We European Greens steadfastly continue promoting the European integration process towards a political Union, because we want Europe to change deeply not only its policies, but also the way in which it takes decisions and involves civil society; we argue that more integrated, democratic and green Europe on economic and social issues, more European solidarity, more Europe on the environmental, energy and climate front and a more common European voice on the international scene and a resolute refusal of nationalism are necessary to overcome the crisis.

We European Greens demonstrate that we not only demand more democratic legitimacy in Europe, but are also willing to actively partner with European citizens in how we run the campaign by involving them in the development of our manifesto, in the selection of our leading candidate, and in campaign activities that will bring Europeans from different countries together.

We should unite to pursue four goals in this campaign:

- more votes in all,
- more MEPs,
- MEPs from more countries,
- stronger Green parties.



The EGP will try hard to team up with the other European political families and many civil society actors to cooperate in efforts to raise participation in the 2014 elections.

The 2014 common campaign will not be won from Brussels. We will only be successful, if the Member Parties take ownership of this campaign. Nonetheless the EGP in cooperation with the GGEP will do everything within our means to make the 2014 campaign successful. In several Member States there are going to be other elections simultaneously with or close to the European elections. It is the goal of the EGP to help integrating the common campaign with the national, regional or local campaigns. In this we will pursue a 28-states-strategy, offering reliable coordination and support.

With the Europeanisation of the campaign we want to break the three barriers of traditional campaigning: it will be pan-EU; it will be modern technology; it will be very participatory. It will underline our message that Greens are ahead.

Our common campaign should be focused, concentrating on a limited number of political projects, demands and topical campaigns. It remains to be discussed which these will be.

The construction of our campaign will have to strengthen three pillars:

transforming our economies which includes greening social, financial, fiscal, energy and climate policies; enabling the EU citizens to take full ownership of EU, by enlarging the possibilities of participation and consultation both at national and EU levels by making use of digital society, including launching a new EU reform process aimed at making the EU more democratic and efficient; enhancing solidarity within and between our countries, including particular proposals for youth empowerment.

The essential tools of our common campaign should be: a common core message and a common claim; a common visual; a common manifesto; the common development of signature topical positions and campaigns; a common tone that positions us as a force of change; a similar style of promoting citizen involvement; the common selection of a leading candidate to be the face and heart of the campaign; the nomination of topical candidates willing to serve not only in their home country; the use of social media and internet campaigning, some transnational events in the campaign and materials that present the Greens as a truly European party which derives common strength from our diversity.

Common events cannot be very many in number, considering our limited means. They could range from bi-local discussions, where panels and audiences are connected online; to common activities in the Baltic Sea, Mediterranean and Danube macro-regions; to joint activities cross-border to commemorate e.g. the 25th anniversary of the fall of the Iron Curtain or the 10th anniversary of the EU accession of Poland, Hungary and others etc. The EGP would be willing to support such common activities politically and financially (within the limits of our budget).

In some member states Greens might only have a chance of getting someone elected to the European Parliament, if they manage to enter into electoral alliances. For the common campaign it will be important that the Green brand will also remain visible in these cases.



2. Personalisation Strategy EU 2014 Campaign

Show clear Green profile

Use personalisation for more visibility and mobilisation

Go new ways

Promote democratic participation

Trans-nationalisation, participation and renewing democracy

Three of the challenges in European campaigning for the election next year, will be 'getting through' to the citizens, mobilising our activists and our electorate and creating Green visibility. One of the ways of dealing with this will be to pursue a personalisation strategy. To that end we advocate to personalise much stronger and be more inviting than in previous campaigns.

We foresee five aspects of personalisation in the upcoming campaign:

1. Elect a common Green leading candidate in an open electronic primary
2. Nominate topical ambassadors, i.e. Green candidates standing for our key topics
3. Support regional candidacies where there's demand for that
4. Invite the Member Parties to include transnational candidates on their lists
5. Invite Member Parties to promote the election of young candidates on their lists
6. Invite Member Parties to support gender balance on their lists.

The first proposal, the online primaries, is, we are aware of it, the most audacious one. Because we would be the first to organise this on a European level. Like we were the first political family to run a common European campaign, we want to be the first with a major step towards more direct democracy on a European level again.

Before explaining more in depth why we propose a leading candidate and the primary as a means to elect this candidate we will introduce the other 4 ideas, which will also be important for strengthening our Green profile.

Topical ambassadors

Greens have many outstanding experts in different topical fields. Some of them are well known for their expertise beyond the borders of their own countries. These politicians should play an important role in supporting the Common Green European election campaign.



A well known Green expert on energy for instance could also be invited to cover pertaining issues not only in her/his home country, but also on panels or in interviews elsewhere. Where national parties find it useful they can make use of the European 'green face(s)' for renewables, anti-nuclear, fisheries and so on.

Member Parties can thus also highlight the successes achieved by the Green Group in the European Parliament. We hope this will have added value for the 16 out of the 28 member states where we do not have a Green MEP yet, and give them a higher credibility.

Naturally, the EGP is not going to impose. If a Member Party does not want to or cannot make use of the added profile of the topical candidates - that is there call.

We propose that a list of such topical candidates should be put together by the EGP Committee in cooperation with the Member Parties and be voted as a bloc in the EGP Electoral Congress.

Regional candidates

Where cross border activities are being organized or - more generally – where it makes sense to give additional exposure to regional candidates, parties may want to agree to promotion of such regional candidates (for example: Danube Macro-Region?). The EGP could offer support to the work of regional candidates.

Transnational candidates

Transnationality on the 'national' lists for the European elections can also be achieved by inviting the Member Parties to open a place on their list for non-native candidates.

The legal principle regulating the electability for non nationals for an EU election is as follows: "Every citizen of the Union has the right to vote and to stand as a candidate at elections to the European Parliament in the Member State in which he or she resides, under the same conditions as nationals of that State." However, the eligibility to stand as a candidate is non-uniform in the Member States. For some Member States this is far easier to achieve than in others.

Depending on the feasibility in each Member State we invite Member Parties to open up places for non-nationals. Since the basic requirement is residency in the Member State it is unlikely that one of the top places on the list will be opened up for the non-national except in cases of high added political value. However, in almost all countries parties could allocate lower places on the list for foreign residents and use that in a dedicated campaign, for example to the 'diaspora', like Italians in Belgium or Polish in Germany.



Youth candidates

Green lists traditionally stand out for their diverse and balanced representation. Young politicians are part of the Green Group in the European Parliament and this has had great added value for our political functioning. We would like to ask the Member Parties to continue with this good tradition and encourage their young politicians to compete for prominent places on the lists.

Gender balance

Gender balance is a principle of the European Green Party. We would like to ask the Member Parties to encourage women for candidacy for the European Parliament and to support gender balance on their lists.

Why do we need a Green leading candidate?

The nomination of a Green leading candidate for the 2014 EU election will send a strong message of unity and consensus among Greens. In spite of the continued efforts of Greens to fight for transnational lists, the next elections are still going to be decided on the basis of national lists. But the challenge to create more of a common public sphere for the elections and to present the persons best able to represent that effort is not going away. It is important to personalise our Green message through one person, one leading Green candidate that will participate in the leading candidate debates with the leading candidates of the other political families.

The Christian Democrats and the Socialists have announced their intention to nominate their candidate for the president of the EU Commission as leader for the upcoming campaign. Currently the Liberals are undecided but they will probably present one leading candidate for the campaign as well.

We consider the one leading EGP candidate to be the heart and the face of our campaign and the representative of our political family throughout the campaign. We will also express clearly that the Green leading candidate would be our choice for the EU Commission President, should the opportunity arise. The leading candidate maybe involved by member as they find useful. The EGP will give the leading candidate organizational support and present her/him as our representative in the EU level debates with the leading candidates of the other political families to which the EGP will be invited.

What are the advantages of a primary strategy?

We think that the primary process that should start late this year will – as a pre-campaign - help creating awareness for the European elections and for our green contributions early on and lend some momentum to the campaign proper thereafter. Through our debates and activities around the primary we will stimulate debate, discussions and enhance the visibility and the credibility of the candidates that compete in it as well as the Green family more broadly.



The advantages that we see in this primary strategy are:

- It helps making the contenders for the position of the Green leading candidate better known in the public beyond their home countries; the winner, who will then be representing us in European debates with the candidates for the Commission president's position from EPP, S&D and ALDE, will gain in stature; the other contenders will also be able to raise their profile; the Green family will profit by having more widely known figures.
- It will enhance the level of common discussions on policy between European Greens from different countries, because it will oblige candidates not only to deal with their own national campaign priorities, but also to gain a real European credibility, each of them trying to highlight in their campaigning what makes them best qualified for the job.
- We will be creating a whole lot of media attention that we could not possibly pay for. Just remember how much the announcement in 2004 that the EGP would run a common campaign helped us with the media. This primary will create even more attention, because it will break three barriers of traditional campaigning: it will be pan-EU; it will be modern technology; it will be very participatory. It will underline our message that Greens are ahead.
- We will be able to use the phase of the primary as a mobilising tool by organising debating events online and offline etc.
- We will have a great attraction for young people who are very much engaged with new media.
- We can use this primary campaign as a very convincing point in our fund raising that might otherwise be extremely difficult.
- We will be getting a great wealth of email addresses that we can then continue using during the rest of the campaign, and beyond.

Who can participate in the primary?

The primary will be a form of direct democracy. Of course we must show that we are able to organise the primary in a safe, secure, privacy protected, anonymous and transparent way.

The right to vote in the primary shall be made dependent on two requirements:

- Voters have to identify themselves as EU citizens at least 16 years old
- Voters have to declare they support the goals of the European Greens

Candidate nomination by Member Parties for the online primary

The EGP will send out a call for candidacies in September 2013. All candidates must have the support by at least five EU28 Member Parties of the EGP. Member Parties can only support one candidate. The candidate has to express her/his intention to be a candidate for the European Parliament.



Organising a primary

To engage the public, and in cooperation with the Member Parties, the EGP would like to organise candidate debates in several EU member states online and offline. Realistically the number of offline debates will have to be smaller than the number of member states. These debates will serve as pre-campaign events before the actual campaign will start. A more detailed plan has to be developed once the decision to go for it has been taken.

Feasibility

The EGP Committee has made inquiries if the online primary is technically possible and what would be the best way to organise this.

Technically it is possible to organize it within Green parameters like privacy and data protection and naturally with an anonymised vote. Several professional firms are able to perform this service at a more than reasonable cost. Nevertheless, to mobilise the voters and to raise the awareness during the pre-campaign phase, it is necessary to organise meetings and develop a media campaign around the primary to serve the goal of transnationalisation and we have allocated a budget to this.

We know of several good examples of online primaries, even in our own member parties, however it goes without saying that the EGP Committee is aware of the fact that, friend and foe will be interested. Besides the pressure to deliver a 100% safe and no risk proposal, this also means a huge opportunity for the Greens to put their stamp on transnationalisation and democratisation of the campaign.

What are the alternatives to an open primary?

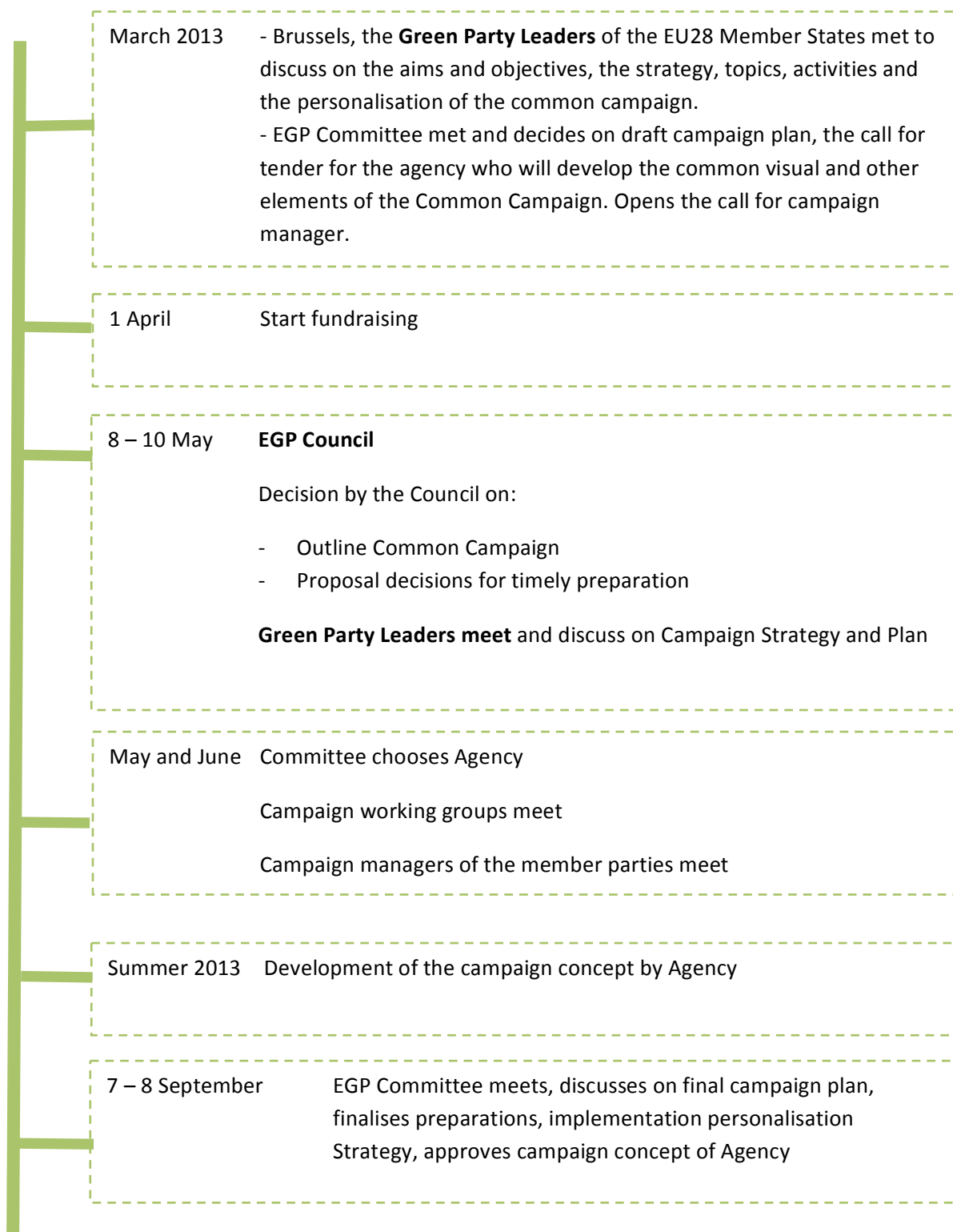
The alternative would be to select a leading candidate at an EGP Council/Congress in 2014. That could of course also be done. From our point of view it would be a distant second best, because it would be less participatory, less attractive for the public, less innovatively European - and less fun.

Time Line

10 - 12 May 2013	EGP Spring Council I Madrid I Adoption procedure
September 2013	Call for candidates
8 - 10 November 2013	EGP Autumn Council I Presentation candidates
period between mid November 2013 and mid February 2014	Online primaries Candidates debates in Member States and virtual debates
mid February 2014	Presentation winning candidate at the electoral Congress



3. Time Line





*Green electoral congress is a 1-day Congress with Council Rules



18th
COUNCIL
MEETING
OF THE
EUROPEAN
GREEN PARTY

MADRID | SPAIN | MAY 10-12 | 2013



EU ELECTION
2014 CAMPAIGN

May Stay Awake

(Online transnational presence Wednesday – Sunday 24/24 with interviews, chats, mails, polls, games etc)

21 – 25 May 2014 European elections

Sunday 25 Election night

With polls, results and video/chat exchanges from the Member Parties



Indicative budget and fundraising

The EGP Council decided in 2009 in Malmo on a long term financial planning for the campaign fund. Council and the Member Parties upheld their planning and by the end of this year (2013) the campaign fund will have reached its decided amount of 240.000 Euro.

The EGP Committee decided to allocate 250.000 Euro of the 2013 budget for the campaign preparations and to reserve 250.000 Euro in the 2014 budget for expenses during the hot phase of the campaign. The 200.000 Euro in 2014 are a cautious estimation. Further the EGP Committee decided not to ask Member parties to contribute more – they have considerable campaign costs already for the European campaign.

Besides the allocated budget the EGP will try to further raise the campaign budget by fundraising – not by crossing on ‘own’ fundraising campaigns by the Member parties, but ask for their support for fundraising efforts whenever possible. The Committee wants to make a very cautious estimation of expected income from donations, and has set the target for 200.000 Euro. Based on experience with other parties the Committee expects to raise considerable funds with the pre-campaign online primaries and the candidates’ debates. If and when that amounts is raised with the expected income from the primaries, this money will be allocated towards the end phase of the campaign.

The fundraising efforts in 2013 will concentrate around raising awareness that the EGP will try to raise funds. Further the EGP will contact the MEP’s and other high profile personalities and politicians to acquire funds and pledges to support the campaign. Fundraising will be an integral part of the representation of the organisation and thus require a more prominent place on the website for example.

On the next page you will find the preliminary indicative campaign budget.



DRAFT EU 2014 CAMPAIGN BUDGET

all amounts in Euro

indicative expenses

Campaign Staff (April 2013 - July 2014 - 14 months)

Campaign Manager	85000
Support FYEG	11000
Project management	19000
2 junior campaign assistants	60000
other staff costs	9000

184.000

Primaries

100.000

Agency

150.000

Campaign Preparation

translations/adaptations	55000
activities support	30000
development extra material	25000

110.000

Campaign costs in 2014

hot phase	200.000
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Income

reserved campaign budget 240.000

reservation in 2013 budget 250.000

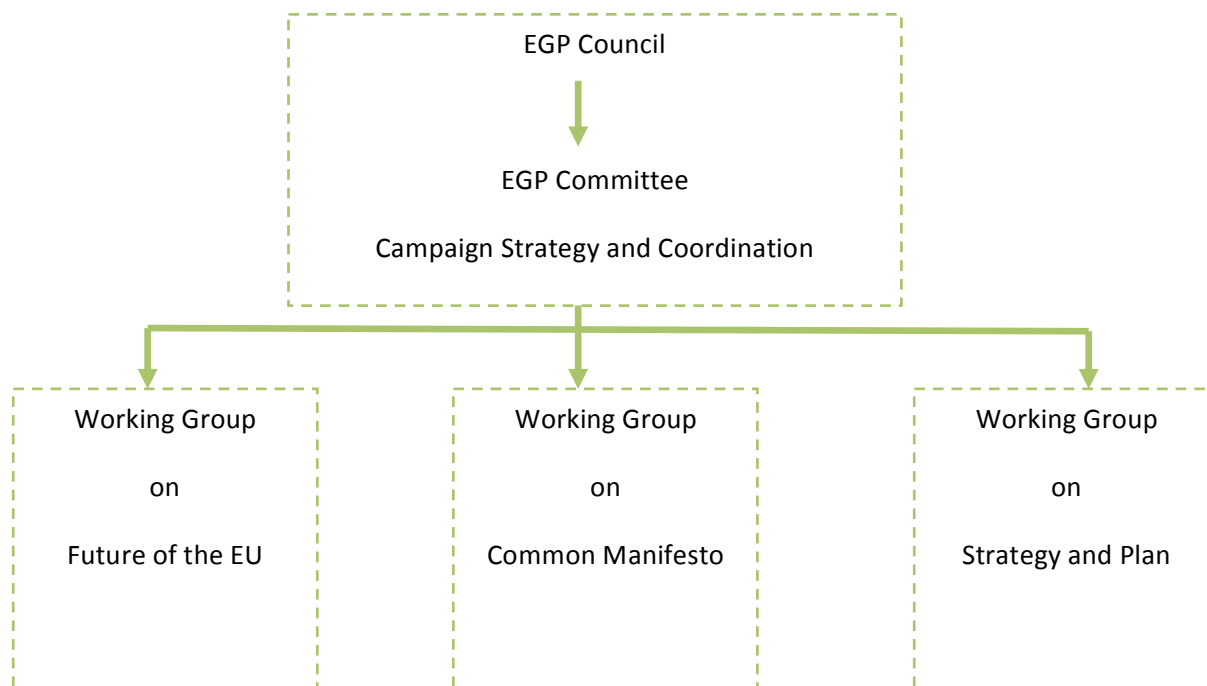
expected in budget 2014 255.000

744.000

745.000



Overview of the organisation of the Campaign



Member parties

The EGP Committee has installed three working groups to prepare for the campaign work:

- Working group on the Future of the EU, coordinated by Monica Frassoni
- Working group on the Common Manifesto, coordinated by Reinhard Bütikofer
- Working group on the Campaign Strategy and Plan, coordinated by Jacqueline Cremers

Some working groups will use a smaller editorial, coordination or expert team to facilitate the work for the working groups. The working groups all have an online platform for communication in between meetings.

The working groups report back to the Committee, who is responsible for the overall strategy and coordination. The Committee presents the outcome to the Council. The delegates of the Member Parties will decide at the Councils on the Manifesto and the campaign strategy and plan. They are responsible to organise the input and the feedback from the Member Parties' boards.

For the actual organisation in the campaign the following networks are crucial to make the campaign successful, the EGP will coordinate and facilitate communication exchange, and networking for these specific and important representatives in the Member Parties:

- Campaign managers/responsible campaign coordinators from the Member Parties
- Internet/social media campaigners



Party Leaders

The involvement and commitment from all EU Green Party leaders is equally crucial to make the campaign successful. A fixed time slot, Lunchtime on Fridays, is dedicated at the Council meetings for the Party leaders to discuss the campaign. Committee members are responsible to maintain the relationship with the Party Leaders in between these meetings.

European level

For those parties who have MEP's the national delegations play a big role towards the preparation of the campaign teams. The exchange between the Green Group, FYEG and GEF and the EGP is formalised and functioning well.

Campaign Staff and volunteers

The EGP organises an election campaign only once every 5 years and therefore additional staff is necessary with specific skills to be able to organise and facilitate the campaign. The EGP Committee foresees to appoint the following additional staff members:

- Campaign manager (asap – July 2014)
- Campaign assistants

In addition to the campaign staff volunteers will play a prominent role in support of the campaign at the EGP office.

Activists and supporters

The EGP already has a network of individual supporters and friends who are interested in European campaigning. The supporters and friends will be asked to contribute as much as possible towards the campaign.

The EGP will organise a 'train the trainer' session for those in the member parties that are responsible for the 'activists' or 'volunteer' management.



Overview of the essential elements of the Common Campaign

The Committee would like to propose the following elements as the essential tools, for the Common Campaign, further suggestions are very welcome.

Common Essentials
Common core Message
Common 'claim'
Common visual identity
Common Manifesto
Common topical issues and campaigns
Tone that positions us as a force of change
Promoting citizen involvement
Leading candidate
Topical, regional, youth candidates
Common transnational events in hot phase
Common poster design
Common material design
Provide design lay out
Social media formats and features
Online adds
Provide Election calendar
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