



Union of European Federalists
Union Europäischer Föderalisten
Union des Fédéralistes Européens

TOWARDS FEDERAL EUROPE

FEDERALISTS EP2014 CAMPAIGN #ToFedEU

A CAMPAIGN IN CLOSE COOPERATION WITH THE YOUNG EUROPEAN FEDERALISTS



A EUROPEAN CAMPAIGN LAUNCHED IN BERLIN

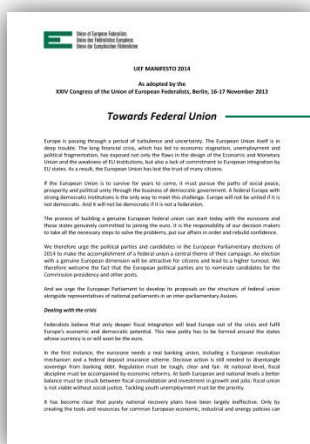
XXIV UEF European Congress | 14 – 17 November 2013

On the eve of the European Parliamentary elections, 300 Federalist across Europe met at the German Foreign Office to vote on the **Federalist manifesto** to be presented along the campaign to all political parties and candidates.



UEF Manifesto

The cornerstone of the campaign voted unanimously from UEF & JEF members in Berlin and later consolidated to the UEF – JEF pledge for candidates to sign.



A JOINT UEF-JEF CAMPAIGN COORDINATION TEAM






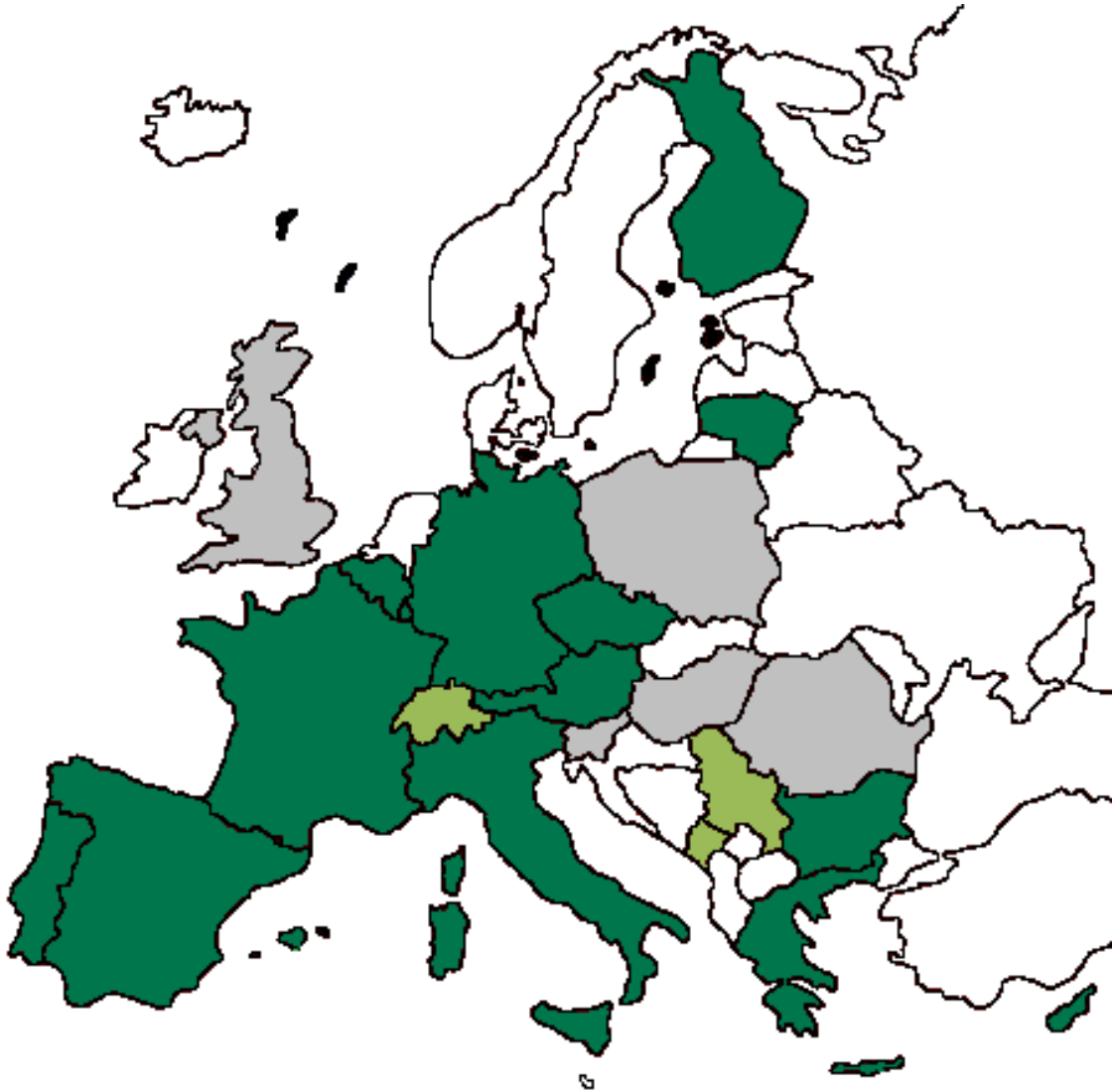
A NETWORK OF CONTACTS IN NATIONAL SECTIONS



"I am delighted to see so many of you committed to kick-off the European Federalists' campaign and engaged to contribute to promote the case for a federal union as a central theme in the EP2014 campaign."

Elmar BROK
MEP, President of the UEF

-  Campaign
-  No campaign
-  No information



CAMPAIGN KICK-OFF IN PARIS

Federalist Debate & Training seminar | 14 – 15 February 2014

With an emphasis on the European elections, the second day training included a practical campaign-oriented session and three workshops on matters focusing on the European elections. Participants learned how to address EP elections candidates and parties, counter eurosceptic and nationalist arguments and engage people via various communication channels.

Debates

Towards Federal Europe: The challenges ahead, the opportunities in the European elections 2014

Isabelle Durant, MEP
Jean-Marie Cavada, MEP



Which policies and reforms for the Eurozone and the European Union to take Europe out of the crisis?

Christian Saint-Etienne, Générations Citoyennes
Guillaume Klossa, EuropaNova
Edouard Tétreau, Les échos
Paolo Vacca, UEF



Building European Unity: Balancing national & European Sovereignty & democracy. Is Federalism the enemy or the solution?

Bernard Barthalay, Puissance Europe
Yves Bertoncini, Notre Europe
Henri Lastenouse, Sauvons l'Europe



Workshops



***Addressing candidates & parties:
What to ask, how and where***



***Developing messages, sharing
best practices on how and where
to use them.***



***Countering Eurosceptic &
Nationalists***

LOBBYING FOR FEDERALIST DEMANDS

European Party Congresses

Joint UEF – JEF teams have been present to all pro-European Party Congresses communicating the UEF manifesto, engaging with candidates and getting them to sign the Federalist pledge.

ALDE Party Electoral Meeting | Brussels 1 February 2014

12 Activists
100+ Communicated manifestos
3 Candidates - Pledge signatories



Green Party Electoral Convention | Brussels 22 February 2014

18 Activists
100+ Communicated manifestos
13 Candidates - Pledge signatories



PES Electoral Congress | Rome 1 March 2014

20 Activists
200+ Communicated manifestos
10 Candidates - Pledge signatories



EPP Congress | Dublin 6 March 2014

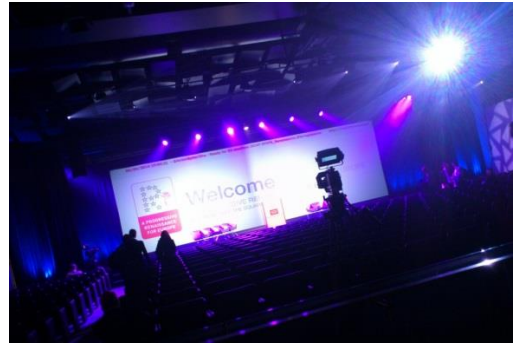
Delegation of UEF Sec-Gen, Vice-President &
Treasurer
8 Candidates - Pledge signatories



FEPS Forum | Brussels 4 April 2014

The UEF team was there at the FEPS forum “A progressive renaissance for Europe” to interact with Socialist candidates and raise awareness Federalist demands among socialist candidates and activists.

FEPS President *Massimo d’ Alema* and PES candidate & MEP *Kathleen Van Brempt* gave support to the federalist demands.



GETTING CLOSER TO CITIZENS

Pan-European Actions

All along the course of the campaign UEF and JEF sections have got the Federalist message to the streets reaching out to every citizen and candidate.



OVERVIEW OF CANDIDATES PLEDGE-SIGNATORIES

214 MEP CANDIDATES SIGNED THE FEDERALIST PLEDGE IN 18 COUNTRIES

	ALDE	EPP	Greens/EFA	PES	European Left	N.A.	TOTAL BY COUNTRY
AUSTRIA	0	0	2	0		2	4
BELGIUM	5	7	12	3		2	29
BULGARIA	1	2	1	2		0	6
CYPRUS	0	1	2	0		0	3
CZECH REPUBLIC	0	0	0	1		0	1
FINLAND	0	0	0	0		0	0
FRANCE	6	1	8	8		23	46
GERMANY	1	4	6	11		0	22
GREECE	1	0	0	0		0	1
HUNGARY	0	0	0	0		0	0
ITALY	13	8	5	25	4	3	58
LATVIA	0	2	0	0		0	2
LITHUANIA	1	3	0	3		0	7
LUXEMBOURG	0	2	0	0		4	6
NETHERLANDS	6	0	1	0		0	7
POLAND	0	3	0	1		2	6
PORTUGAL	2	0	1	1		0	4
ROMANIA	0	0	0	0		0	0
SLOVAKIA	0	0	0	1		1	2
SLOVENIA	0	0	0	0		0	0
SPAIN	0	1	1	6		1	9
UNITED KINGDOM	1	0	0	0		0	1
TOTAL	37	34	39	62	4	38	214

2 COMMISSION PRESIDENT CANDIDATES SIGNED THE FEDERALIST PLEDGE



AUSTRIA	Bengt BEIER Ulrike LUNACEK Thomas WAITZ Stefan WINDBERGER
BELGIUM	Malika ABBAD Fran BAMBUST Ivo BELET Philippe DE BACKER Pietro DE MATTEIS Marie DE CLERCK Gérard DEPRez Francine DE PRINS Petra DE SUTTER Lauranne DEVILLE Said EL KHADRAOUI Philippe LAMBERTS Louis MICHEL Marilyn NEVEN Stella NYANCHAMA OKEMAWA Eva PLATTEAU Frédérique RIES Sammy ROELANT Bart STAES Marc TARABELLA Marianne THYSSEN Elke TINDEMANS Kathleen VAN BREMPT Steven VANACKERE Tom VANDENKENDELAERE Hugo VANDIENDEREN Dirk VANSINTJAN Guy VERHOFSTADT Frank VROONEN
BULGARIA	Rostislava DIMITROVA Evgeni KIRILOV Andrey KOVATCHEV Dostena LAVERN Avgustina TZVETKOVA Silvia VLADIMIROVA
CZECH REPUBLIC	Libor ROUCEK
CYPRUS	Eleni CHRYSOSTOMOU Giorgos PERDIKIS Demetris SYLLOURIS
FRANCE	François ALFONSI Eric ANDRIEU Sandrine BELIER Paul BERETTONI Jean-Paul BERNARD Jean-Marie CAVADA Michel CAILLOUET Marine CARON Hanna CLAIRIERE Damien COURCOUX Christian D'ANDLAU HOMBOURG Troy DAVIS Karima DELLI Julien DEVES Yvette DUCHEMANN Pascal DURAND Michel FAURE Helene FEO Yvonne GALIAY Philippe GÉRARD Aleksander GLOGOWSKI Sylvie GOULARD Nathalie GRIESBECK Catherine GUIBOURG Sylvie GUILLAUME Farouz HONDEMA-MOKRANE Yannick JADOT Constance LE GRIP Alain MALEGARIE Alexandre MARIN Claude MERCIER Childéric MULLER Aminata NIAKATE David PORYNGIER Pierre PRIBETICH Christine REVAULT D'ALLONNES-BONNEFOY Emmanuel RODARY Alice STRADI Cédric SUZANNE Victor THEVENET Isabelle THOMAS Catherine TOSTAIN Françoise TRAPIER Catherine TRAUTMANN Jan VAN ARKEL Raynald VIAL
GERMANY	Jan Philipp ALBRECHT Elmar BROK Reinhard BÜTIKOFER Michael CRAMER Kirsten-Ursula EINK Ismail ERTUG Michael GAHLER Evelyne GEBHARDT Matthias GROOTE Sylvia-Yvonne KAUFMANN Andreas HERRMANN Ska KELLER Enrico KREFT Jo LEINEN Norbert NEUSER Ulrike RODUST Andreas SCHWAB Jutta STEINRUCK Alexandra THEIN Helga TRUPEL Wolfgang G. WETTACH Rainer WIELAND
GREECE	Jorgo CHATZIMARKAKIS
ITALY	Gabriele ALBERTINI Piergiorgio ALLEVA Tiziana ARENA Marco BARATTO Maria Grazia BARTOLOMEI Thomas BASTIANEL Brando BENIFEI Sergio Antonio BERLATO Mercedes BRESSO Antonio CANCIAN Roberta CAPONE Giuliano CAZZOLA Rita CINTI LUCIANI Sergio Gaetano COFFERATI Nicola DALL'OLIO Paolo DE CASTRO Michele EMILIANO Stefano FASSINA Giovanni FIANDACA Matteo FORTE Monica FRASSONI Franco FRIGO Marco FURFARO Gabriella GALLARATI Edoardo GANDINI Frederic GEBHARD Cécile KYENGE Gemma MANTOVANI Marco MARAZZI Vittorio MARLETTO Alessandra MORETTI Alessia MOSCA Enrico MUSSO Pier Antonio PANZERI Aldo PATRICIELLO Elisa PETRONI Gianni PITTELA Bruna RIGHI Niccolò RINALDI Matteo RIVA Alessandro RONDONI Alessandro ROSASCO Rudi RUSSO Davide SABBADIN Eduardo SALZANO Gianpiero SAMORI David SASSOLI Pietro SBARAINI Elly SCHLEIN Paolo SINIGAGLIA Alfredo Luis SOMOZA Renato SORU Cristina STANGARI Patrizia TOIA Federico VANTINI Luana ZANELLA Andrea ZANONI Damiano ZOFFOLI
LATVIA	Anna BUŠA Veiko SPOLĪTIS
LITHUANIA	Laima Liucija ANDRIKIENĖ Petras AUŠTREVičIUS Gediminas KIRKILAS Kęstutis MASIULIS Juozas OLEKAS Juras POŽĖLA Emanuelis ZINGERIS
LUXEMBOURG	Ben ALLARD Sven CLEMENT Frank ENGEL Andy MAAR Viviane REDING Michèle STIEFER
NETHERLANDS	Rinke BRUSSEL Gerben-Jan GERBRANDY Marietje SCHAAKE Robert SCHLISSLER Leon VAESSEN Sophie IN'T VELD Jeroni VERGEER
POLAND	Lidia GERINGER DE OEDENBERG Danuta HUBNER Krzysztof ISZKOWSKI Agata NOWACKA Marcin SWIECICKI Jaroslaw WALESA
PORTUGAL	José ALMEIDA Benoît BARBIER Ana GOMES Filipe Santos HENRIQUES
SLOVAKIA	Katharina NEVEDALOVA Miloslav HETTEŠ
SPAIN	Clara Eugenia AGUILERA GARCÍA Borja CABEZÓN Soledad CABEZÓN RUIZ Jonas FERNANDEZ Jose Ignacio SALAFRANCA Florent MARCELLESI Miguel Ángel MARTÍNEZ MARTÍNEZ Fernando MAURA BARANDIARÁN Esther NIUBÓ CIDONCHA
UNITED KINGDOM	Andrew DUFF

OVERVIEW OF ELECTED CANDIDATES



EPP PES ALDE EGP Other

Clara Eugenia AGUILERA GARCIA | Jan Philipp ALBRECHT | Eric ANDRIEU | Petras AUŠTREVČIUS | Philippe DE BACKER | Ivo BELET | Brando BENIFEI | Mercedes BRESSO | Elmar BROK | Reinhard BÜTIKOFER | Soledad CABEZÓN RUIZ | Jean Marie CAVADA | Sergio Gaetano COFFERATI | Michael CRAMER | Paolo DE CASTRO | Karima DELLI | Gérard DEPREZ | Pascal DURAND | Frank ENGEL | Ismail ERTUG | Jonas FERNANDEZ | Michael GAHLER | Evelyne GEBHARDT | Gerben-Jan GERBRANDY | Lidia GERINGERDE OEDENBERG | Ana GOMES | Sylvie GOULARD | Nathalie GRIESBECK | Matthias GROOTE | Roberto GUALTIERI | Sylvie GUILLAUME | Danuta HUBNER | Yannick JADOT | Sylvia-Yvonne KAUFMANN | Ska KELLER | Andrey KOVATCHEV | Cécile KYENGE | Philippe LAMBERTS | Constance LE GRIP | Jo LEINEN | Ulrike LUNACEK | Fernando MAURA BARANDIARÁN | Louis MICHEL | Alessandra MORETTI | Alessia MOSCA | Pier Antonio PANZERI | Aldo PATRICIELLO | Gianni PITTELA | Viviane REDING | Christine REVAULT D'ALLONNES-BONNEFOY | Frédérique RIES | Ulrike RODUST | David SASSOLI | Marietje SCHAAKE | Elly SCHLEIN | Andreas SCHWAB | Renato SORU | Bart STAES | Jutta STEINRUCK | Marc TARABELLA | Isabelle THOMAS | Marianne THYSSEN | Patrizia TOIA | Helga TRÜPEL | Kathleen VAN BREMPT | Sophie in't VELD | Guy VERHOFSTADT | Jaroslaw WALESIA | Rainer WIELAND

DEVELOPED CONTENT

GLOSSARY

The glossary allows for everyone to discover how Federalists envision European integration and the future direction of Europe.



Treaty Change



Political Union



Banking Union



Fiscal Union

FEDERALIST FACT - SHEETS

Launched together with the Young European Federalists [JEF], the Federalist argument sheets **contain concrete argumentation to Eurosceptic and nationalist claims**. On each argument sheet, two to four points are developed which are backed up by evidence.



European Elections



Social Europe








EU administration



The euro






























UEF – JEF SCORECARD OF POLITICAL PARTIES MANIFESTOS

The Federalist scorecard is an online tool providing for a comprehensive analysis of the European political parties' manifestos for the EP2014 elections, in the perspective of UEF and JEF positions. The five main European parties, EPP, ALDE, PES, EGP and EL are rated and their respective manifestos compared to the demands set in the Federalist pledge.

	Nominate EC President Candidate	Strengthen Euro with Economic and Fiscal Union	EU Actions to Restore European Economy	Call for a Convention and Treaties Change	Reform EU Institutions towards Federal Europe	Strengthen Europe's Role in the World
	E	E	E	E	E	E
	E	E	E	E	E	E
	E	E	E	E	E	E
	E	E	E	E	E	E
	E	E	E	E	E	E

UEF – JEF FEDERALIST HIGHLIGHTS

On April 28 for the first time in history European citizens had the chance to witness a 90' debate among the leading candidates put forward by European political parties for the post of the President of the European Commission. **Union of European Federalists** [UEF] and **Young European Federalists** [JEF] gathered together all over Europe to watch and discuss. This is how the Commission presidential candidates performed from a federalist perspective on the first ever pan-European debate.

Candidates for the President of the European Commission										
										
										
										
										

DEVELOPED VISUAL MATERIAL

STREET POSTER



SOCIAL MEDIA AVATAR



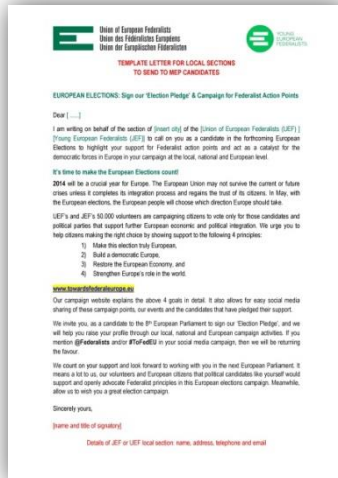
SOCIAL MEDIA COVER PICTURE



ENABLING SECTIONS TO REACH OUT

LETTER TO CANDIDATES

During the campaign UEF sections sent letters to their local candidates together with the Federalist Pledge to support the campaign.



[EN](#) | [FR](#) | [IT](#)

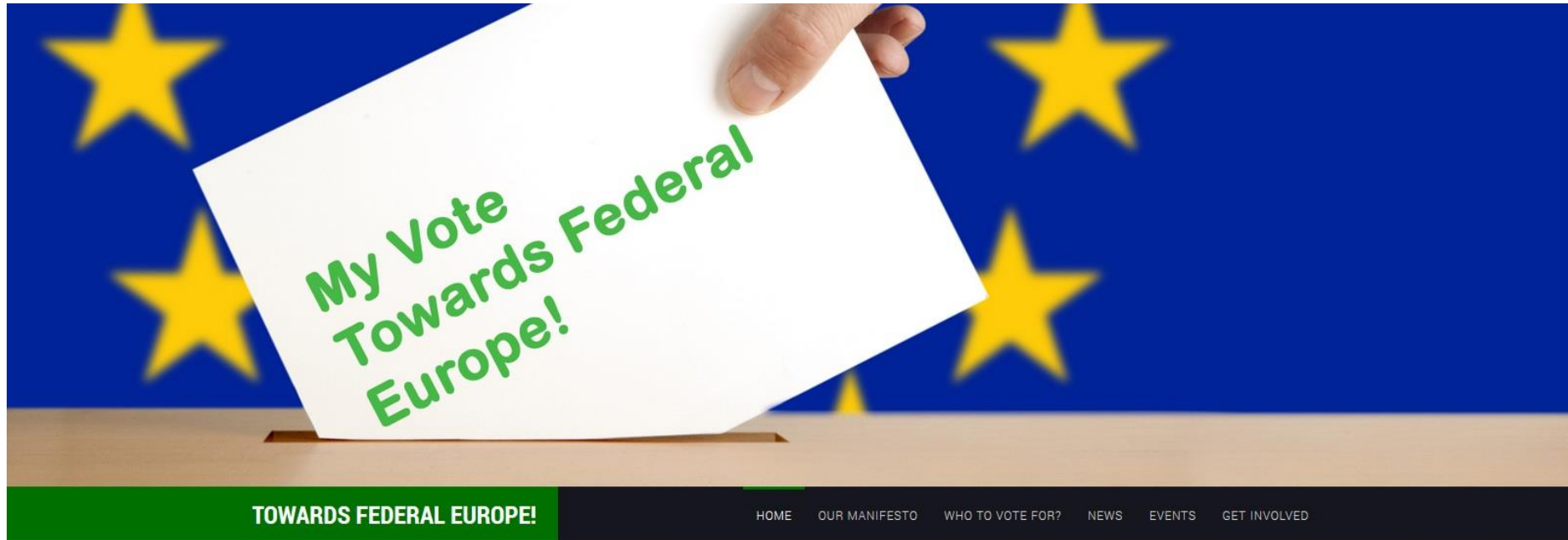
[BG](#) | [CAT](#) | [DE](#) | [EN](#) | [FR](#) | [IT](#) | [NL](#)

PRESS KIT

On the peak of the campaign, the UEF reached out to 200+ journalists to spread the message “Towards Federal Europe”



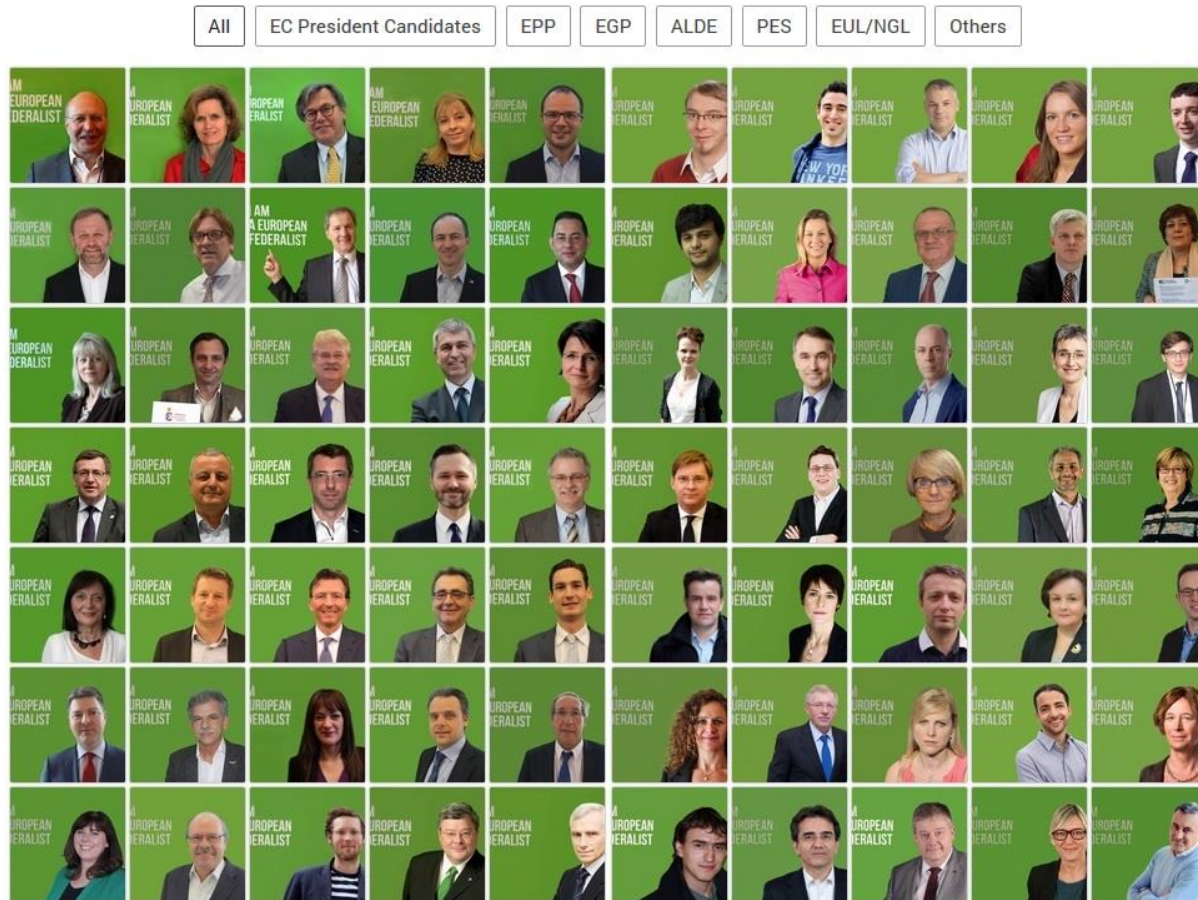
DEDICATED CAMPAIGN WEBSITE



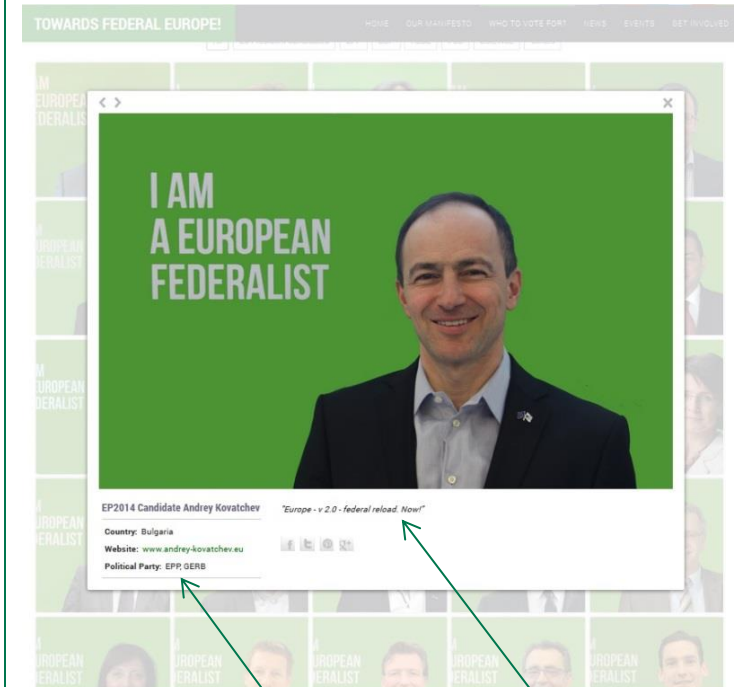
It's time to make the European elections count!

2014 will be a crucial year for Europe. The European Union will not survive the current or future crises unless it completes its integration process and regains the trust of its citizens. In May, with the European elections, the European people can choose which direction Europe should take. The [Union of European Federalists](#) and invite citizens to vote only for those candidates and political parties that support further European economic and political integration. We urge the European parties and candidates in the European elections to help citizens making the right choice by showing support to the following principles, towards a federal Europe:

SHOWCASING CANDIDATES

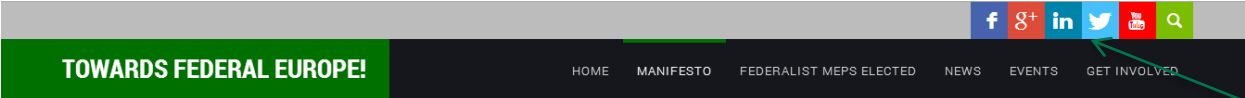


Online gallery of candidates – signatories
Giving maximum visibility to all candidates in one place



Candidate specific zoom-in
Showing party affiliation, country & quote

SOCIAL MEDIA RESPONSIVE



Connected to all major social networking platforms

The Federalist Manifesto

Europe is passing through a period of turbulence and uncertainty. The European Union itself is in deep trouble. The long financial crisis, which has led to economic stagnation, unemployment and political fragmentation, has exposed not only the flaws in the design of the Economic and Monetary Union and the weakness of EU institutions, but also a lack of commitment to European integration by EU states. As a result, the European Union has lost the trust of many citizens.

If the European Union is to survive for years to come, it must pursue the paths of social peace, prosperity and political unity through the business of democratic government. **A federal Europe with strong democratic institutions is the only way to meet this challenge.** Europe will not be united if it is not democratic. And it will not be democratic if it is not a federation.

The process of building a genuine European federal union begins with the eurozone and those states genuinely committed to joining the euro. First, **we need a banking union to wipe out bad banking practice and to reduce the burden of debt** which is destroying opportunity for too many European citizens. **We need adequate forms of taxation and new forms of debt instruments at the EU level.** The eurozone must have its own fiscal capacity, capable of contributing to macro – economic stabilisation.

The EU budget should be financed by genuinely autonomous own resources – such as taxes on carbon emissions or financial transactions – which, by moving away from the current system of direct national contributions, will allow the federal core to escape from the paralysis of juste retour.

Deeper fiscal integration means moving towards a true political union.

At present, the Treaty of Lisbon is being stretched to breaking point under the pressure of crisis management. Its revision is unavoidable if the Union is to overcome its present difficulties. **We call for a constitutional Convention to begin in 2015.** **The new treaty must further enhance the capacity of the Union to act at home and abroad.** The main feature of the new fundamental law will be the installation of a federal government, with a powerful Treasury Secretary, for the fiscal and economic union.

We would transfer to the European Commission most of the executive powers now held by the Council. **The size of the Commission should be reduced**, with its members nominated by the President – elect and elected by the European Parliament. Taking decisions by **qualified majority vote** would become the norm. The task of the European Council should be to steer and manage the Council of Ministers.

Flexible and democratic procedures are needed for future treaty amendments, which should enter into force either once ratified by the European Parliament and a qualified majority of the states, or if carried in a pan-EU referendum by a majority of the states and citizens.

EU states cannot be forced against their will to take the federal steps we propose. At the same time, such states cannot be allowed an open – ended possibility to pick and choose what they want from the EU and discard the rest. We propose to **create a new category of membership available to those who choose not to join the federal union**. Institutional participation would necessarily be limited.

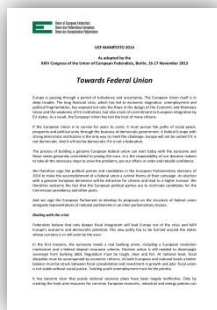
We urge the political parties and candidates in the European Parliamentary elections of 2014 to make the accomplishment of a federal union a central theme of their campaign.

MANIFESTO in other languages: [ES](#) | [FR](#) | [IT](#) | [LT](#) | [EL](#) | [BG](#) (.pdf)

Allowing for instant re-sharing of text body on Twitter

TOOLS

Showcasing all campaign tools and their translated versions in one place



[BG](#) | [EN](#) | [EL](#) | [ES](#) | [FR](#) | [IT](#) | [LT](#)



[BG](#) | [CAT](#) | [DE](#) | [EN](#) | [FR](#) | [IT](#) | [NL](#)



[EN](#) | [FR](#) | [IT](#)



	Nominates EC President Candidates	Strengthens Euro With Economic and Fiscal Union	EU Actions to Restore European Economy	Call for a Convention and Treaty Change	Reforms EU Institutions towards Federal Europe	Strengthens Europe's Role in the World
LIBERAL DEMOCRATIC PARTY	EE	EE	EE	EE	EE	EE
EUROPEAN GREENS	EE	EE	EE	EE	EE	EE
EUROPEAN LEFT	EE	EE	EE	EE	EE	EE
EPP	EE	EE	EE	EE	EE	EE
PEP	EE	EE	EE	EE	EE	EE



MOBILIZING MEMBERS

LOCAL INITIATIVES

	STREET ACTIONS	CONFERENCES/ SEMINARS	PLEDGES
AUSTRIA	6	8	4
BELGIUM	2	5	25
BULGARIA	1	1	2
CYPRUS		1	
CZECH REPUBLIC			1
FINLAND	2	1	
FRANCE	5	5	22
GERMANY	50+	50+	14
GREECE	1	1	3
HUNGARY	N.A.	N.A.	
ITALY	20	15	29
LATVIA			1
LITHUANIA	2	2	7
LUXEMBOURG			5
NETHERLANDS			6
POLAND			5
PORTUGAL			1
ROMANIA	N.A.	N.A.	
SLOVAKIA			1
SLOVENIA			
SPAIN	2	2	3
UNITED KINGDOM	N.A.	N.A.	1
TOTAL	+100	+100	130

CALLS FOR ACTIONS

FOCUS #1 | SEND A LETTER TO YOUR LOCAL CANDIDATE

FOCUS #2 | SPREAD THE FEDERALIST MESSAGE

FOCUS #3 | JOIN THE PRESIDENTIAL DEBATES

FOCUS #4 | HELP THE CAMPAIGN GO VIRAL

FOCUS #5 | CONTACT YOUR LOCAL MEDIA

FEDERALIST EP2014 CAMPAIGN

TOWARDS FEDERAL EUROPE

FOCUS #1 | SEND A LETTER TO YOUR LOCAL CANDIDATE

 **#ToFedEU**

1. FIND OUT WHO IS YOUR LOCAL CANDIDATE

VISIT THESE
PAGES



EuropeanVoice

CHOOSE YOUR
COUNTRY



BROWSE
THROUGH THE
LISTS

Do you know any of the candidates?

Google their names and find out their post or email addresses

2. DOWNLOAD THE TEMPLATE

PRESS ON
IMAGE TO
DOWNLOAD



TRANSLATE

Addressing the candidate in your own language will have an immediate impact, if the letter is not available in your language we invite you to translate it.

Do not forget to send us your translation so we can make it available to others!

ADAPT

You will notice on the letter **RED letters**. Those are the details you need to adapt or fill out depending on your section.

PRINT

Print out the letter.

3. ATTACH THE FEDERALIST PLEDGE & SEND !

CLICK ON
IMAGE TO
DOWNLOAD
PLEDGE



Available in
more
languages

[BG](#) | [DE](#) | [EN](#) | [IT](#) | [FR](#)

If the pledge is not available in your language we invite you to translate it. Do not forget to send us your translation so we can make it available to others!

PRINT

Print out the pledge & enclose it an envelope or email with the letter you adapted above.

SEND

Use the address you found and send out the letter!

4. SHARE THE SIGNED PLEDGES

GIVE
FEDERALIST
S
CANDIDATE
S THE
VISIBILITY
THEY
DESERVE!



Easy! [Upload the names of the pledge signatories directly on UEF campaign website!](#)

SEND YOUR LETTER !

FEDERALIST EP2014 CAMPAIGN TOWARDS FEDERAL EUROPE

FOCUS #2 | SPREAD THE FEDERALIST MESSAGE



#ToFedEU

1. CHOSE YOUR MESSAGES

PREPARE THE CONTENT

We have prepared for you a list of **messages**, **comments** and **questions** you can share on social media to draw the attention of everyone -candidates, media and citizens- to federalists' demands in the coming weeks.

Pick your favourites from the selection below.

The list will be updated online regularly.

TOWARDS FEDERAL EUROPE! [HOME](#) [OUR MANIFESTO](#) [WHO TO VOTE FOR?](#) [NEWS](#) [EVENTS](#) [GET INVOLVED](#)

Time to make the European elections count and express a European government! #ToFedEU
Powered By Octoshuffle [CLICK TO TWEET](#)

It's time to make Europe truly democratic and legitimate! A federal Europe is the only way...

A federal Europe is the only way out of Europe's financial and economic crisis. Let's vote...

A single currency needs a federal government and a federal budget. #ToFedEU...

.@Federalists call for a European plan to relaunch the European economy #ToFedEU #EP2014

.@Federalists ask political parties to make #EP2014 elections truly European #ToFedEU

Facebook | Google+

Twitter

[.@candidate_tag](#) Show your commitment for federalist proposals by signing our pledge! Submit it here!
[www.towardsfederaleurope.eu/manifesto/pledge/submit-pledge/ ...](http://www.towardsfederaleurope.eu/manifesto/pledge/submit-pledge/) #ToFedEU

[.@candidate_name_here](#) if you're a #EP2014 candidate, who believes - a federal Europe is the solution to solve the crisis, sign our pledge! #ToFedEU

[@federalists](#) ask **#EP2014** to strengthen voting and consular rights of EU citizenship [#ToFedEU](#)

#Convent15 shall draft a new fundamental law to ensure a durable settlement of the EU's governance system [#ToFedEU](#)

Next **#EP** should elect a number of MEPs in a pan-European constituency, drawn from transnational lists [#ToFedEU](#)

The EU should reduce the size of the [@EU_Commission](#) & its members should be nominated by the elected EC President [#ToFedEU](#)

2. SHARE ON YOUR SOCIAL MEDIA ACCOUNTS

CHOOSE YOUR PLATFORM

Twitter, Facebook, Google+, LinkedIn, ... adapt and multiply the message on every platform you and your sections have an account!

ADJUST THE MESSAGE

Address your message - Every local, national and EU candidate has his/her own social media account. Follow them on Twitter and/or like their profiles on Facebook so you can directly address them when you want to draw their attention to the Federalist campaign or ask a question.

@name_of_your_candidate on Twitter | *Tag the name of your candidate* on Facebook and Google+

Use the right hashtag - For each post or tweet make sure to use the federalist campaign hashtag, the event hashtag and/or the generic EP elections hashtag.

#ToFedEU | *#EP2014*

JUST DO IT!

ONE POST A DAY KEEPS EUROSCEPTICS AWAY !!

3. SAVE THE DATES

BE ACTIVE DURING EU PRESIDENTIAL DEBATES

For the first time, we will see the organisation of a series of public debates with the European Political parties leading candidates in the run up to the elections.



We are therefore calling on all of you to help give federalist proposals as much visibility as possible and ask federalist questions on social media before, during and after these debates.

You can do so from home, the office, etc. or you could also organise a 'get together' with all your friends and contacts in a local pub or coffee shop (with WIFI & screening of the debates) or even organise an event at your section's House!

The organisers of the debates will be on the lookout for questions.

The more BUZZ you create via the platforms available to you, the more likely for your questions to go through and be asked to candidates.

DATES &
ORGANISERS

28 APRIL
19:00 CET



9 MAY
18:30 CET



15 MAY
21:00 CET



ELECTION DAY
22:00 CET



HASHTAGS

#EUdebate2014

#SoU2014

#TeIIEUR
OPE

#EP2014

TWITTER
HANDLES

EPP Jean-Claude JUNKER
@JunckerEU
ALDE Guy VERHOFSTADT
@GuyVerhofstadt
PES Martin SCHULZ
@MartinSchulz

EGP José BOVÉ
@josebove
EGP Ska KELLER
@SkaKeller
EL Alexis TSIPRAS
@TsiprasEU

SPREAD THE FEDERALIST MESSAGE ONE POST AT A TIME!

FEDERALIST EP2014 CAMPAIGN TOWARDS FEDERAL EUROPE

FOCUS #3 | JOIN THE PRESIDENTIAL DEBATES

#ToFedEU

1. SAVE THE DATES!

DATES & ORGANISERS

28 APRIL
19:00 CET



9 MAY
18:30 CET



15 MAY
21:00 CET



ELECTION DAY
22:00 CET



HASHTAGS

#EUdebate2014

#SoU2014

#TeIIEUROPE

#EP2014

2. BE SOCIAL! COMMENT THE DEBATE ON YOUR SOCIAL MEDIA ACCOUNTS

CHOOSE YOUR PLATFORM

Twitter, Facebook, Google+, LinkedIn,... Adapt and multiply the message on every platform you and your sections have an account!

USE THE HASHTAGS

For each debate **make sure to use the right hashtags**

- Federalist campaign hashtag: **#ToFedEU**
- Debates hashtags: **#EUdebate2014 | #SoU2014 | #TeIIEUROPE**
- EP elections generic hashtag: **#EP2014**

TWITTER HANDLES

Every candidate has his/her own social media account. Follow them on Twitter and/or like their profiles on Facebook so you can directly address them when you want to draw attention to the Federalist campaign or ask a question.

EPP Jean-Claude JUNKER
@JunckerEU

EGP José BOVÉ
@josebove

ALDE Guy VERHOFSTADT
@GuyVerhofstadt

EGP Ska KELLER
@SkaKeller

PES Martin SCHULZ
@MartinSchulz

EL Alexis TSIPRAS
@TsiprasEU

PREPARE

Not sure what to ask?

**YOUR
COMMENTS &
QUESTIONS**

[Check out the campaign website for suggestions of messages](#) comments and questions you can share on social media to draw the attention of everyone - candidates, media and citizens- to federalist demands during the debates

Some examples:

@Candidate_name_here do you agree EU needs to transform Eurozone into a fiscal union? <http://ow.ly/w9lF0>

@Candidate_name_here will you work towards a truly genuine political union? <http://ow.ly/w7pDB> #ToFedEU

@Candidate_name_here will you promote Treaty Change with a **#Convent15** asap after **#EP2014?** #ToFedEU

@Candidate_name_here will you resist national pressures and look after EU interest? #ToFedEU

3. UNITE FORCES WITH JEF

**TURN THIS
ACTION INTO
AN EVENT**

You can take part in this action alone or joining forces with federalist friends.

In many countries, JEF sections are preparing local events to watch and comment the debates. Do not hesitate to reach out and join forces on the occasion of these debates and get your message out!

Depending on the size of your sections and the number of activists, we encourage you to **turn this action into a campaign event and host a debate night in your city.**

As an example have a look [what JEF & UEF Belgium are preparing](#) for next Monday's **#EUdebate2014**

Find JEF and UEF [national contact points online](#).

We hope to see many of you active on the web!

FEDERALIST EP2014 CAMPAIGN

TOWARDS FEDERAL EUROPE

FOCUS #4 | MAKE THE CAMPAIGN GO VIRAL

 #ToFedEU

1. TAKE YOUR PICTURE

TAKE A
PIECE OF
PAPER

Write down **WHY** you will vote Towards Federal Europe in EP2014 and have someone take your picture. (Make it a good one!)



2. JOIN THE EVENT

JOIN THE
EVENT ON
FACEBOOK



Click on image to be re-directed to the event page and join.

3. UPLOAD YOUR PICTURE

UPLOAD
YOUR
PICTURE
ON THE
EVENT
WALL



NOMINATE
5 FRIENDS

- Tell everyone why you will vote Towards Federal Europe. #ToFedEU
- Tag the names of 5 friends you would like them to join you.
- Ask them to tag their own 5 friends who should vote Towards Federal Europe.

4. FIND OUT MORE

GO THE
EXTRA MILE

Do you want to know more on how you can contribute to the Campaign on Facebook?

Show your support
on your profile picture



Click on image to download

Show your support on
your cover page



Click on image to download

HELP THE CAMPAIGN GO VIRAL !

FEDERALIST EP2014 CAMPAIGN

TOWARDS FEDERAL EUROPE

FOCUS #5 | CONTACT YOUR LOCAL MEDIA

 #ToFedEU

1. CREATE A MAILING LIST (OR REFRESH YOUR EXISTING ONE)

DO THE MAPPING

Make sure you include all relevant local and regional media outlets, such as **local and regional newspapers, advertising journals, online newspapers, influential blogs, radio and TV stations.**

Keep it simple! Your list doesn't have to be 1000 contacts long. Just map the outlets which you know are already publishing content relevant to the elections and your actions.

WHO TO CONTACT

Ensure that you include the right person. Depending on the size of the outlet you will contact, the person you need to reach can be an editor, a journalist or a communications officer.

2. ADAPT THE TEMPLATE

TRANSLATE / PERSONALISE THE EMAIL TEMPLATE

A template email addressed to journalists is available as an attachment. You can translate the email in your own language and personalise it to maximise your chance to be heard.



Do not forget to send us your translation so we can make it available to everyone!

3. ATTACH THE PRESS KIT

Below you can also see an example of press kit tailored for media outlets in Brussels.



Depending on your section's needs you can use it as inspiration and adapt it. **Do not hesitate to contact us if you need support in this process.**

Whatever you decide, make sure to:

- Use consistent corporate design - your section's logo & UEF colours.
- Include a contact person in your section for additional questions.
- Mention the title of the Campaign **"TOWARDS FEDERAL EUROPE"** and the Hashtag **#ToFedEU**.
- Mention what have you achieved so far.

4. BE TEMPORAL

PUT YOURSELF IN YOUR RECIPIENT'S SHOES

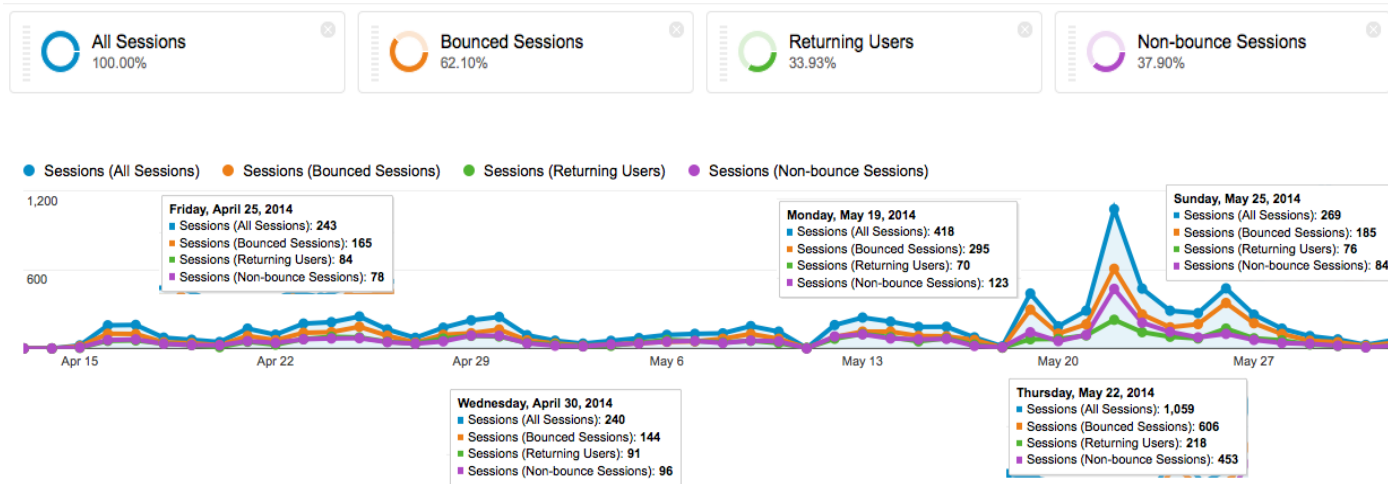
Check out local media deadlines and editorial calendars in order to send out your email in a good time and make sure news on the campaign are picked up.

SEND YOUR EMAIL!

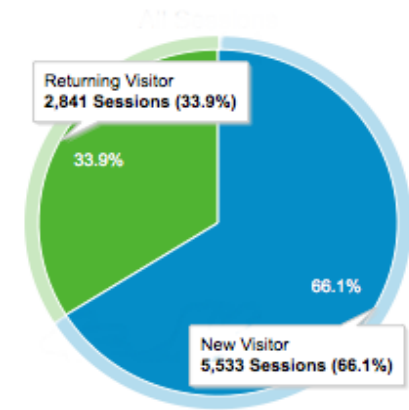
CAMPAIGN OUTREACH

WEBSITE WWW.TOWARDSFEDERALEUROPE.EU TRAFFIC

The highest activity was on 22 May, official start of the EP2014 election, with 1,059 sessions, where most of them new visitors



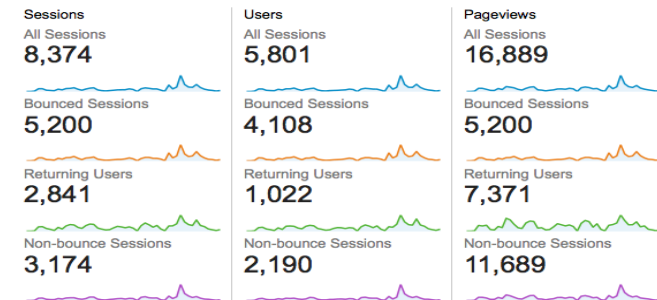
WEBSITE TRAFFIC MOSTLY FROM NEW VISITORS



MOST VISITORS COMING FROM THE BRUSSELS' BUBBLE

1.	Belgium	1,457 (17.40%)
2.	Italy	1,406 (16.79%)
3.	United Kingdom	873 (10.43%)
4.	France	869 (10.38%)
5.	Germany	778 (9.29%)

City	Sessions	% Sessions
1. Brussels	679	23.90%
2. Lyon	141	4.96%
3. Milan	106	3.73%
4. Paris	95	3.34%
5. Berlin	85	2.99%



TOP CHANNEL LEADING TO WEBSITE – SOCIAL MEDIA

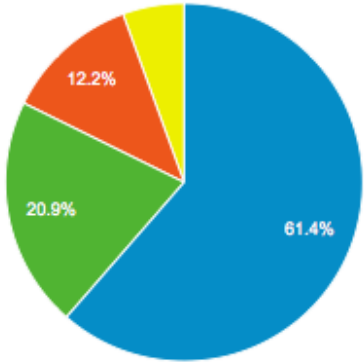


Sessions: **8,374**



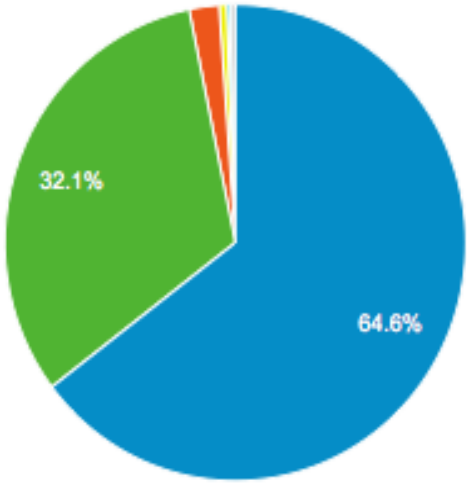
Sessions via Social Referral: **5,145**

1	Social
2	Direct
3	Referral
4	Organic Search



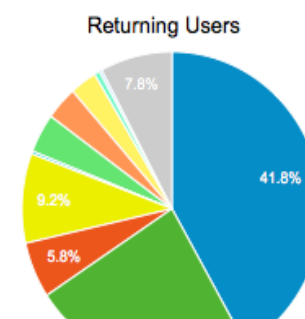
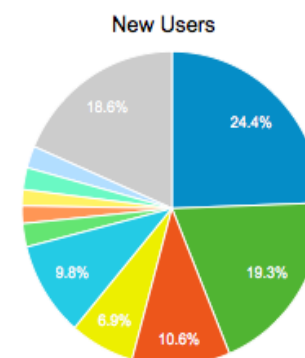
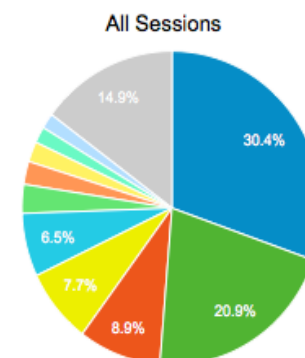
TOP SOCIAL NETWORK – FACEBOOK

- 1. Facebook
- 2. Twitter
- 3. reddit
- 4. LinkedIn
- 5. Google+



TOP REFFERAL – WWW.FEDERALISTS.EU















. ■ federalists.eu			
All Sessions	307		30.40%
New Users	162		24.43%
Returning Users	145		41.79%
. ■ wetheeuropeanpeople.eu			
All Sessions	211		20.89%
New Users	128		19.31%
Returning Users	83		23.92%
. ■ mfe.it			
All Sessions	90		8.91%
New Users	70		10.56%
Returning Users	20		5.76%
. ■ uef.fr			
All Sessions	78		7.72%
New Users	46		6.94%
Returning Users	32		9.22%
. ■ jef.de			
All Sessions	66		6.53%
New Users	65		9.80%
Returning Users	1		0.29%



TOP10 PAGES AND MOST SHARED LINKS

Page Title	Pageviews	% Pageviews	Shared URL	Sessions	% Sessions
1. Who to vote for? - Towards Federal Europe! -	1,620	21.98%	1. www.towardsfederaleurope.eu/who-to-vote-for/	1,451	28.20%
2. Towards Federal Europe! -	1,491	20.23%	2. www.towardsfederaleurope.eu/strong-federalist-core-set-ahead-formation-new-parliament/	876	17.03%
3. Pledge - Towards Federal Europe! -	1,153	15.64%	3. www.towardsfederaleurope.eu/	607	11.80%
4. Federalist Arguments - Towards Federal Europe! -	395	5.36%	4. www.towardsfederaleurope.eu/newly-elected-meps/	422	8.20%
5. Manifesto - Towards Federal Europe! -	308	4.18%	5. www.towardsfederaleurope.eu/manifesto/pledge/	350	6.80%
6. Get Involved - Towards Federal Europe! -	255	3.46%	6. www.towardsfederaleurope.eu/european-federalists-scorecard/	205	3.98%
7. Strong federalist core set-up ahead of formation of new parliament - Towards Federal Europe! -	232	3.15%	7. www.towardsfederaleurope.eu/eu-parties-scorecard/	157	3.05%
8. Get to know newly elected MEPs who pledge to support a federal Europe - Towards Federal Europe! -	207	2.81%	8. www.towardsfederaleurope.eu/manifesto/	130	2.53%
9. European Political Parties Scorecard - Towards Federal Europe! -	206	2.79%	9. www.towardsfederaleurope.eu/federalist-highlights-first-ever-european-commission-presidential-debate/	124	2.41%
10. Submit your pledge! - Towards Federal Europe! -	200	2.71%	10. www.towardsfederaleurope.eu/hold-on-junker/	122	2.37%

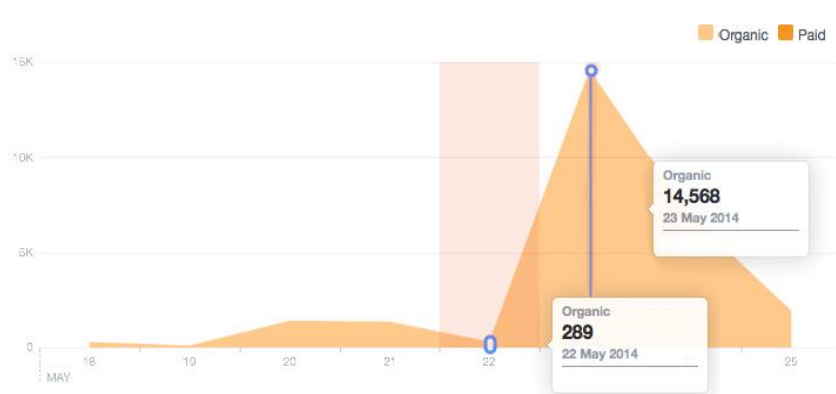
FACEBOOK

Published	Post	Type	Targeting	Reach	Engagement
22/05/2014 11:34	 More than 200 #EP2014 election candidates from all hues of the political spectrum pledge to support			17.5K	1.2K 401
11/04/2014 14:53	 European Federalists' Scorecard of EU political parties is out! Get to know parties positions on			11.1K	929 235
26/05/2014 18:21	 Newly elected MEPs, we look forward to a fruitful cooperation that will lead us towards a more			9.1K	643 175
26/03/2014 12:11	 Our campaign website - www.towardsfederaleurope.eu - for #EP2014 is now			8.5K	196 101
05/06/2014 11:48	 *Between you and us, the continental Europeans, there is a disagreement that is turning ugly. Europe is			4.5K	423 129

TOP3 POSTS WITH THE BIGGEST REACH

1. 200 MEP candidates have signed the federalist pledge
2. European Federalists Scorecard
3. List of newly elected MEPs

HIGHEST POST REACH ON THE 1ST DAY OF #EP2014



MOST LIKES, COMMENTS AND SHARES ON 23 MAY



TWITTER



Followers

Total nr of followers | Followers gained
5,899 | **+1,198**

#ToFedEU

Recap

5/6/2014 1:54 pm — 6/5/2014 1:55 pm

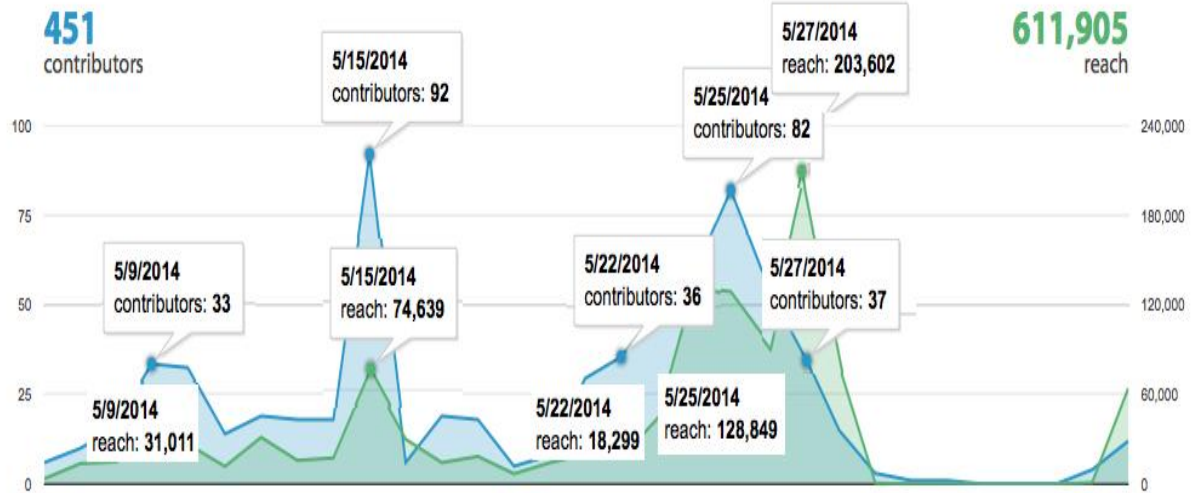
1,339
tweets

4,156,704
timeline deliveries

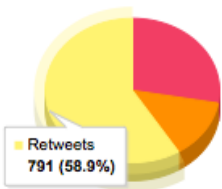
450
contributors

611,245
reach

Contributors Summary



Engagement

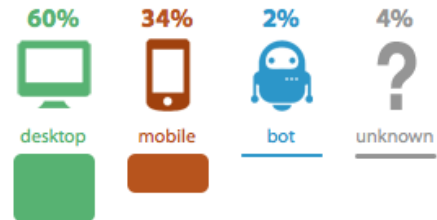


Original Tweets
 @Message Tweets
 Retweets
Total Tweets

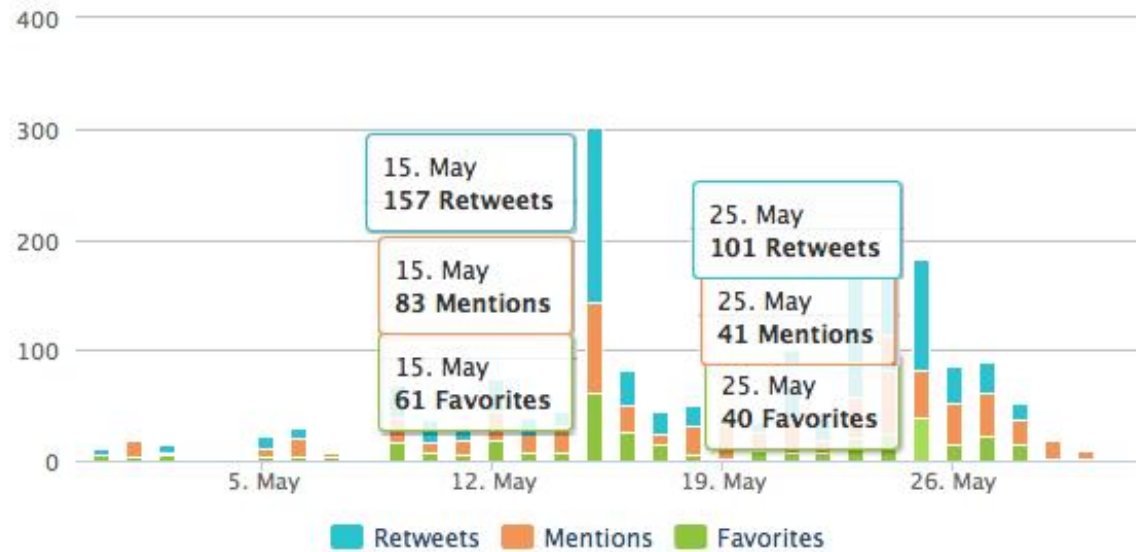
Total	%
374	27.83%
179	13.32%
791	58.85%
1,344	100.00%

Tweeters Platform

5/6/2014 1:54 pm — 6/5/2014 1:55 pm



ENGAGEMENT CHART




















MOST RETWEETS, MENTIONS AND FAVOURITES:

15 May – @federalists actively took part in the Eurovision Debate (#TellEurope) with leading candidates for the EC President position debate online

25 May – last day of the #EP2014 election. Active communication on Twitter, calling citizens to vote (in their native languages). Election night debate and congratulation of the elected MEPs, who had signed the federalist pledge.

MOST ACTIVE CONTRIBUTORS BY NUMBER OF #ToFedEU TWEETS

Name	Tweets	Followers (Reach)	Timeline Deliveries
 European Federalists @federalists A supranational political movement committed to uniting Europe along federal lines. EP2014 #ToFedEU http://t.co/UWGYFndpp	287	5,924	1,633,961
 UEF France @UEF_France L'Union pour l'Europe Fédérale milite pour la construction européenne et notamment pour une Europe politique fédérale.	124	1,171	142,008
 MFE @MOVFEDEUROPEO Account del Movimento Federalista Europeo, fondato da Altiero Spinnelli nel 1943.	46	484	21,692
 htmdraw @htmdraw	39	49	1,658
 Marco Mariani @MarcoMariani_IT Lyrical tenor specialized in sacred music. Vocal techniques coach. Passions: Languages & History. Dream: United States of Europe. FAI WWF CIWF PETA GREENPEACE	28	55,216	1,529,432
 Pauline Gessant @paulinegessant Présidente/ President @JEF_Europe, ex-SG @MouvEuropean_fr, ex-présidente/ex-president @JeunesEuropeens... #personaltweetingonly	22	987	21,063
 F Pasquils-Dumont @FPasquilsDumont ens, Maths, Ppa/ CLG Sensible-ZEP-DSQ, resp ac ZEP Rouen, mbre de A Savary/W RP-Pate du CRIJH-N, CRégionale H-Normandie, Pate Rouen-Hanovre, mérite National Jeunesse,	18	889	15,643
 PavlaxSceltaEuropea @SceltaEuropea account non ufficiale x divulgare RT @SceltaEu @GuyVerhofstadt	14	137	1,868
 Nicholas Jones @roguecroce #Wordsmith & #bibliophile who tweets topical & #sports #news, including #technology. Not all opinions are my own. RTs are not endorsements. No DM's pls.	13	836	10,462
 Lukasz Lisak @RundfunkEuropa A 21 y.o. leftist #journalist from Poland, strong supporter of the #EU & #LGBT rights. If you want to keep in touch, just ask. #SLD #PES #Federalists #EU	12	138	1,298
 serge-arno klumper @serge_arno passionate about the EU and euroland. determined to convince the sceptics: don't stand national borders... in our heads	11	54	559
 Peter Oomsels @Peteroomsels Citizen, European federalist, and researcher @LeuvenIO. Vice President of @JEF_Europe. Opinions my own.	9	418	3,733
 Renaud Dallet @Renaudallet @JEF_Europe [#Fédéraliste] #Ecologiste #EuropedelaCulture - Danseur à @ACTS_ESC	9	361	3,195
 Paolo Vacca @paolovaccaUEF EU politics. Federalism. Occasionally EU debate in Netherlands and Italy. Bureau of the Union of European Federalists (UEF). In daytime, corporate legal eagle.	8	452	3,569
 JEF Europe @jef_europe JEF is a supranational, politically pluralist youth organisation working for the creation of a European federation. Account managed by the European Secretariat.	8	4,667	36,689
 GFE Jef Italy @GFE_JefItaly La Gioventù Federalista Europea è la sezione giovanile del Movimento Federalista Europeo e la sezione italiana della JEF-Europe	8	552	4,357
 VJ Jay Srao @VoteUKIPvjay	8	425	3,126

MOST TWEETED MEDIA

1. Integration process foreseen by Robert Schuman in 1950 should continue #ToFedEU!
2. Get to know newly elected MEPs, who pledge to support a federal Europe! #ToFedEU #EP2014
3. #TellEurope @SkaKeller among the 172 #EP2014 candidates supporting a federal Europe #ToFedEU

Media Transcript



<p>19,408 27</p>	<p>127,443 23</p>	<p>32,914 24</p>	<p>20,406 16</p>	<p>138,171 17</p>
<p>131,671 16</p>	<p>64,302 14</p>	<p>21,644 10</p>	<p>14,131 9</p>	<p>16,559 9</p>

ACTIVE USE OF SOCIAL MEDIA

Twitter

 **European Federalists** @federalists · May 27
.[@giannipittella](#) congratulazioni per la Sua elezione al Parlamento Europeo. Contiamo su di Lei per lavorare insieme per un'Europa federale!
Expand ↩ Reply 🗑 Delete ★ Favorite ⋮ More

 **Gianni Pittella** @giannipittella · May 27
[@federalists](#) Pronto! Anzi, prontissimo!
🗨 Hide conversation ↩ Reply ↻ Retweeted ★ Favorited ⋮ More

RETWEETS	FAVORITES
2	5



12:49 PM - 27 May 2014 · Details

 **European Federalists** @federalists · May 28
[@Groote](#) Wir freuen uns über Ihren Wahlsieg bei #EP2014 und hoffen auf gute Zusammenarbeit für ein föderales Europa! #ToFedEU
Expand ↩ Reply 🗑 Delete ★ Favorite ⋮ More


 **Matthias Groote** @Groote · May 28
[@federalists](#) Vielen Dank! Wir werden hart an einem föderalen Europa arbeiten müssen.
🗨 Hide conversation ↩ Reply ↻ Retweeted ★ Favorited ⋮ More

RETWEETS	FAVORITES
4	2



11:52 AM - 28 May 2014 · Details


Facebook


 **European Federalists** ▶ **Frank Engel** ▼
26 May at 00:48 · Brussels · 🌐

Congratulations with your appointment to the [European Parliament](#). We look forward to working with you towards a federal Europe! #ToFedEU #EP2014

Like · Comment

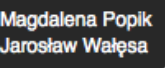
0 people reached Boost Unavailable


 [Frank Engel](#) likes this.

 **European Federalists** ▶ **Jarosław Wałęsa** ▼
26 May at 14:41 · Brussels · 🌐

Jarosław Wałęsa, congratulations with your appointment to the [European Parliament](#). We look forward to working with you towards a federal Europe! #ToFedEU

Like · Comment

 **Magdalena Popik**
Jarosław Wałęsa ▼

 [2 people](#) like this. Boost Unavailable

JOINT UEF-JEF CAMPAIGN COORDINATION TEAM



Union of European Federalists
Union Europäischer Föderalisten
Union des Fédéralistes Européens



YOUNG
EUROPEAN
FEDERALISTS

Joint Taskforce

Paolo Vacca, UEF EB member
Pauline Gessant, JEF President
Florent Banfi, UEF EB Member
Federico Butti, JEF EB Member
François Mennerat, UEF EB Member
Peter Oomsels, JEF Vice - President
Dominique Ostyn, UEF EB member
Monica Tiberi, UEF – JEF FC member

UEF Office

Mana Livardjani, Director
Laura Bringina, Communication Manager
Nicolas Arens, Campaign & Network Officer
Dimitrios Mavridis, Campaign & Events Officer
Susanna Arrus Communication Intern
Quentin Coignus, Communication Intern

www.federalists.eu