



Union of European Federalists
Union Europäischer Föderalisten
Union des Fédéralistes Européens

Planning Political Communication

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Planning political communication

How to use communication as a **tool** for achieving **political goals**?

Communication ≠ information

Objectives

Audience

Messages

Tools

Plan



Planning political communication

Achieving political goals

Provoke change by gaining support for your cause

What's your cause?

What is the change you are trying to achieve?

Objective

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Rome, 25 March 2017

On the 60th anniversary of the Treaty of Rome

EUROPEANS, UNITE! MARCH FOR EUROPE!

For 60 years the European Communities and then the European Union have helped ensure Europe's peace, prosperity and progress. Europe has guaranteed peace and the rule of law after centuries of wars. Europe has been the driver of democracy for European countries escaping dictatorships and totalitarianism. Europe has been crucial for the economic and social progress of European countries over the decades. Europe has inspired other regions of the world in their search for unity and modernity. Yet, Europe remains an incomplete construction at risk of collapsing if not completed without delay.

Faced with a struggling economy and fading influence in a globalised world dominated by continental powers, we Europeans cannot close ourselves within national borders hoping to fence problems off. European states will have no future if they remain divided and compete with each other instead of standing united. Going back to nationalism will weaken us all. We can stand up to European challenges only together, by completing Europe's political unity.

We call on the Heads of State and Government meeting in Rome on 25th March 2017 to approve a roadmap to relaunch and complete Europe's economic and political unity.

As the European Union has a single currency, the Euro, there should be a European economic policy with European own resources to modernise and relaunch the European economy. As the European Union has a common external border, it should be managed jointly by a European border force. As wars and instability afflict the regions around Europe, European defence forces should protect Europe, help to pacify our neighbourhood and contribute to managing international crises and conflicts. As threats of international terrorism and international crime increase, they should be prevented and combatted through European cooperation and with European support. As national democracies can't govern political and economic forces beyond national borders, only a European government and a truly European democracy would allow European citizens to control their own destiny.

For those who believe in a strong, united and democratic Europe, it is time to stand up. Against nationalism and populism. For a Europe of unity against divisions and new walls. For a united Europe that delivers on its promises of peace, freedom, security, prosperity. For a Europe of solidarity and shared responsibility. For a Europe that protects European interests and values in the world. For a Europe of democracy that empowers European citizens. For a Europe of hope, against a Europe of fear. For a plan to relaunch and complete the European political unity.

Join other Europeans in a
March for Europe in Rome on the 25th of March 2017

Objective

Audience

Messages

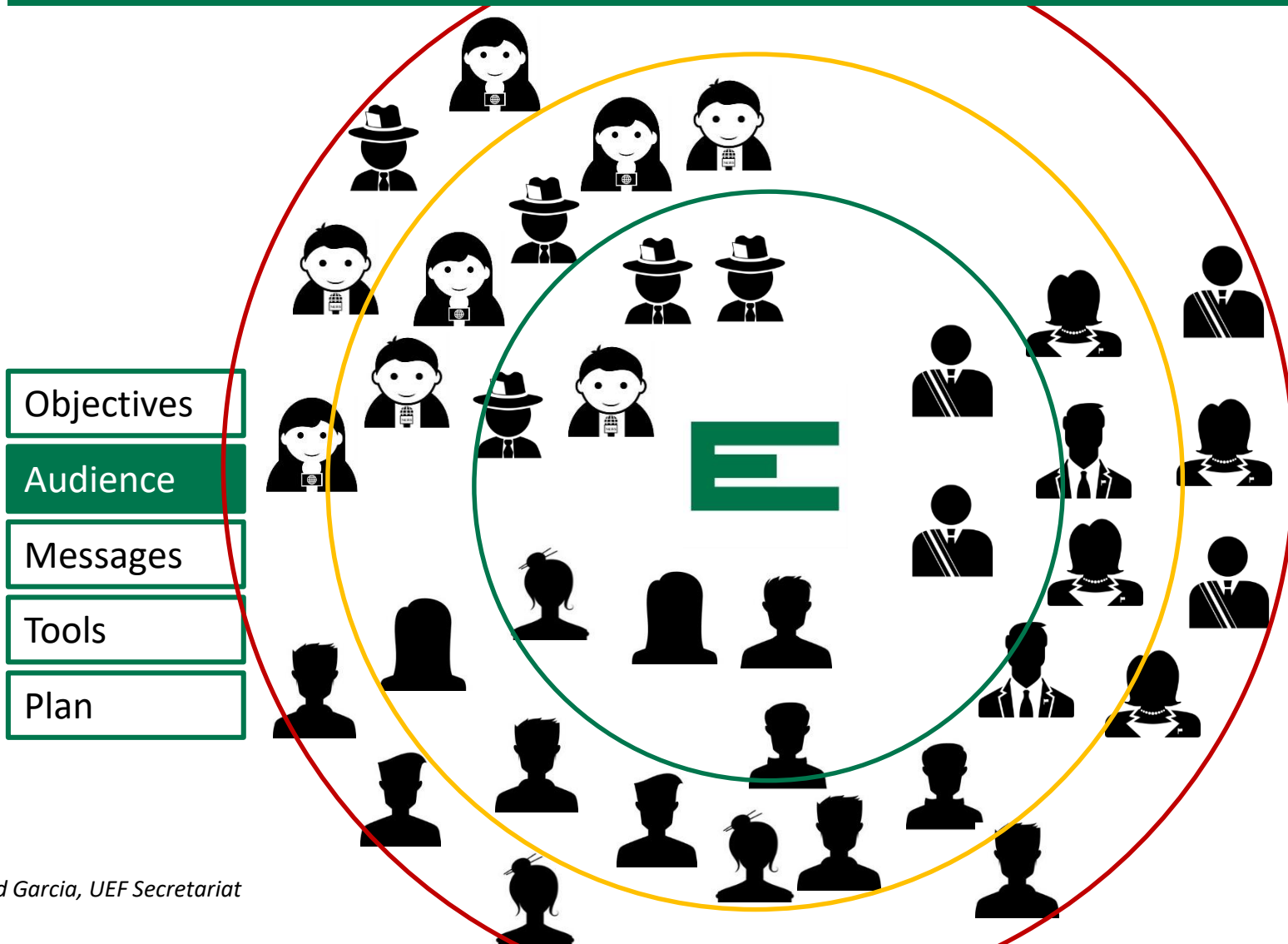
Tools

Plan



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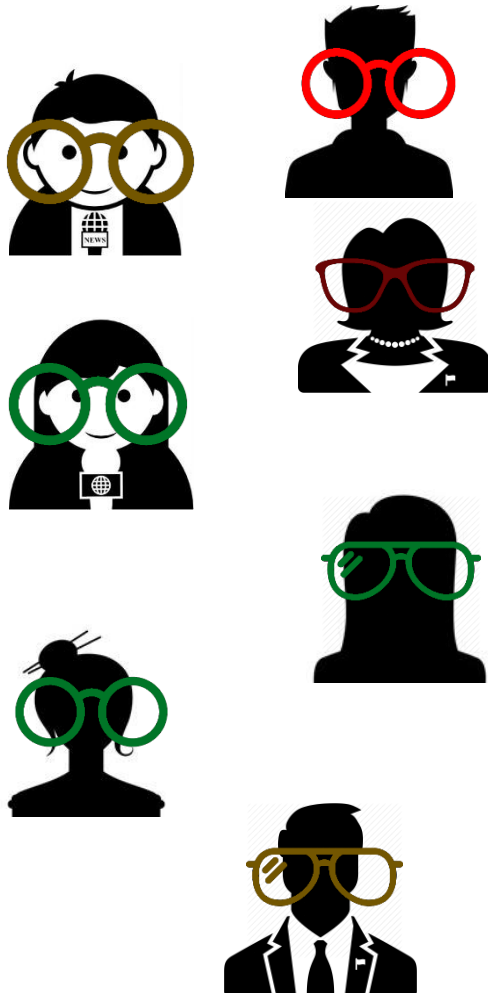
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WE WILL MARCH for EUROPE

...of unity against divisions and new walls, against nationalism and populism

...of peace, freedom, security and prosperity

...of solidarity and shared responsibility

...that protects European interests and values in the world

...of democracy that empowers European citizens

...of hope, against a Europe of fear

...and for a plan to relaunch and complete European political unity

25 MARCH, ROME | WWW.MARCHFOREUROPE2017.EU



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A genuine European Union to ensure welfare, security and democracy

We European citizens are worried and scared. The economic and financial crisis has impoverished many of us. Youth unemployment risks creating a lost generation. Inequality grows and social cohesion is in peril. The EU is surrounded by war and instability from Ukraine to Turkey, the Middle East and North Africa. The flux of refugees and migrants has become a structural feature we must address together, in a human and forward-looking manner. In many Member states we witness authoritarian tendencies and the rise of nationalist and xenophobic forces. Democracy and the core values of the European modern civilization are under attack. The EU itself is questioned, although it ensured peace, democracy and welfare for decades.

We European citizens don't want our national politicians to care only about their next local or national election. They ask for European solutions to European problems but then they act to render those solutions impossible or ineffective. They disregard sensible Commission proposals or fail to implement decisions already taken, including when agreed by all. They claim, one day, for Europe to do something and protest, the following day, Europe's proposed actions. We ask national politicians and the media to stop depicting integration as a zero-sum game, thus pitting nations against one another. In an interdependent world no nation can satisfy all of its citizens' basic needs and appeals for social justice. In this context, integration and supranational government is a positive-sum game. Our European social model based on liberal democracy and a social market economy can only survive in a multi-level framework of government, on the basis of the subsidiarity principle.

We European citizens are aware that globalization is transforming the world. We need a European government to foster our common values and contribute to the solution of the global problems threatening humanity. The world needs an outward-looking cosmopolitan Europe to help build a more effective and democratic global governance to cope with climate change, peace, global poverty, and the transition to an environmentally and socially sustainable economy.

We European citizens recognise the EU as an incomplete Res Publica. It has a ridiculous budget (0,9% of GDP) and no financial autonomy from Member states, while its current competences are out of date for what is necessary to successfully answer the challenges of the current crises. It has a federal like legislative, judiciary and central bank. But democracy is the possibility for citizens to choose the government and make it accountable. For the Union to work and be democratic its decisions, including budget, foreign and defence policy, and the reform of the Treaties, should primarily be taken by a qualified majority representing the majority will of European citizens and states. The Commission should evolve into a fully-fledged government, setting and promoting a political agenda legitimated through elections. European parties should present their candidates to the Presidency at the European election. The alternative is a directly elected President of the EU merging the Presidencies of the Commission and the European Council.

On 14 February 1984 the European Parliament adopted the Draft Treaty establishing the European Union, the so-called Spinelli Project, pointing towards a political union, which Member states disregarded. On 14 February 2017 we call upon the European Parliament, the only directly elected

body of the EU, to take a new initiative to kick-start the EU on strengthened democratic basis. Talking about banking, fiscal, economic, energy, security, defence and political unions makes sense only within a genuine democratic European Union, with all those policies under a European government.

On 25 March 2017 the Heads of state and government will celebrate the Treaties of Rome establishing the European Economic Community and Euratom in 1957. We call upon them to match the vision of the Founders. They should open the way to the re-foundation of the EU on the basis of the European Parliament proposal, and immediately exploit all the Lisbon Treaties' instruments to strengthen EU institutions and policies, especially on foreign and security, economic and social policies. We call upon the Europe's youth, its civil society, workers, entrepreneurs, academia, local governments and European citizens to participate in the March for Europe in Rome on March 25 (<http://www.marchforeurope2017.eu>). Together we shall give the political leaders the strength and courage to push forward the EU to a new beginning. European unity is key to solve our common problems, safeguard our values and ensure our welfare, security and democracy.

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WWW

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#MarchforEurope2017

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Objectif

Dear friends,

It's not too long until we all meet in Rome to #MarchForEurope2017. In a week, let's meet at [Piazza della Bocca della Verità](#) starting from 12.00.

Audience

For more information check our [programme](#).

Message

LATEST UPDATES

Tools

Plan



March for Europe 2017

www.marchforeurope2017.eu

Square de Meeûs, 25 – 1000 Brussels (BE)

info@marchforeurope2017.eu

+32 (0)2 508 30 30

Planning political communication

Comprehensive and strategically phased description of the different communication actions to be implemented to reach a political objective

Objectives

Audience

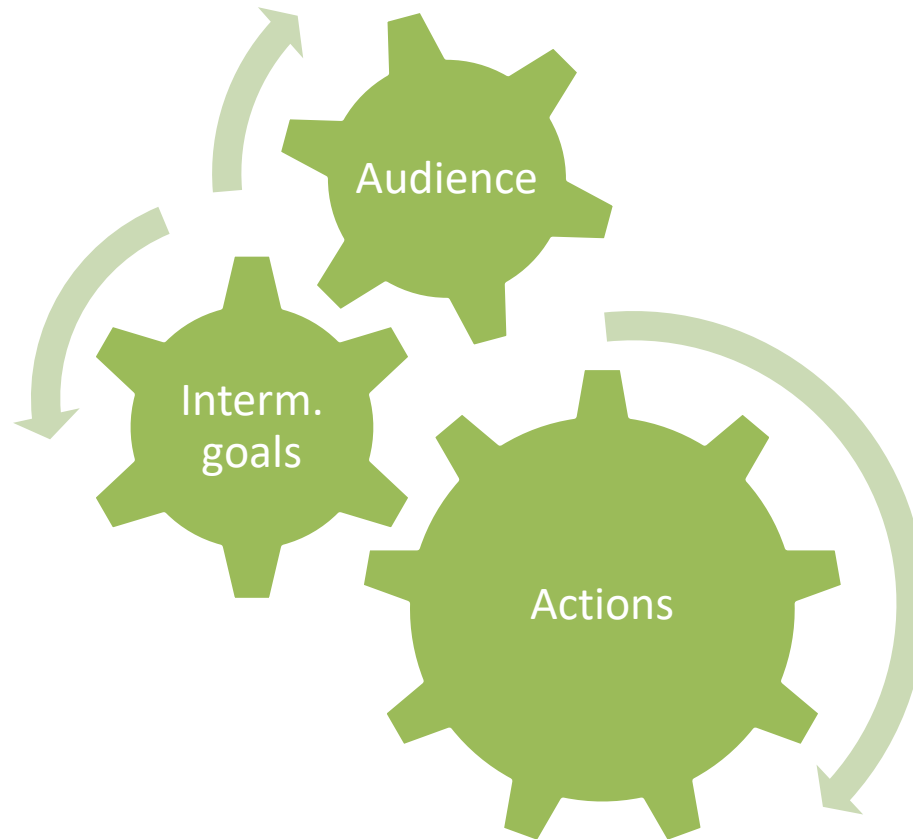
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Final goal



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Objectives

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- Mobilise your basis
- Reach out to close circles
- Expand
- Consolidate

Planning political communication

Mobilise your basis

Make sure everybody is in line and promote ownership

- Objectives
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Planning political communication

Reach out to close circles

Go out to the world and use your contacts book

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The screenshot shows an email invitation from 'THE SPINELLI GROUP'. At the top, there are social media icons for Facebook, Twitter, Google+, and LinkedIn, followed by a blue button that says 'Sign the manifesto'. Below this is a header with the group's logo and a blue banner with the word 'invitation' and a European Union flag. The main content of the email is titled 'March for Europe' and 'Join the MEP delegation', dated 'Saturday 25th March 2017' in Rome. The message begins with 'Dear colleagues,' and discusses the 60th anniversary of the Treaty of Rome, the upcoming European Summit, and the Spinelli Group's initiative to relaunch European political unity through a 'March for Europe'.

Planning political communication

Expand

Use multipliers

Objectives

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¿POR QUÉ MARCHAMOS?

- ★ Por una Europa unida contra divisiones y nuevas fronteras.
- ★ Por una Europa unida que cumpla sus promesas de paz, libertad, seguridad y prosperidad.
- ★ Por una Europa de solidaridad y responsabilidad compartida.
- ★ Por una Europa que proteja los intereses y valores europeos en el mundo.
- ★ Por una Europa democrática que dé el poder a los ciudadanos europeos.
- ★ Por una Europa de esperanza, frente a la Europa del miedo.
- ★ Por un plan para relanzar y completar la unidad política de Europa.



marchforeurope2017.eu



europeistas.com



Planning political communication

Expand

Use multipliers

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M Idées

IDÉES Tribunes Enquêtes Rencontres Controverses Livres Analyses Editoriaux Chroniques

ÉDITION ABONNÉS

« Créons ensemble une Union européenne plus démocratique »

A l'approche du 60e anniversaire du Traité de Rome, trois cents personnalités et intellectuels européens lancent un appel pour une refondation de l'Union. Ils préparent une vaste marche citoyenne dans la capitale italienne le 25 mars.

LE MONDE | 13.02.2017 à 10h27 • Mis à jour le 13.02.2017 à 11h21 |
Par Collectif



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Expand

Use multipliers



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« I will not attend the official celebrations of the 60th anniversary of the Treaty of Rome. Instead I will be marching in the streets of Rome with thousands of citizens who ask for a better Europe! »

Planning political communication

Consolidate

Build on your achievements and involve your audience

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Dear friends,

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LATEST UPDATES

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Conclusions

Dos

- State a clear message and a clear objective
- Know and segment your audiences
- Adapt your tools and messages to your audiences
- Identify your resources
- Build a coherent and branded set of tools
- Phase your actions according to benchmarks and deadlines
- Adapt to the political environment

Conclusions

Don'ts

- Don't lose track of your stats
- Don't do everything your-self
- Don't lose ownership of your project
- Don't under/over-estimate the impact of your campaign



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