

**Annual General Conference 2023, 15 June, Torino**

European Parliament elections 2024: campaigning, mobilizing

Polo del '900

**Workshop 6: Sala Conferenze Palazzo San Celso, Piano 2**

**Corso Valdocco, 4/A - Torino 14h30 – 16h30**

**Title:** European Parliament elections 2024: campaigning, mobilizing

**Lead organisation(s):** ECRE

**Objectives:**

- To present the joint campaign to mobilise voters for the EP election in 2024 #EUisU – strategic aims, target audiences, expected impact
- To outline and discuss the infrastructure and content of the campaign and its link to the broader EP community platform Together.eu
- To explain the role of members and the next steps in terms of signing up to join

**Moderator:** Villads Zahle, ECRE

**Speakers:**

- ECRE Head of Communication, Villads Zahle
- ECRE Communication Officer, Tamam Abusalama

**Structure/method:** Following input from the speakers, there will be a moderated discussion to which all participants are welcome to contribute.

**Description:**

Based on the model for joint campaigning established in advance of the 2019 EP elections and a grant from the EP, ECRE is implementing a joint European campaign to mobilise voters for the upcoming election in 2024. The previous campaign, joint by key-ECRE members, had an accumulated reach of 1 million and contributed to a record turnout (up from 42 to +50%). As was the case in 2019, the campaign will be anchored in the broader civil society community joining the Together.eu platform.

The aim of the campaign is to mobilise voters in favour of fundamental rights as outlined in the treaties with a target audience of first time voters including youth as well as people with a refugee or migrant background eligible to vote. The set target is 1,3 million in accumulated reach, 130,000 engagements, 25 members/organisations joining – representing all ECRE regions and including refugee-led organisations and refugee advocates.

The means will be testimonies from European voters through videos and Sharepics as well as a campaign theme song and lyrics – we will present examples during the workshop – and a campaign landing site given organisations joining easy access to the content.

While ECRE is providing the main infrastructure and content, we are aware that the EU is perceived differently across member states and that members have individual strategies – accordingly we will ensure flexibility allowing members/organisations to contribute own material to be designed by ECRE. This will be explained and discussed during the workshop.

The call for action is simple and tangible: Vote in the EP Elections in 2024 – because EU is also you!  
#EUisU