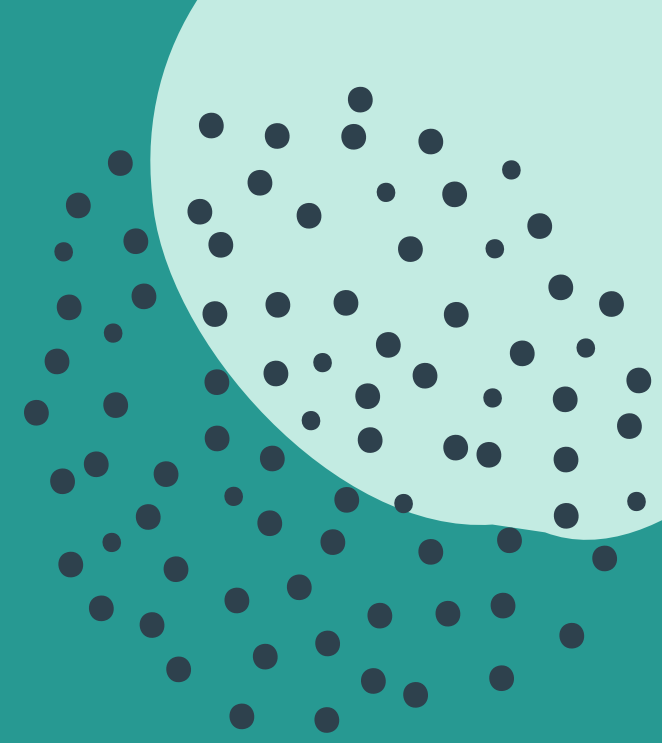




You&EU

Campaign, Outcomes &
Recommendations



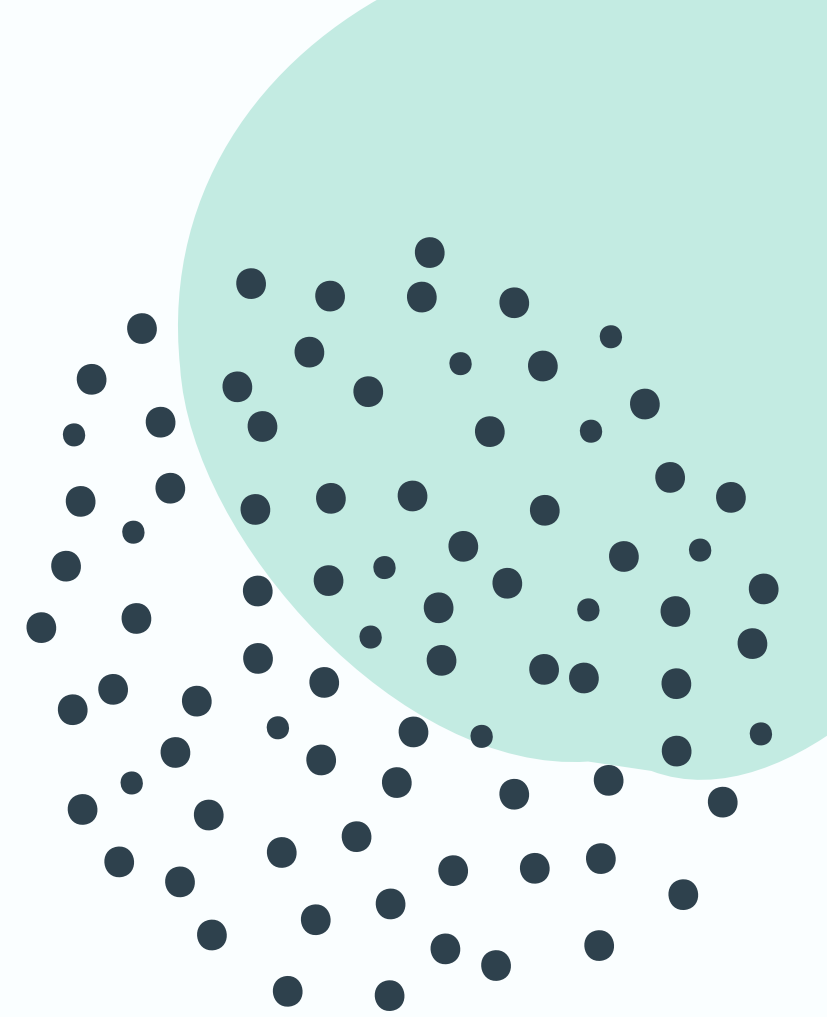
Context Analysis

Rising power of the EU and European Parliament

- Increasing impact on people's lives

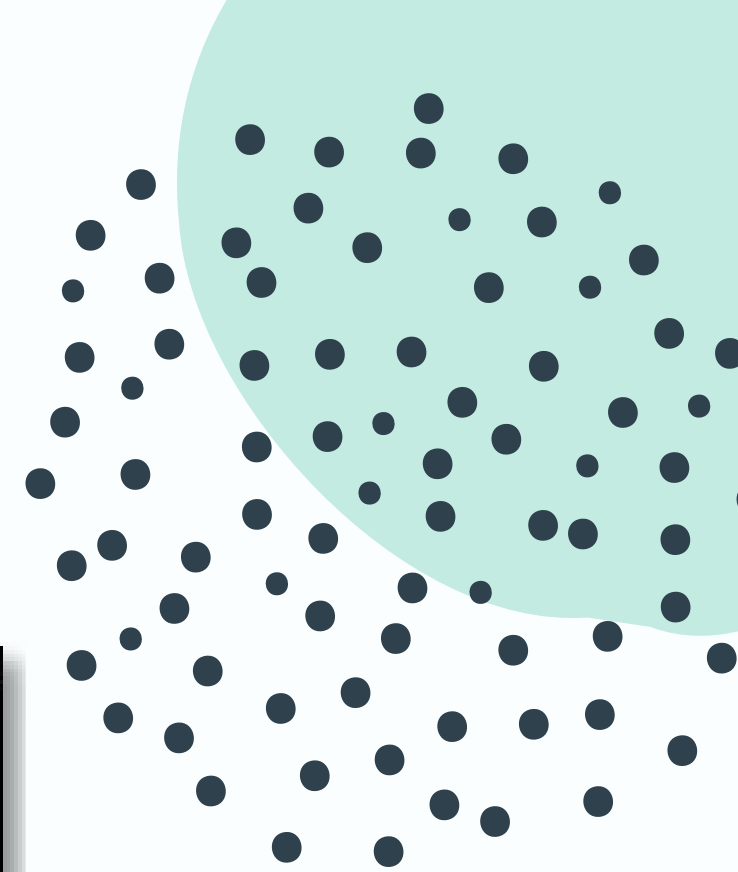
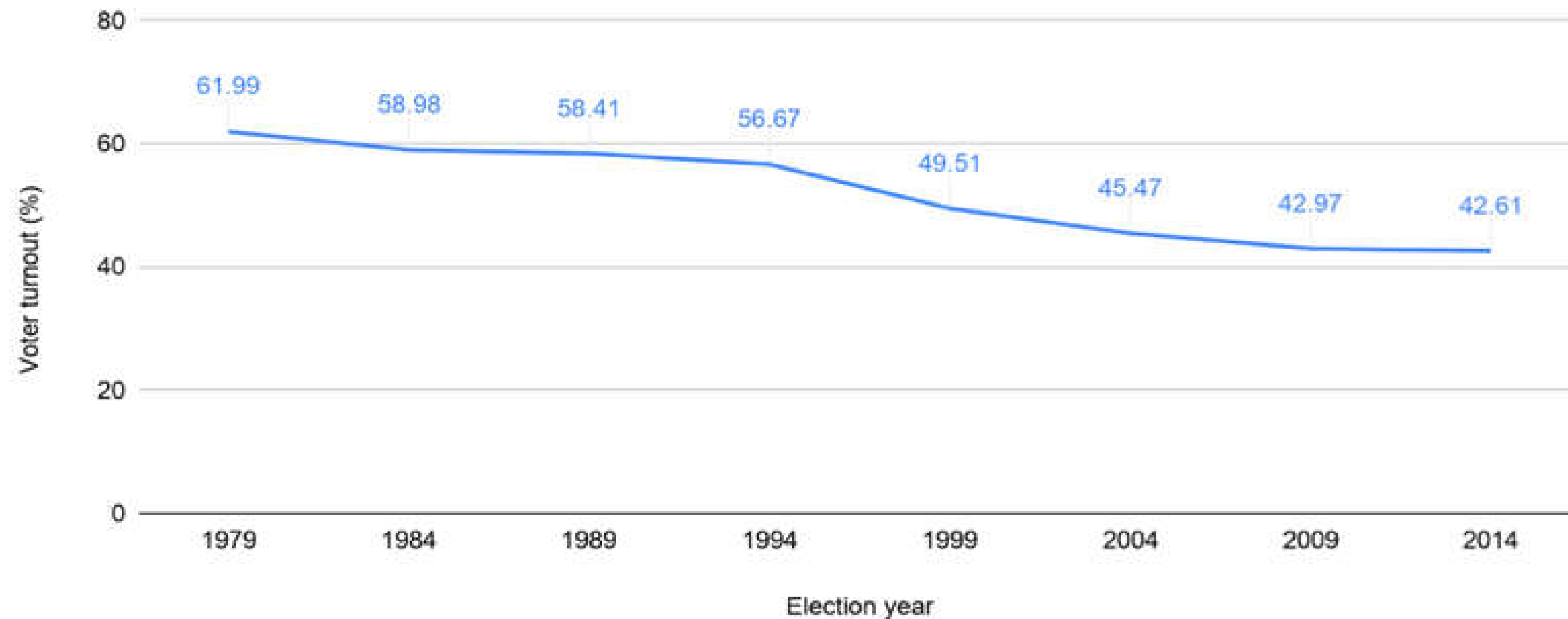
Falling voter turnout for European Parliamentary elections (1979-2014)

- Particularly among younger voters



Context Analysis

Voter turnout in the European Parliament elections



Context Analysis

Rising power of the EU and European Parliament

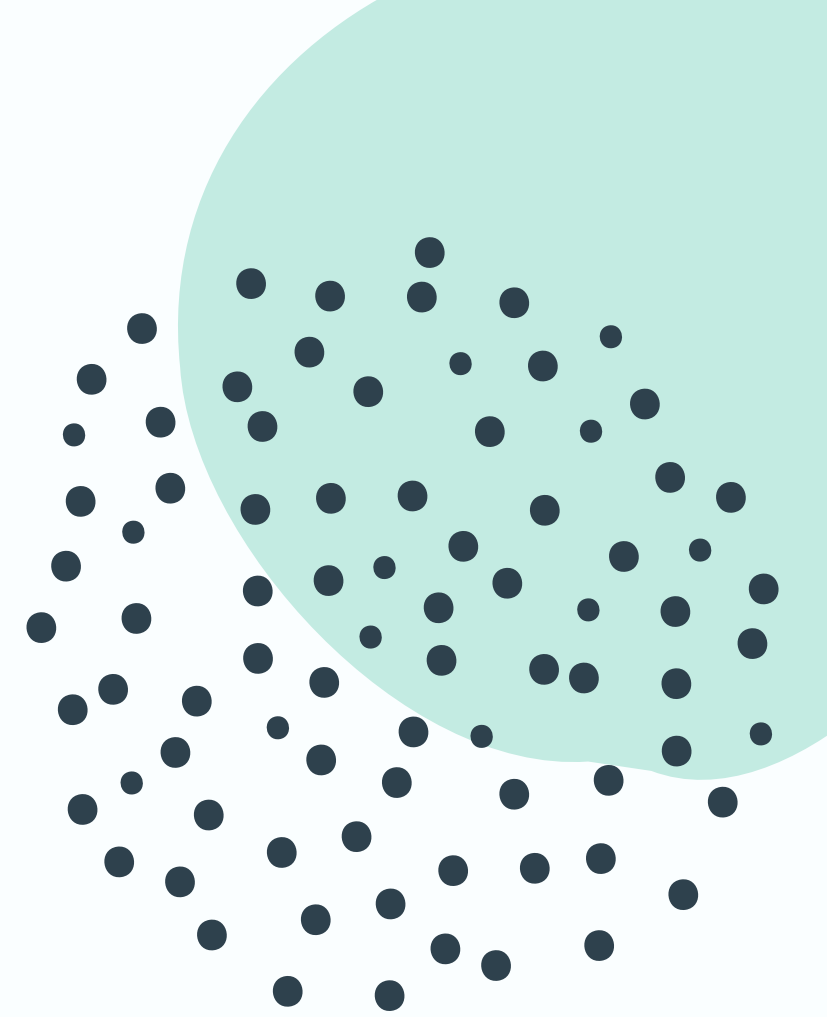
- Increasing impact on people's lives

Falling voter turnout for European Parliamentary elections (1979-2014)

- Particularly among younger voters

Contributing to democratic deficit

- Reduced representativeness, legitimacy, and accountability.





Social Media & Elections

Social Media:

- A significant force in democratic processes
- Cost-effective, fast-spreading, far-reaching

Risks to elections:

- Manipulative advertising
- Disinformation ('fake news')
- Interference from foreign governments

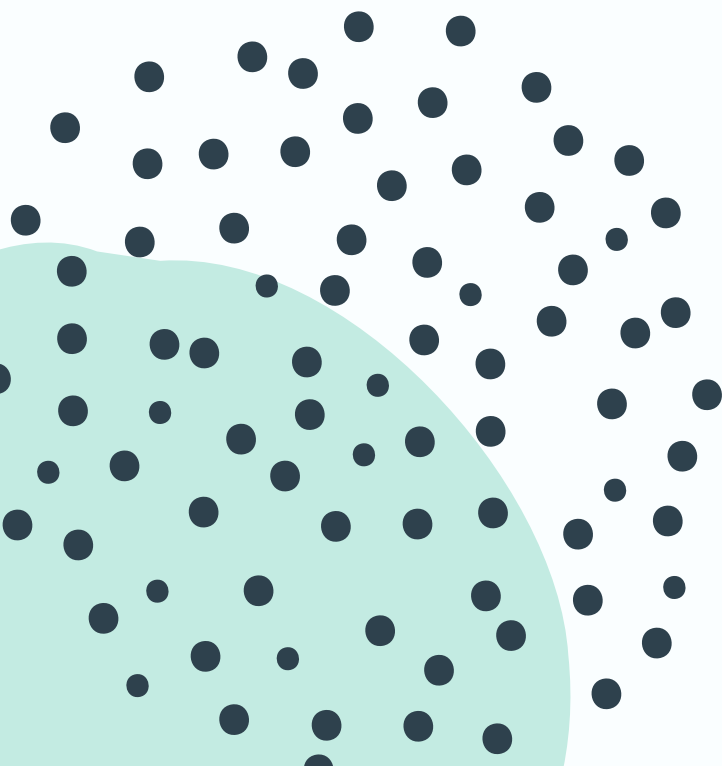


European population:

- 60% use Facebook
- 30% use Instagram

You&EU: Our Campaign

The EU impacts your life #haveasayinhow



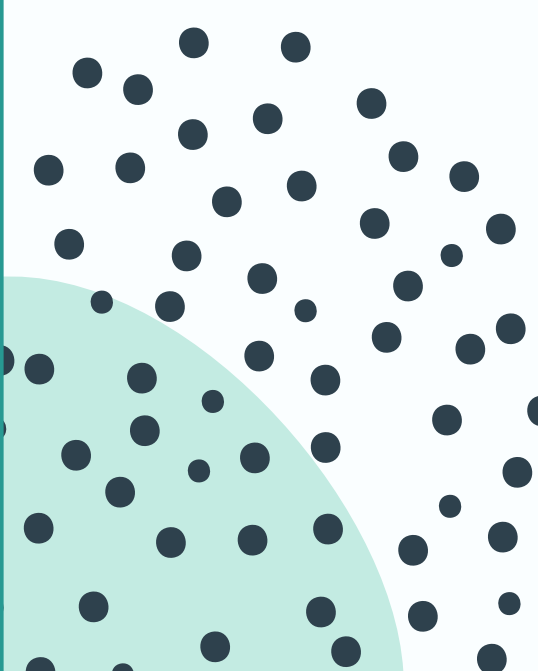
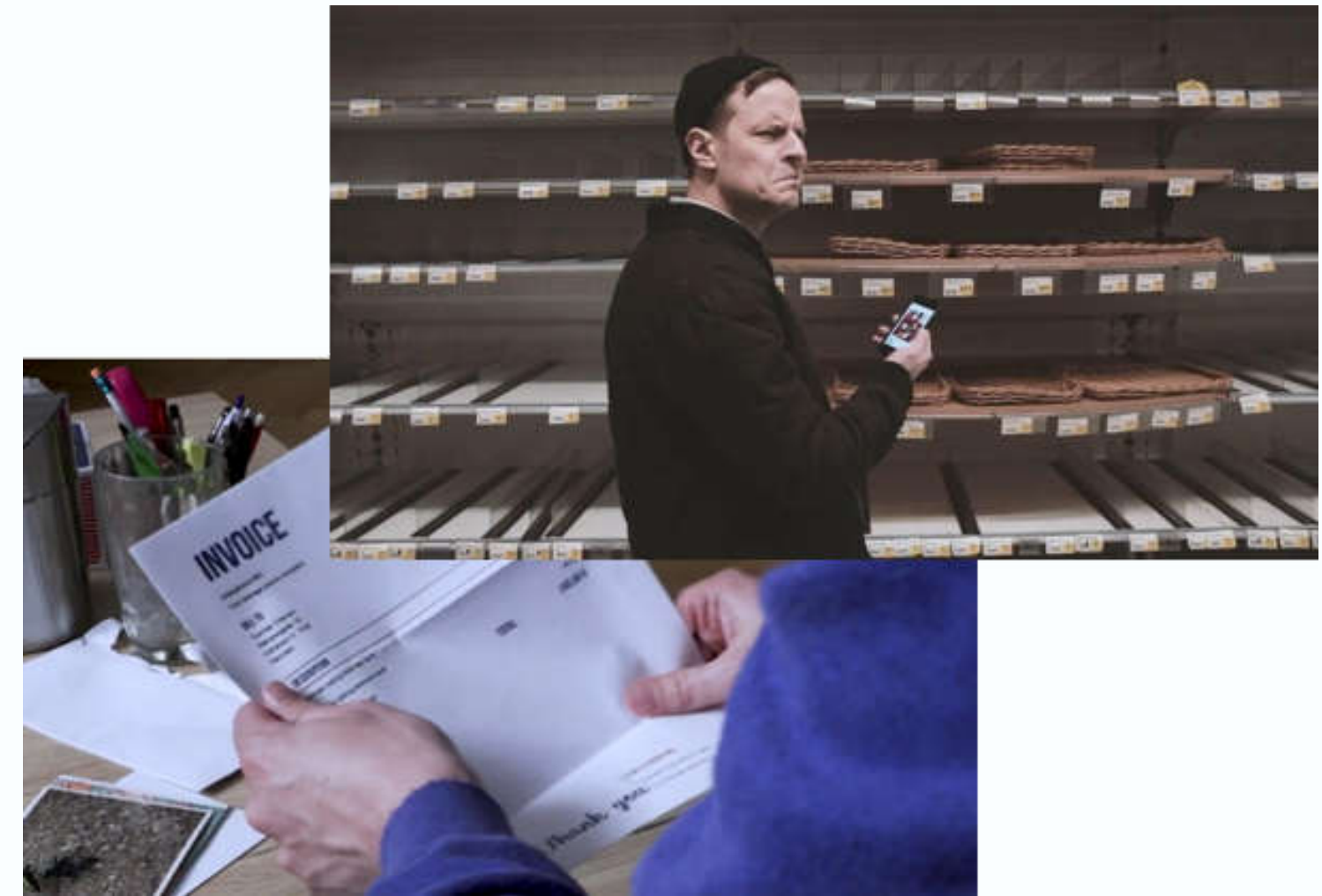
YOU&EU: OUR CAMPAIGN

Flight & EU.
DIRECTIVE NO 261/2004

#EUwordoftheweek
Spitzenkandidat
[German word for lead candidate. A Spitzenkandidat is selected by a European Parliament political group before the European Parliament elections. The leader of the political group that wins the most seats in Parliament becomes the President of the European Commission]

Roaming & EU.
REGULATION NO 2120/2015

#EUwordoftheweek
Eurogroup
[The forum where the 19 eurozone economics and finance ministers meet.]



You & European Parliament
This blog post is part of the series 'You & EU Institutions' in our blog post series 'You & EU Institutions', we have already explored the imp...

Brexit: What you need to know
Brexit is messy and confusing. After more than two years of negotiations it's still not clear what is going to happen. Here is a quick summary of the whole thing...

I'll drink to that: Three EU myths about booze
In this blog post series, we delve into some of the most interesting, weird, funny and persistent myths about the EU. This time we are taking into booze myths. Here is...



What is
You&EU
?

Fight against nationalism.

I'll miss the right to live and work

EU gives us consumer protection

YOU&EU: OUR CAMPAIGN



DINNER WITHOUT EU



Campaign Results:



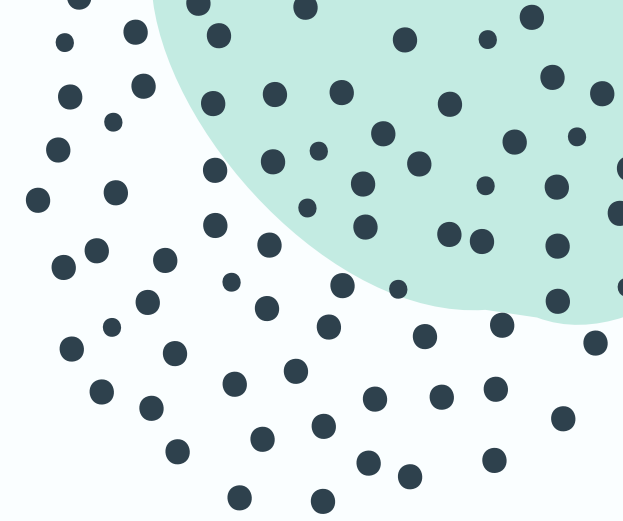
EUR3.599,50
EXPENSES



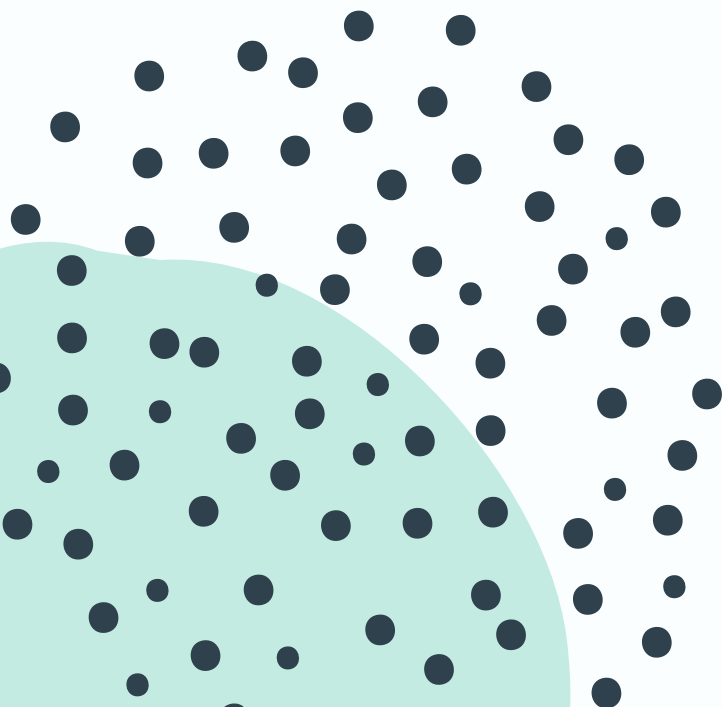
EURO,01
COST PER REACH

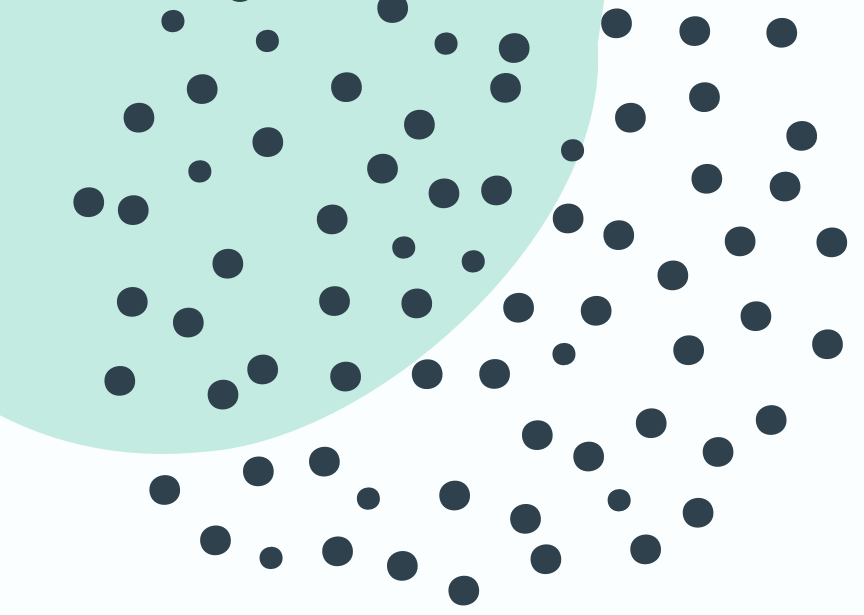


5
VIDEOS PRODUCED



Policy Recommendations





1. VOTING INFORMATION

EUROPEAN PARLIAMENT VS. YOU&EU

How to vote | How elections work | Menu

EUROPEAN ELECTIONS 2019

- in the United Kingdom
- in Ireland
- in Malta
- from Abroad

HOW TO VOTE IN THE UNITED KINGDOM

You&EU

HOME ABOUT VIDEOS BLOG **VOTE** FAQs SUPPORTERS

Austria

REGISTER TO VOTE
 Austrian citizens: Permanent residents do not need to register - you are automatically enrolled on the electoral register.

Austrian citizens living abroad: If you live in another EU country, you may choose whether to vote for candidates from your home country or in the country where you reside. To vote for candidates in Austria, you must register to vote with a local registry. You can vote by [absentee ballot](#) which must be posted by 5pm on election day. If you choose to vote in the country where you reside, check the rules for that country on this page.

Non-Austrian EU citizens: You can choose whether to vote in Austria or in your home country. To vote in Austria, you must register to vote at least 72 days before the elections. You must therefore register before **15 March**. Click [here](#) to find out how to register to vote. If you choose to vote in your home country, check the rules for that country on this page.

DATE OF VOTE
 Elections are scheduled for 26 May 2019

CANDIDATES
 Find out who the current Members of the European Parliament are for your country [here](#)

- Belgium
- Bulgaria
- Croatia
- Cyprus



1. VOTING INFORMATION

CHALLENGE

Voting information was not widely available or accessible

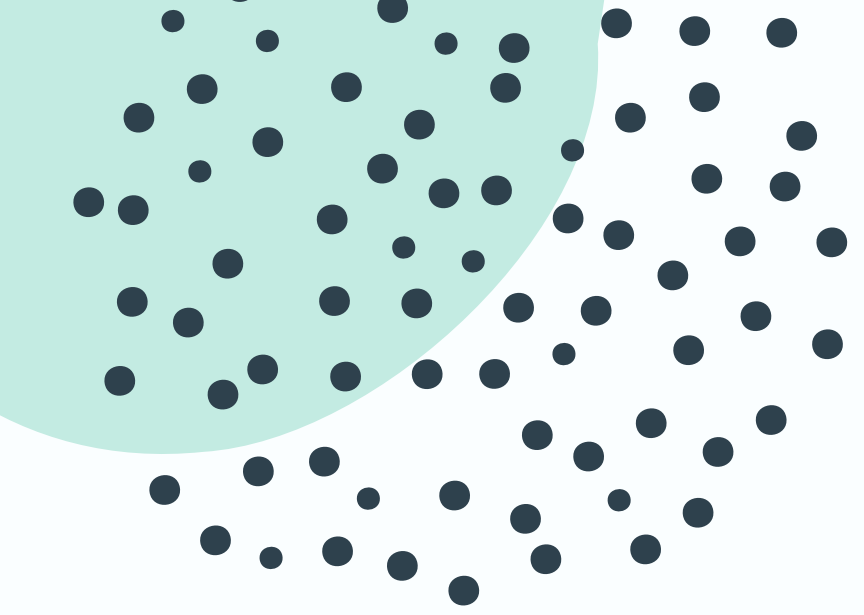
RECOMMENDATION:

A. Clear presentation of voter information on European Parliament website

B. Cross EU-survey, identifying best practice

CHANGE IMPLEMENTER:

Marie-Hélène Boulanger
Co-Head of Union Citizenship Rights and Free Movement & Chair of Expert Group on Electoral Matters



2. CAMPAIGNERS' SUMMIT





2. CAMPAIGNERS' SUMMIT

CHALLENGE

Multiple disjointed efforts but difficulty in collaborating and scaling

RECOMMENDATION:

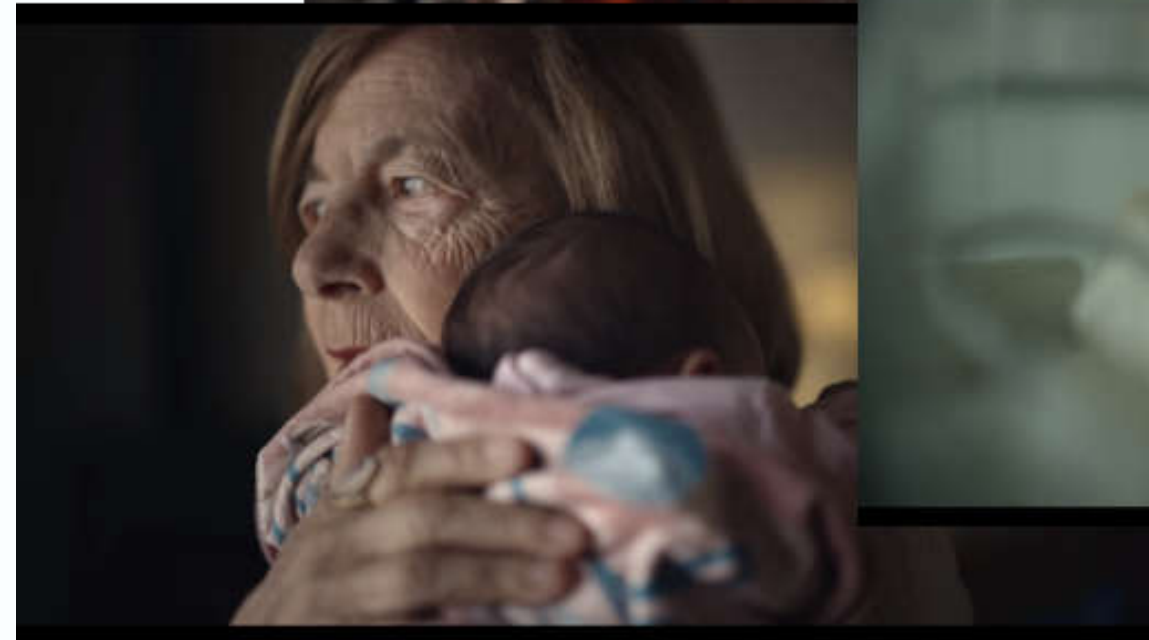
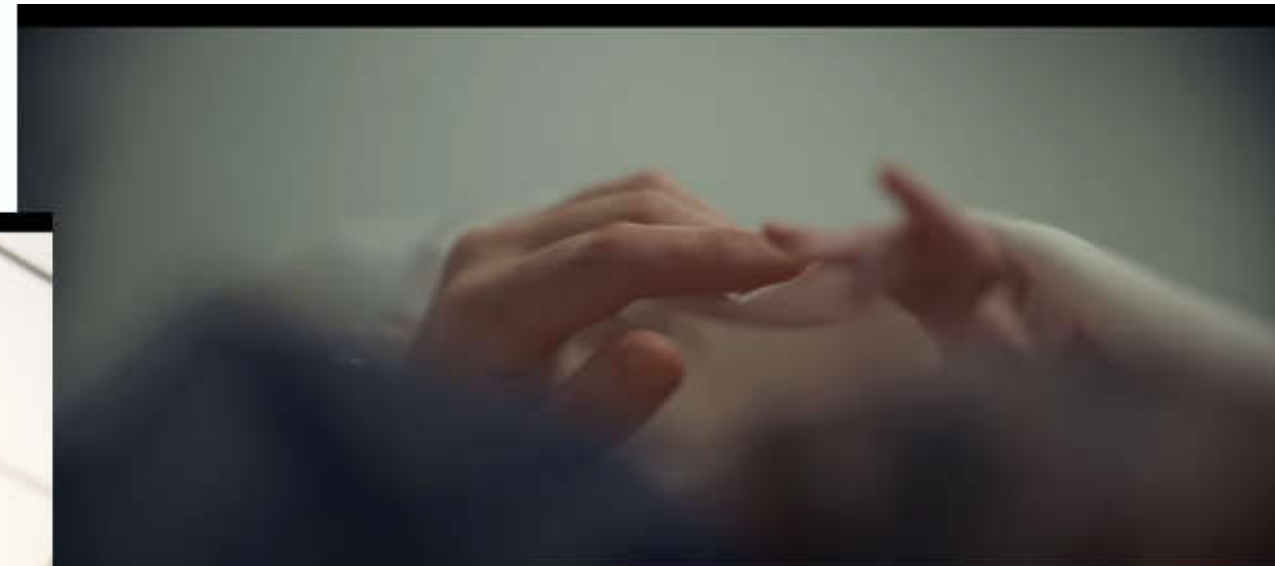
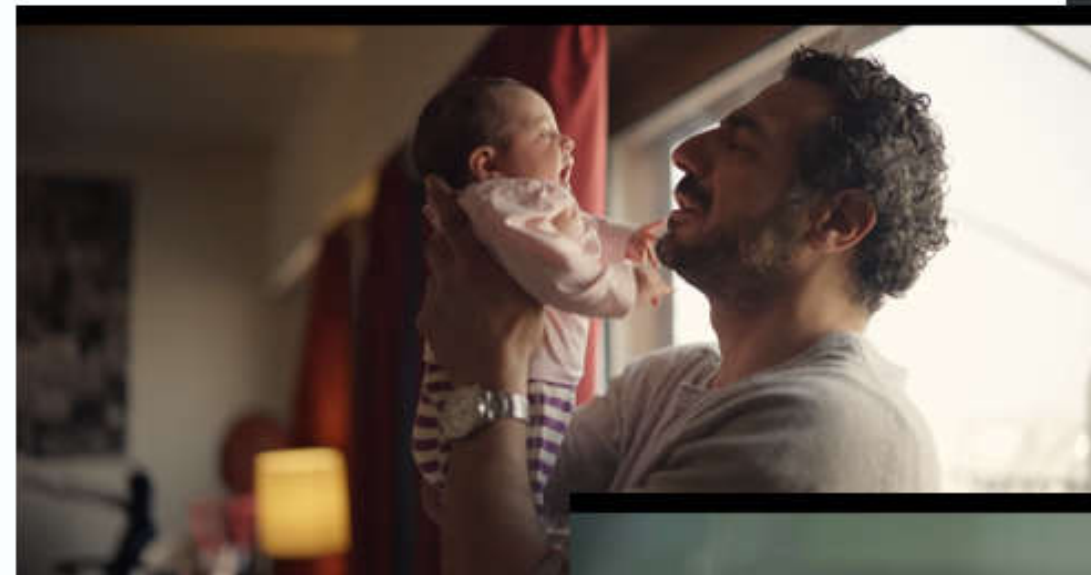
- A. We recommend the Commission supports and facilitates a 'Campaigners' Summit'
- B. To develop a sustainable network

CHANGE IMPLEMENTER:

Irena Moozova

Director for Equality and Union Citizenship & Chair of European Cooperation Network on Elections

3. SOCIAL MEDIA CONTENT





3. SOCIAL MEDIA CONTENT

CHALLENGE

EP use of social media is limited to broad and emotive values rather than concrete, informative messaging

RECOMMENDATION:

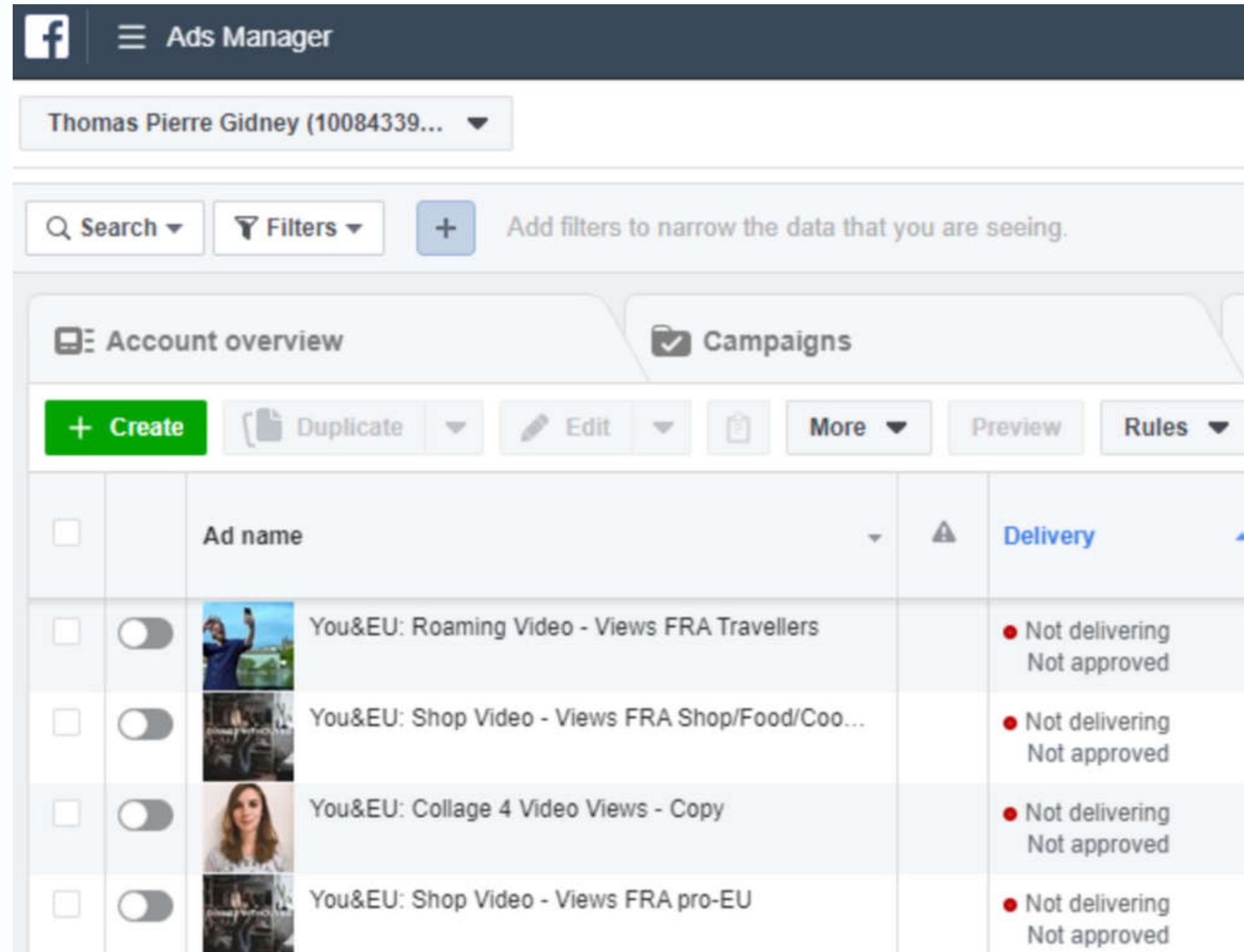
- A. Focus on demystifying the EU for the average citizen

- B. Tailor content to younger audience, including those below voting age





CHANGE IMPLEMENTER:

Dana Manescu
Head of Social Media and Visual Communication Team

4. REGULATING POLITICAL ADS



The image shows a screenshot of the Facebook Ads Manager interface. At the top, there is a dark blue header with the Facebook logo and the text 'Ads Manager'. Below this, a dropdown menu shows the user's name 'Thomas Pierre Gidney (10084339...)'. The main area features a search bar and a 'Filters' button. Below the search bar, there are two tabs: 'Account overview' and 'Campaigns'. A row of action buttons includes '+ Create', 'Duplicate', 'Edit', 'More', 'Preview', and 'Rules'. The main content is a table with columns for 'Ad name' and 'Delivery'. The table lists four ads, all of which are marked as 'Not delivering Not approved'.

<input type="checkbox"/>		Ad name	Delivery
<input type="checkbox"/>	<input type="checkbox"/>	 You&EU: Roaming Video - Views FRA Travellers	● Not delivering Not approved
<input type="checkbox"/>	<input type="checkbox"/>	 You&EU: Shop Video - Views FRA Shop/Food/Coo...	● Not delivering Not approved
<input type="checkbox"/>	<input type="checkbox"/>	 You&EU: Collage 4 Video Views - Copy	● Not delivering Not approved
<input type="checkbox"/>	<input type="checkbox"/>	 You&EU: Shop Video - Views FRA pro-EU	● Not delivering Not approved



4. REGULATING POLITICAL ADS

CHALLENGE

Reliance on self-regulation by social media companies has resulted in policies that inhibit a 'digital single market' and impede transnational campaigns

RECOMMENDATION:

- A. Consultation with media companies & development of clearer guidelines
- B. Mandatory regulations to replace voluntary action

CHANGE IMPLEMENTER:

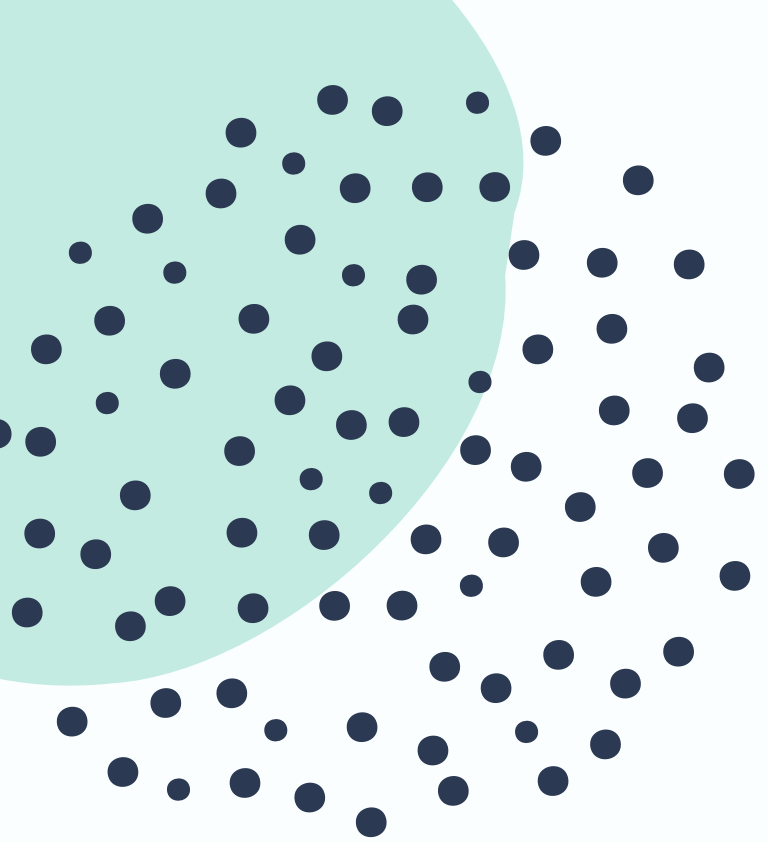
Paolo Cesarini
Head of Media Convergence
and Social Media

Conclusions

- A. Voting Information**
- B. Campaigners' Summit**
- C. Social Media Content**
- D. Regulating Political Ads**

Taken together we argue these initiatives will yield greater **accountability, legitimacy and representativeness.**





The EU impacts your life #haveasayinhow



**THANK YOU FOR
YOUR ATTENTION.**

ANY QUESTIONS?