

EURHOPE Toolkit

The campaign

JEF Europe, together with Make.org, launched EurHope on 9 May in Strasbourg, a participatory campaign ahead of the 2024 European Elections, supported by a coalition of more than 40 actors. In its first phase, the campaign gathered **1.5 million votes** from young people across the EU and more than **5,000 proposals** were submitted to the multilingual online Make.org platform (eurhope.org) available in all Member States.

The proposals emerging from this first phase have shaped the drafting of an Agenda of Hope, set to be shared with European institutions and political actors. The Agenda of Hope aims to put young citizens' priorities in the centre of the public debate ahead of the European elections.

Why EurHope?

The war on the continent, an increasingly obvious climate crisis and the pandemic are some of the challenges that Europe is facing and that amplify division, fear and interference against European unity and solidarity.

According to Eurobarometer, most of Europeans feel uncertainty, frustration, helplessness, anger, and fear. Yet, there is a **sentiment emerging among these predominant feelings, HOPE**. A hope that is active, get up from your couch and make it happen!

The 2024 European elections will be a crucial moment for the EU, and Europeans will have an important role to build an alternative, positive front and to make Europe stronger – together!

This challenge starts by building a dialogue between young citizens, across borders and language barriers to put their priorities for the future of Europe at the heart of the 2024 campaign, replacing the agenda of fear and division with their “Agenda of Hope”.

Join the Whatsapp group of the Taskforce Elections!



The campaign

The Agenda of Hope

The Agenda of Hope gathers **15 ideas that form a consensus among young people** with more than 65% of votes in favour.

You can also consult the 12 ideas that divided young people (45% of votes in favour / 40% against) in the [first report of EurHope](#).

And how do we make it happen?

Together with civil society we wrote a **one-pager for each of the 15 ideas explaining what is the problem, what young people want and how to get there** (spoiler it involves treaty change and federalism!).

We are still looking for volunteers to help translate them in the EU official languages. Write to melanie.thut@jef.eu if you can help!

We are now **meeting with European political parties** to present them the Agenda of Hope and the civil society one-pagers.

Their reaction to each of them will be published on the [EurHope](#) website, where you can already explore the consultation and the agenda!

Democracy and EU institutions

- 1 Reinforcing transparency and ethical conduct of elected officials
- 2 Strengthening the efficiency of European justice systems
- 3 Increasing citizen participation and their understanding of the EU

Economy, social justice and employment

- 9 Promoting easier access to employment, especially for the youth
- 10 Encouraging "Made in Europe"

Health and education

- 12 Enhancing measures at the European level to improve and coordinate education
- 13 Strengthening EU action on inclusive and harmonised healthcare systems

Research and innovation

- 15 Supporting research, innovation and technology in Europe

Climate change and environment

- 4 Developing more efficient and accessible rail transport
- 5 Strengthening sustainable European industries and recycling
- 6 Promoting innovation in European agriculture and sustainable farming
- 7 Increasing the protection of biodiversity within the EU and beyond
- 8 Accelerating the energy transition and the reduction of carbon emissions

EU in the world

- 11 Strengthening a sovereign EU voice in diplomacy

Human rights and migration

- 14 Creating a more efficient European legal framework for immigration

The campaign

EurHope weekend: 1-2 June

What? Call to action to all EU local, regional and national sections, to mobilise during the **weekend before the 6-9 June elections**.

Why? To be loud and visible to **help raise election turnout**, push our ideas for the European future and encourage new members to join!

What to do? A **demonstration, hand out flyers**, do a cultural activities that invite people to vote, **stick stickers across town** etc. You can partner up with the section you are twinned with. Creativity is welcome and you can find a list of **EurHope actions in the next pages**.

When to start? Plan ahead, both to **mobilise** volunteers but also to request necessary use of public space **authorisations** and gather material. *If you don't have much time, still do something even smaller!*

What do you need? A few volunteers and JEF Spirit! If you can, EurHope/JEF t-shirts for visibility, flyers with election date or stickers, EU/federalist flags, photoframe, giant EU map if you have one etc..

How to communicate? Make sure to tag JEF Europe, use #EurHope and #UseYourVote and plan the communication around the event:

- how can one's attention to caught and desire to join your action stimulated? Even if they do not talk to you, how can they leave knowing the election date?
- notify local/national journalists in advance so they amplify your action
- prepare a 20 second explanation of what you are doing for the press and passersby, with
 - the date of the election,
 - JEF name and
 - why we are doing this: importance of elections, we need a more united Europe to tackle the challenges of today and tomorrow.
- who is in charge of taking pictures/ videos?
- what content do you produce before to get people to participate and after the event to call to vote, enhance our visibility & get members?

If you already know what is the next event of your section, make sure to advertise it to fellow young people who might want to join...

Reach out for ideas and help, and let us know **you are doing something** <3!

Activities

1 Local Actions

2 Social Media and Conventional Media

3 Logo, Visual Identity and Merch

Local Actions Examples from JEF Sections



Team up with other NGOs, be loud...

Flashmobs, demonstrations...

... prepare speakers, chants, instruments and request public authorisation,!

...and marches



Leave stickers and posters

Join the “I put it ___ so you can put it in your calendar” !



Unveil a European bench

[More info about the benches here.](#)

Stands

... you can offer civic education activities, see next page!



Escape games

More info coming soon

Local Actions Examples from JEF Sections

Civic education

More info [here](#).



Engaging with candidates

Advocating for our federal answers to the crises we currently face in Europe, based on the consultation results, is at the core of our campaign.

Check our concrete examples in the Agenda of Hope one pagers and present them to EP candidates. What is their stance on our ideas? How can they imagine to implement them?

Remember that the consultation results are grounded on over 1.5 Million votes on the platform so candidates should be interested in discussing these issues with you.

Organise a watch party

A watch party brings together a group of people to watch a debate or elections results. People can spend time with each other, eat and drink, play games, and learn how candidates approach issues that matter to them!

The final lead candidate debate will take place on 23 May from 3 to 5pm CEST. Reach out to your local Parliament Liaison office to organise together. First time voters from offices of France, Germany, Spain, Greece, Lithuania, Romania, Slovakia, and Finland will be able to ask questions live! So contact those offices in advance to snatch one, we can help pick a question if you need help.

Tips for hosting a watch party:

- Decide where you want to host it. Think about a place with enough room for everyone you think will come. Is it accessible to everyone?
- Figure out how you will watch the debate and check your technology! Make sure your computer, tv or projector, and internet connection are working ahead of time!
- Ask people to come! One of the most important parts of a watch party is...people! You want to make sure you are inviting people to attend.
- Promote your event (Post on social media | Create a Facebook event | Think about what groups and clubs you are a part of and invite them. | Send to friends or colleagues to include in newsletters.)
- Have refreshments ready! Get some drinks and snacks for people to share during the party. Everyone loves free food!
- What activities will you do and what materials do you need? Think about what activities you can do to keep people engaged (Post on social media. Use #EurHope and #JEFspirit | [Play a game of Bingo with JEF.](#) | Have a group discussion.)
- Don't forget to remind people who said they were coming about the event.

For the **Maastricht debate** of 29/04, you can also record questions.

Organise debates and events on the Agenda of Hope and the European elections

Organise events and debates covering topics of the campaign, such as those related to the Agenda of Hope. If you wish to organise it at the university, you can find a [concept note](#) - alongside different formats. You can also consult [argumentation cards](#) for combatting frequent EU criticism and [material](#) from our 2019 campaign #IChooseEurope.

Consider partnering with associations working on the topic and members of the EurHope coalition.

Tips for debates:

- Choose topics that resonate with the general public and align with their hopes and expectations.
- Use various sources to gather comprehensive information on the selected themes.
- Engage with civil society organisations to incorporate diverse perspectives and enrich the discussions.
- Select panelists based on their expertise, experience, and relevance to the chosen theme.
- Ensure gender and political balance within the panel to promote inclusivity and diverse viewpoints, while respecting the transpartisan nature of JEF.
- Engage in preliminary discussions with each guest to verify information that will improve the quality of the debate.
- Create an engaging social media campaign to promote the event.

Build your local Agenda of Hope

The outcomes of your debates and discussions present an opportunity to build your local Agenda of Hope, that raises the needs and aspirations of your community. This Agenda can be shared with stakeholders across various sectors.

How to engage with stakeholders?

- Informing the public about the Agenda
- Fostering consultative processes that invite input and feedback from diverse groups.
- Empowering key community stakeholders to actively participate in the decision-making process.

Partnering with others

To make these European elections truly European, don't hesitate to partner up with other JEF sections!

Nationally, regionally or locally you can partner up with partners of EurHope including local/regional/national sections of European partners such as Erasmus Student Network, European Student Union etc.

You can for example host together a presentation of the Agenda of Hope.

You can find the latest list of civil society partners below.

Civil Society EurHope partners



Social Media

Feel free to tag us in your posts! So we do not miss out on your actions and can react and repost!

Twitter: @JEF_Europe

Instagram: @JEF_Europe

Facebook: Young European Federalists [JEF]

TikTok: @jefeurope

Hashtags: #EurHope #AgendaofHope #JEFspirit

And conventional media!

If possible, **publish articles and media coverage on the campaign** and its topics, for example on the different Agenda of Hope proposals, or other federalists ask we have.

You can target local or regional press to do so, also to cover your street actions and other activities.

For national press, the media who shared the first Oped launching the campaign are a good start, you can find them at the bottom of the [EurHope page](#).

A series of articles addressing the topic will be published by the different language editions of the JEF magazines (e.g. for the English version, check out The New Federalist). Let us know if you feel inspired to write something about this topic.

Read the article on Times of Malta [The year of Hope for Europeans!](#)

Logo & Color Palette

EURHOPE
for the future

**EUR
HOPE**
for the future



BLUE: #0065f7
YELLOW: #ffc81a
WHITE: #fffdfd

You can also use the white version of the logo.

YOU CAN FIND ALL THE LOGOS HERE

Font

FONT OVERVIEW

FUTURA LT PRO MEDIUM COND ITALIC

Text sample *THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG*

the quick brown fox jumps over the lazy dog

FUTURA LT PRO XBOLD COND ITALIC

Text sample ***THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG***

the quick brown fox jumps over the lazy dog

CAVEAT REGULAR

Text sample *THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG*

the quick brown fox jumps over the lazy dog

AKSHAR LIGHT REGULAR

Text sample THE QUICK BROWN FOX JUMPS OVER THE LAZY DOG

the quick brown fox jumps over the lazy dog

YOU CAN DOWNLOAD ALL THE FONTS HERE

Banner

Roll-Ups

Eco-Bottles

Pens

Stickers

Mugs

Notebooks

Tote Bags

T-shirts

When you create merch don't forget to add JEF Europe and the partners logos (especially for banners, roll-ups).

YOU CAN FIND ALL THE MERCH VISUALS HERE

VISIT OUR JEF SHOP!

Other Visuals

1 **Posters**

2 **Graphics**

3 **Short videos/GIFs**

4 **Desktop Visual**

5 **Frames for Posts and Profile Pictures**

You can use these tools to create your visuals (for SM comms, events, etc.)



Calendar

March:

- 18-25.03. - Democracy under Pressure
- 22.03. Candidate Debate in Malta
- 26.03. Task Force Meeting

April:

- 06.04. #EurHope Democracy Festival in Madrid
- 12.-24.04. Federal Committee in Tartu
- 27.04. Big march for EurHope in Lyon
- 30.04. Task Force Meeting

May:

- 08.05. Final MEET debate with EP candidates in Brussels
- 09.05. EurHope day!
- 21.05. Task Force Meeting

June:

- 1-2.06 : EurHope weekend
- 6-9.06. European elections
- 25.06. Task Force Debrief Meeting

Highlights by weeks

Week/Day	Topic
15.03-30.03	Democracy
15.03	Democracy - Agenda of Hope
18.03-25.03	Democracy under Pressure
30.03-15.04	Health and education
01.04	April's fool
15.04-30.04	Climate
22.04	Anniversary: Paris Agreement
02.05	EU overshoot day
30.04-15.05	Work and research
01.05	Labour Day
08.05	MEET final debate
09.05	Europe Day
15.05-30.05	EU in the world
25.05	Countdown EU elections

And after the elections?

The Agenda of Hope requires Treaty Change to be fully implemented, so after the elections we will continue to advocate for EurHope with #TreatyReformNow.

We recently sent out letters to Charles Michel, Ursula Von der Leyen and all heads of States and Governments of the European Council, together at the initiative of the Union of European Federalists, with the European Movement International and the Spinelli Group to ask them to **add treaty change to the agenda of the European Council**.

Check our Treaty Change page for more information!

Contacts



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