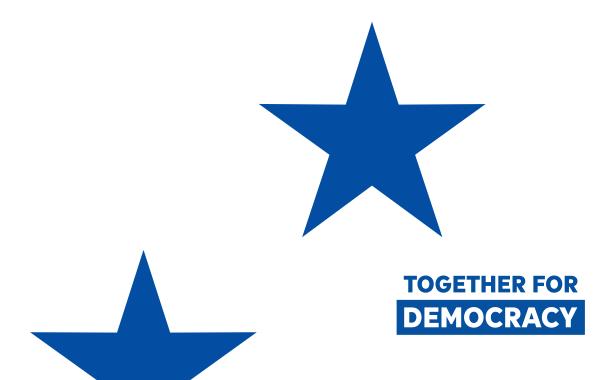


together.eu PLAYBOOK







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#USEYOURVOTE



Jaume DUCH GUILLOTDirector-General Administrator

Dear friends,

Welcome to the **'together.eu – playbook'**, our brand new blueprint to help promote democratic participation.

A simple playbook for a big mission: to empower citizens, emerging leaders, content creators, civic organisations and relevant EU institutions – all of us – so we can keep growing a vibrant, connected community that stands for democracy and encourages everyone to use their vote.

The 2024 European elections will determine how together we will face one of the most challenging times our generation has ever known. With our national governments, the next European Parliament and the next European Commission will have the daunting task of navigating uncharted waters, while we shape our collective destiny.

We must make sure citizens have a say and use their vote.

The together.eu playbook is our essential toolkit, providing recommendations, resources, and a simple roadmap to guide our voting efforts – **#UseYourVote**.

I would like to express my gratitude to everyone who has made it possible – from the colleagues in the European Parliament's Directorate–General for Communication, and our liaison offices in the Member States, to all the national and pan–European civil society organisations who have shared their invaluable insights and advice.

I want to give a special mention to the local change-makers – top together.eu community members – who bring the vision of together.eu to life. From classrooms to business conferences, from sports fields to town squares, they represent the beating heart of our shared European democracy.

Let us seize the moment. Here is to making history, one vote at a time. **#UseYourVote**.

Yours sincerely,

Jaume DUCH GUILLOT

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- The together.eu community brings together tens of thousands of people from all over the EU who are willing to take action to support European democracy and promote active participation in voting.
- In 2019, the platform successfully mobilised over 300 000 citizens to actively promote voting in the European elections. The turnout was the highest in 20 years!
- Since then, we have focused on connecting people locally and across EU countries to share knowledge, learn new skills and bring our message to the communities around us.
- While together.eu remains committed to building and nurturing our community, in the run-up to the 2024 European elections our focus will be on inspiring an unprecedented number of people to use their vote.
- The European Parliament invites people to join, help promote the project, and encourage voter participation in the upcoming elections. No matter who you are or where you are from, if you believe in democracy, you are already a part of the family, and we invite you to #UseYourVote.
- We have set up an online platform <u>together.eu</u> to manage our community's online activities, regular mailings and direct messages.
- The together.eu platform is not a news hub covering the European Parliament's activities.
 You can find news on europarl.eu websites and social media.
- The together.eu website will function as a hub portal, offering personalised experiences in 24 languages, and all essential information and relevant links in one place.
- We are packing this platform with useful tools, resources and assets to help you.
 Anyone will be able to download event information, campaign and training materials, without being required to log in.
- Once you sign up on together.eu, you can decide how much you want to participate.
 You might only want to get emails to find out what is happening in the community.
 Or you could join some events now and then. Or you could simply encourage others to use their vote. It is up to you!
- No matter who you are or where you are from, if you believe in democracy, get ready to energise voters, and make the 2024 elections a democratic milestone for the European Union.



#USEYOURVOTE: QUICKWAYS TO SUPPORT THE 2024 EUROPEAN ELECTIONS

These short but effective tasks can be done now and take little time and effort.

WHAT YOU CAN DO IN 5 MINUTES:

Websites and action letters:

- Register on the **together.eu** website so you stay connected and informed.
- Receive key election reminders by completing the #UseYourVote reminder.
- Invite three of your friends to sign up by sending them your unique together.eu link.
- Send an email to three colleagues asking them to sign up for the **#UseYourVote reminder**.
- Share factsheets on what Europe has done near you by using the What Europe does for me website.
- Invite your network to try out the <u>Digital Journey</u>. These virtual tools allow people from across Europe to explore the European Parliament from their home, to get a better notion of what it is, what it does and what it stands for and by extension, to better understand the importance of voting in the European elections.

Social media:

- Follow the European Parliament on your favourite social media.
- Now that you follow us, please retweet, share your story, or like and comment on our posts. Sharing posts with your network will help people see what the Parliament is up to and help them make an informed decision about how to vote in the 2024 European elections.
- Encourage your friends and family to follow the European Parliament accounts as well.
- Write a story/post about the 2024 European elections. Briefly announce to your network that there will be elections next year, giving the dates (6-9 June 2024), and encourage people to vote, as this is a good first step toward raising awareness. Do you want to know more about why, how, when and where to vote? You can find more information here: elections.europa.eu.
- Write a quick post on social media (#UseYourVote) about why you will be voting in this year's elections.

In person:

- Talk about the upcoming elections at your next family gathering.
- Inform your friends about the election date and suggest that they get a voting reminder by using the #UseYourVote - remind me to vote feature.
- Put a together.eu sticker on your phone cover, laptop, bike, bag, water bottle, diary...
 anywhere people will notice it! You can download stickers here.
- Print election information and materials from the <u>together.eu download centre</u> and leave them at your school, university, office, cultural or sports centre...

IN 30 MINUTES

In addition to the steps above, investing just a little more effort can significantly amplify voter turnout. The things you can do include:

In person:

- Starting a conversation with your friends and family about the EU and the European elections is one of the best and most concrete things you can do to help them engage with European democracy. Bring up some recent news, discuss how it is playing out across Europe and the EU decision-making bodies, and ask them to form an opinion. You will find conversation starters on the **European Parliament website**.
- Bring up an issue the person you are talking with cares about.
- If the person you are talking to is politically informed, you can connect national politics to European politics.
- Be sure to keep the conversation positive. Everyone is entitled to their opinion, and the right to express this opinion is enshrined in the democratic values the European Parliament stands for. Democracy is about the freedom to express a plurality of opinions.
- In your conversations, you might come across disinformation narratives. Check out the page on **disinformation** to learn how to deal with this appropriately.

IN 60 MINUTES OR MORE

These tasks take a bit longer, but completing them will be a great service to European democracy.

In person:

Back to school/university initiative: In collaboration with your past (or present) teachers and colleagues, organise a short presentation to students to share insights about the EU, the European Parliament, and the importance of elections and voting.

- Engage with young people and first-time voters: Offer to deliver talks about the EU, the European Parliament, and election processes at your child's school or university, so as to foster a better understanding of these vital topics among the younger generation.
- Remember to publish your event in the events section of **together.eu**.
- Share information about the <u>European Parliament offices</u>, <u>Europe Direct centres</u>, or <u>Europa Experiences</u> in your area with your friends and family. Organise a visit to <u>together.eu</u> <u>events</u> near you.

Engage your networks

Do you know **any civil society organisations,** online content creators, or private organisations that would be able to support the European Parliament's efforts to promote the European elections?

- Reach out to them and see if they would be interested in contributing.
- Invite them to sign up to together.eu, the main hub for contact between civil society and the European Parliament.

IN A DAY OR MORE

Are you committed to the cause of European democracy? Do you want European democracy to thrive? Then these tasks are for you!

- Get involved in activities organised by the <u>European Parliament Liaison Offices (EPLOs)</u>,
 <u>Europe Direct centres</u>, or <u>Europa Experiences</u> in your area. Find out if you can help organise together.eu events near you.
- If you work in a larger organisation, encourage your employer to promote voter participation among employees. Organise discussions and distribute voting information.
- Spend a few hours helping your family, friends and colleagues to register to vote, especially
 if they will be abroad during the elections (6-9 June 2024). You can find all the necessary
 information on elections.europa.eu and together.eu.
- If you are bilingual or multilingual, volunteer to translate voting materials, campaign information, or educational resources into languages spoken by minority communities in your area.
- Spend time creating informative content about the electoral process, voting rights and the importance of voting. This could be in the form of blog posts, videos, or infographics you share on social media (#UseYourVote). Consider uploading your materials to the together.eu download centre.

- Work with local newspapers, radio stations or online media outlets to raise voter awareness through interviews, articles, or op-eds.
- Collaborate with local schools, universities and youth organisations to run voter education programmes for young people. Encourage them to participate in mock elections to practice the voting process.
- Host events like voter registration drives, or community gatherings focused on energising voters and encouraging them to turn out and use their vote on election day. Remember to publish your event in the events section of <u>together.eu</u> and get in touch with your <u>local</u> <u>EPLO</u>.
- During the election week, get involved in activities to encourage voter turnout, such as organising transport to polling stations for those in need or assisting with early voting efforts.
- If you are ever in Brussels, Strasbourg or Luxembourg, take the opportunity to visit the European Parliament. Depending on where you are, you can explore the plenary chamber, check out the <u>Parliamentarium</u>, learn about <u>European history</u>, particularly at the <u>House of European History</u>, and get more info at the <u>Info Hub</u>. There are also <u>Europa Experiences</u> to discover in various EU countries.

GETTING THE MOST OUT OF TOGETHER.EU

Now that you are registered on **together.eu**, it is time to turn your passion for democracy into action. In this section, we invite you to discover more tips and tools that can help you organise and take action confidently.

So, let's roll up our sleeves and dive in.

I. How to craft compelling messages and communicate effectively

Below you can find a list of tips on how to write appealing, yet simple messages to connect with your audience, whether they are students, colleagues, organisations or local authorities, and inspire them to act:

- Speak from the heart. Craft messages that resonate emotionally and encourage action.
- Use simple, engaging language for authentic communication. Avoid messages filled with complicated language.
- Be clear and concise, focusing on the subject that you are discussing and why it is important.
- Pause, think about the people you are speaking to and then adapt your message accordingly. Does it sound authentic and appropriate for the audience you have in mind?
- Find the best channels you can use to communicate with your audience.
- Subject lines and headings can make all the difference. You want them to be both attentiongrabbing and, again, authentic. Avoid clickbait and woolly headlines.
- Always be clear on what action you want the audience to take and the expected benefits.
- Feel free to experiment and refine your messages based on what you learn about your audience and what works best.

II. together.eu talking points

Talking points can help our community to keep our messages consistent and ensure they have an impact across all of our activities.

Here we include a set of talking points you can use to draft your messages and communications. Remember, adding your personal touch can make them much more powerful.

- Democracy can be cultivated wherever you are, in your kitchen, on your street, with your community, wherever you decide to change something you care about.
- Each action helps to build into something bigger. Together, we can strengthen a Europe that
 gives us the right to live where we choose, to say what we think, and to love who we want.
- Democracy in the European Union means peace, freedom and a good quality of life. It brings such important benefits to us that we often hardly notice them.
- together.eu was created to bring together thousands of people wishing to promote the 2019
 European elections. Today, we are a connected community where people from across Europe meet, share knowledge and learn new skills.
- Together, we can help build the biggest voter turnout yet for the 2024 European elections and strengthen our democracy.

III. Making the best use of the download centre (together.eu materials)

You can find, download and upload any material related to the 2024 European elections on the **download centre**.

What is the together.eu download centre?

The download centre was created to provide a common digital repository for anyone – including partner organisations – in the together.eu community. Anyone is free to upload content that they think resonates with the principles of together.eu and that might also be useful for others. Keep in mind that content can be viewed and downloaded by anyone who has agreed to the **terms of use** and the **code of conduct**.

What content can I find in the download centre?

We welcome all digital and print materials for events, campaigns, training sessions, and creative initiatives from all around Europe and beyond that are intended to share knowledge with others. The content must be relevant to the goals of together.eu and in line with its values. We prioritise content that is timeless or that can be used more than once. Before uploading new material, ask yourself: how could it be useful to the rest of the community? Would they like to share it or use it? If you want to publicise an event, please check the event section.

What does the content look like?

Material can be uploaded in a wide range of formats, such as GIFs, infographics, leaflets, pictures, podcasts, posters, roll-up banners, social media cards, stickers, videos and transcripts.

The together.eu website is available in all of the EU's official 24 languages and so material can also be uploaded in all of these languages.

IV. Training courses

together.eu provides training materials to empower and inspire democracy enthusiasts. These resources can be used for personal inspiration or shared within various groups, such as organisations, schools, sports teams or cultural clubs. Check out the **together.eu eLearning modules**.

How to submit a petition on something the EU is able to act on:

After completing the course, you will have learnt:

- What the EU's competences are.
- How to submit a petition to the European Parliament.
- What happens to your petition after submission.

What does it mean to be a together.eu community member?

This course is available in all the EU's 24 official languages and here you will learn:

- What you can do on together.eu.
- How to become a top-lead member of the together.eu community.
- What other together.eu community members have been doing.

Tips and tricks for a successful campaign:

Key content:

- How to pitch a story to the media.
- How to build up a grassroots campaign.
- How AI can help you to organise your campaign.

How to organise a together.eu event:

In this course you will learn:

- How together.eu can help you organise your own event.
- How you can design an accessible event.
- How you can involve politicians and media in your event.
- What other together.eu community members have been organising.

GROWING THE TOGETHER.EU COMMUNITY

I. Some key engagement strategies to connect and inspire action

Our primary focus is on building strong connections within our community. Suppose you are a registered member on the **together.eu** website. In that case, we invite you to endorse the following engagement strategies to foster community involvement and collaboration, ultimately advancing our shared goal of promoting the 2024 European elections.

Seminars and training courses

- Take part in introductory and regular seminars to be part of the together.eu community in your country. You can join in person or online (check out the events section of together.eu, the website of your closest European Parliament Liaison Office (EPLO) or Europe Direct centre).
- Inspire and be inspired by the EPLOs, add meaningful insights and do not be afraid of sharing your point of view.
- The more the merrier: being active means being engaged in democracy and having the opportunity to share experiences with like-minded individuals all over Europe.
- If you are already an active together.eu member and you have skills in a particular field (e.g. public speaking, photography, event organisation, etc.) you can team up with your local EPLO to train other people.
- Put yourself forward as a speaker during an event hosted by your nearest EPLO.
- Organise an event in partnership with your EPLO and with other key players (e.g. civil society organisations, non-governmental organisations, universities, educational and youth organisations etc.).

Community networking opportunities:

- Extend invitations to the together.eu community for relevant events in collaboration with local organisations, associations and stakeholders.
- Organise a debate on a topic of your choice, related to the European elections, and invite local experts to participate in the discussion.
- Organise a networking event or an informal lunch you just need an open space or a café where people can gather and exchange ideas about how to promote the 2024 European elections.
- Contact your local newspaper or radio station to tell them about the European elections and your involvement in the together.eu community, help them write an article; or take the initiative: put pen to paper and write one yourself!
- Consider proposing yourself as a speaker for an event hosted by your EPLO.

Create your activist plan

- Develop plans to support EPLOs.
- Facilitate ideas and connections with fellow together.eu community members or partner organisations.
- Initiate dialogues and debates around a specific topic of interest.

TAPPING INTO THE MEDIA'S POTENTIAL TO DRIVE ENGAGEMENT

I. How to maximise reach and impact through social media (#UseYourVote)

Direct messaging: communication is increasingly taking place outside mainstream platforms. Direct messaging platforms such as WhatsApp, Messenger, Telegram and Viber are replacing traditional social media platforms. Get involved in those conversations and help promote the European elections there.

Social media groups help the together.eu community to stay connected and spread the desired message more effectively. A Facebook group, a LinkedIn community or a channel on Instagram are ways to stay connected with the community and have direct communication, while at the same time allowing live feedback and interaction among the members of the community. Contact the nearest **European Parliament Liaison Office** to see if you can join any existing online groups. Use the **#UseYourVote** hashtag where appropriate.

II. Building positive connections with traditional media

Promoting media actions and working with journalists is a core part of our engagement strategy. Traditional media can reach a large and diverse audience, create a strong and lasting impact, and complement digital media efforts. Traditional media can target specific geographical areas, demographics and psychographics.

A solid presence in traditional media increases the awareness, credibility and reputation of together.eu and can be beneficial for social media reputation and presence, as it drives traffic and conversions to digital platforms.

How to promote media actions locally:

- Define a clear message that you want to deliver in relation to the European elections.
- Create engaging material.
- Use local keywords.
- Collaborate with local businesses, influencers or organisations that share your target audience.

How to work with journalists:

- Identify journalists who deal with topics that relate to the European elections.
- Send them your personal story about your involvement in the together.eu community and how you support European democracy.
- Involve journalists in events, allowing them to interview and interact with key players.
- If you're a journalism student, collaborate with your university to host an event, write a story about the together.eu community, educate fellow students on the significance of voting, and encourage them to become part of together.eu.

How we deal with disinformation:

Disinformation, information manipulation and harmful narratives can pose a serious threat to the democratic functioning of the European Union. It is a constantly evolving landscape, with constantly changing actors, tools and tactics. Find more information about **disinformation via this link**.

Lines to remember

- Voting helps safeguard democracy. Democracy is a system that gives people the power to make decisions, by allowing citizens to vote on their leaders. Democracy ensures that those in power are accountable to the people and that their rights and opinions are respected. It promotes equality and the protection of individual freedoms, making it an important way for a society to make decisions collectively, be it at regional, national or European level.
- Voting is a fundamental pillar of democracy and is crucial to safeguarding its principles.
- Voting upholds the principle of popular sovereignty: the government's power and legitimacy derives from citizens' consent.
- Voting serves as a mechanism to hold elected politicians accountable for their actions.
- This accountability ensures that elected officials remain responsive to the needs and expectations of the people they represent.
- Voting promotes inclusivity and equality in democratic societies. It provides an equal opportunity for all eligible citizens to participate in the political process, regardless of their socio-economic status, race, gender, or other characteristics.
- Inclusivity and equality are crucial to fostering social cohesion, preventing discrimination, and upholding the principles of fairness and justice.
- The European Parliament wants to support everyone wishing to highlight the importance of voting in the European elections among their friends, families and communities, through the together.eu project.

RESOURCES, GLOSSARY AND CONTACTS

I. Useful resources for creators and together.eu members

- The <u>What Europe does for me</u> website presents a series of short notes showing what the EU has done for people. In a one-page format, these notes are available for you to read, share or reuse. In addition, if you want to dig deeper, have a look at our longer briefing papers on EU policies.
- Downloadable materials are available from the download centre.

II. Other downloadable templates (email templates, flyer designs, social media post templates, etc.)

A common download resource centre with:

- Resources from the European Parliament.
- Resources from members of the community.
- The materials in the download centre will continue to expand and be added to over the next few months as we approach the 2024 European elections.

Digital and print materials for events, campaigns, training and creative initiatives, including the 2024 European elections.

- Available to all users no login required to download.
- Resources can be filtered by date, campaign, language, type (infographic, poster, video etc.).

III. Remember

The together.eu and 2024 European election campaign are non-partisan and neutral; your political interests should not be central to your involvement. For data-protection reasons, always ask for permission before taking photos or sharing email addresses.

If you have any comments or queries, please feel free to contact us at any time.

IV. Contacts

You can contact our team via https://together.eu/contact. This page enables you to share your comments and suggestions about the together.eu website and the community. Please complete the form using one of the official languages of the European Union, and you will receive a response via email.

Alternatively, do not hesitate to contact your nearest **European Parliament Liaison Office.**

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