EURHOPE
for the future

2024 European Election participatory engagement campaign for young citizens
European society stands at a crossroad: we face war on the continent, rising inflation, an increasingly obvious climate crisis and the pandemic. The next European elections will be crucial. Our destiny lies in our hands. We need a strong voice to make Europe more resilient - together! A sustainable path for this future can only be taken with young people on board. Therefore, JEF and Make.org are launching the unique, non-partisan, massive and participatory initiative “EurHope” which will reach 10+ millions citizens in a collaboration with academics, NGOs, European regions, cities and transnational institutions. It will outline the future that the European youth jointly envisages and spearhead the mobilisation of young European citizens, ahead of the elections.

“A Europe, where the public debate ahead of elections only takes place on the national level is not a proper Union. A constructive, multilingual and participatory exchange between citizens across borders is needed to build a more united and democratic Europe!”

“EurHope will engage citizens on a massive scale, to put their priorities in the centre of the public debate ahead of the European elections.”

JEF Europe

Make.org
Our theory of change
How our actions will make a difference

Starting points/Challenges:
- Raised turnout amongst young people in 2019
- Multiple ongoing crises
- People want to know who is going to solve their problems

Activities:
- Engaging online tools
- Street campaigning
- Lobbying European parties priorities

Outputs:
- Citizens' ownership of generated priorities
- Engagement with the topic of 2024 elections
- Party manifestos shaped based on citizens' priorities

Outcomes:
- Raised awareness about 2024 European elections
- Better knowledge of party/NGO positions

Impact:
- Increased voter turnout at 2024 European elections
**Timeline**
The project plan

<table>
<thead>
<tr>
<th>Phase 1</th>
<th>Phase 2</th>
<th>Phase 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Priorities identification</strong></td>
<td><strong>Solution collection</strong></td>
<td><strong>Engagement &amp; campaigning</strong></td>
</tr>
</tbody>
</table>

- **Massive online CONSULTATION:**
  What are your ideas for building together a Europe that can respond to future challenges?
  Engaging: 1+ Million

- **Citizen Agenda**
  The shared priorities of young Europeans for 2024+

- **Invitation to European political parties**

- **Political Party solutions**
  responding to citizens’ priorities

- **Civil society / NGOs approvals**
  of solutions that are shared by parties

- **Solutions EXPLORATION tool**

- **Citizen Agenda**
  + party solutions + NGO approvals + citizens’ reactions

- **Closing Event with EBU (tbc)**
  Discussion with candidates

- **Election Party in Brussels**
  On the day of the elections

- **9-10 June European Youth Event**
  Invitation to join the platform

- **12 Nov - JEF event in Madrid**
  Presentation of final results

- **Event in Brussels**
  Presentation of preliminary results

- **Kick-off events**
  All over Europe

☑ synchronization between citizens, civil society, political parties and academics
☑ raised engagement and awareness about European elections
☑ increased turnout amongst young citizens
Project summary
in numbers

Physical events: 20
Volunteers campaigning: 10 Thousand
Europeans reached: 10 Million
NGOs & Academics: 90
Citizens’ priorities identified: 12 Thousand
Communication - visuals

EurHope combines the idea of EUROPE with HOPE to turn negative feelings into something more forward looking and promising. The name of the campaign is followed by the slogan “for the Future”, which can be changed with other slogans such as “for Democracy”, “for the Planet”, “for Peace”, depending on the message one wants to spread.

The visual identity and the slogan of the project is the result of research conducted by Eurobarometer that analyses the feelings of EU citizens towards the EU. The research shows that negative emotions are prevalent. The only positive feeling that stands out is “hope”.

Make.org
Communication - actions (2/2)

**Stakeholder engagement**
- Support the outreach of the campaign by sharing the content on their channels, communicating about it.
- Driving people to the consultation platform.

**Events**
- Widespread launch events in May 2023, initially in Brussels and Strasbourg, and then spread across Europe (decentralised).
- Those events will involve political and institutional representatives.
- Key moment: during the European Youth Event where the campaign.
- The final results of the consultation will be presented on 10-11 November in Madrid, with the Spanish presidency of the Council of the EU.
- The results of the project will also be discussed during a high level final event in Brussels, in May 2024.
Our participative consultation platform (example)
a simple, instructive and accessible experience

1. One question:
   - an open question so that participants can express their ideas without bias
   - a single, simple and clear question to maximize participation and make the consultation available to all

2. Citizens’ propositions
   They are written by participants, limited to 140 characters and start with “We should”, in order to provide a constructive framework encouraging participants to go straight to the point and making it easy for everyone to react

3. Reactions
to other people’s proposals are made by voting then refining the vote by selecting from a list of qualifying terms, in order to identify the level of involvement and agreement on each proposal

A multilingual platform to ensure a truly collaborative experience:
- The consultation is launched in all official languages of the respective countries
- Proposals made by citizens in their language are automatically translated in other languages by the consultation platform. This allows that all citizens can react on them - no matter what their mother tongue is.

Try our demo platform
Focus on electoral acceleration (example)

In December 2018, Make.org and CIVICO Europa launched the largest citizens’ mobilization ever conducted in Europe on WeEuropeans.eu.

**How should we reinvent Europe?**

**Results**

<table>
<thead>
<tr>
<th>27 countries</th>
<th>24 languages</th>
<th>38 million people affected</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.7 million participants</td>
<td>30,000 propositions</td>
<td>11 million votes</td>
</tr>
</tbody>
</table>

Make.org
Press coverage examples
Street campaign & events examples
Citizens’ Consultations, examples:

Regional citizens’ consultation in North Rhine-Westphalia

What concretes steps do we want to take to reinvent Europe?

Results
28,010 participants in the consultation made 508 proposals and cast 202,224 votes.

The 17 main consensuses were presented to the State Minister for Europe and to the citizens in a citizens' dialogue, and were presented on the CoFoE platform.

Targeted citizens’ consultation (youth in FR & DE):

What are your priorities for the future of Europe?

Results
95,000 participants in two consultations in Germany and France.

The results were be presented at a major event in Berlin in the presence of political representatives of the Federal Government and MEPs. They served as a basis for drawing up a Franco-German youth agenda based on a comparison between this consultation and "Parole aux Jeunes".

MAKE. ORG
Join the biggest participatory campaign ahead of the 2024 European elections!

Be a part of a strong coalition of institutional partners, civil society actors, as well as foundations and corporate partners on European and national level.
Get in touch!

Make.org

@make.org