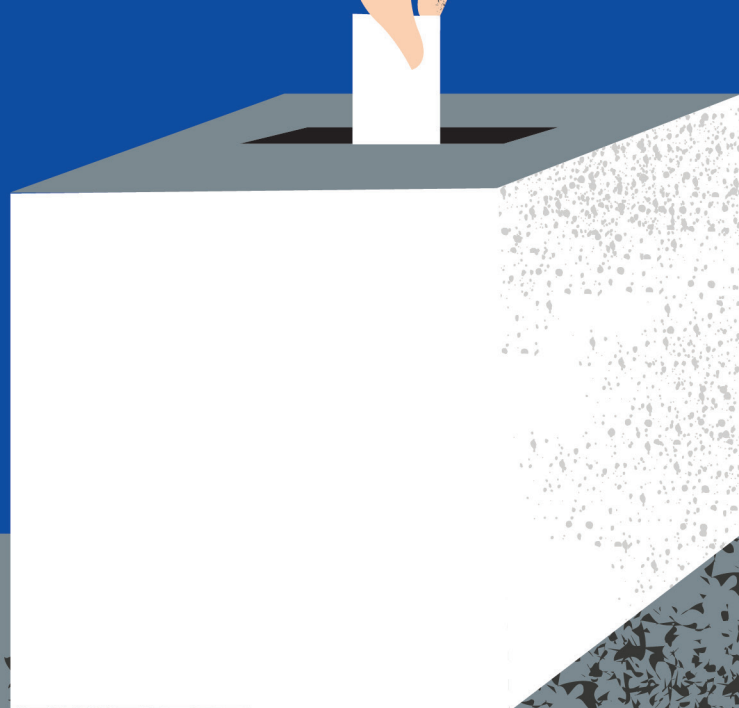


# European Elections 2024: communication strategy overview



European Parliament

# Objective: “Inform and engage”

## Inform...

The purpose of institutional communication for the European Elections is always two-fold: on the one hand, **to inform as many citizens as possible about the elections, why voting at the European elections is important and when they take place.**

## ... and engage

The second and equally important goal is **to engage as many citizens as possible for the democratic process** - this is ultimately a question of mobilising as many multipliers, civil society organisations, private organisations, influencers, individual citizens and other partners to help spread the word about the 2024 European Elections and the importance of voting therein.

# Messaging: Delivery & Democracy

## Delivery

The communication message for the 2024 elections contains two main elements. **First comes what is referred to as “Delivery”.** If citizens are to engage for European parliamentary democracy, they must first understand what benefits it provides, what powers the European Parliament has to affect their lives and why it is therefore important to vote. Whereas this angle already features as part of DG COMM’s communication activities, it will be further boosted throughout 2023, when it comes into play. This means, the development of additional tools to help media understand the key legislative topics of the past legislature, connecting the delivery message to the European Elections explicitly, providing tools for MEPs to transmit this message to their own constituents in a localised way, the use and promotion of additional tools such as “what Europe does for me”, etc. The delivery message is not a classic “campaign” approach, but an editorial and communication support one, although it can be transmitted in both a rational or an emotional way, depending on the audience and channel.

## Democracy

Second comes **the democracy message.** This is about the actual campaign itself and all the various advertising and other communication activities that will underpin it. The message itself is about the idea of the importance of democratic engagement, no matter what your political orientation or what your opinion of the EU. Voting isn’t just the most important tool at the disposal of citizens to “choose their future” and influence the future shape of Europe. Voting is also a way of safeguarding democracy: it marks a stronger democracy through a stronger European Parliament.

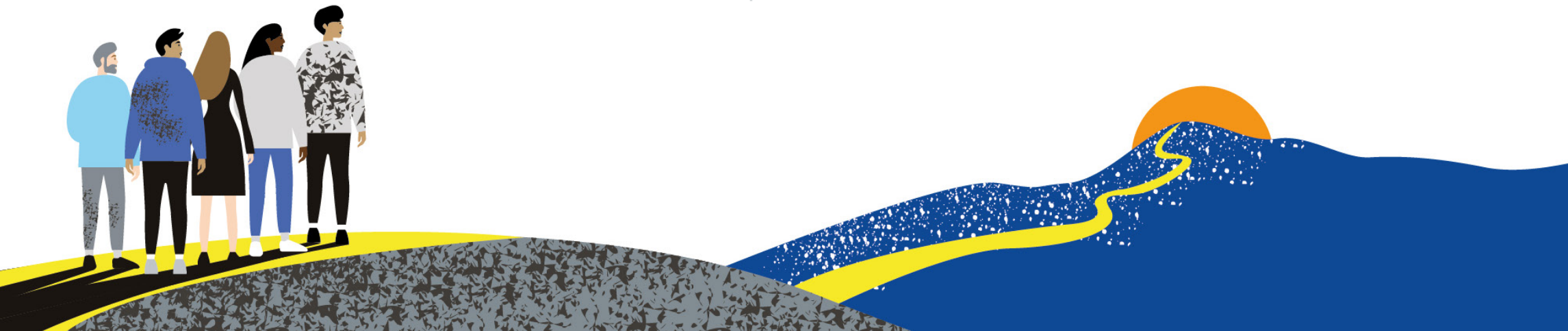
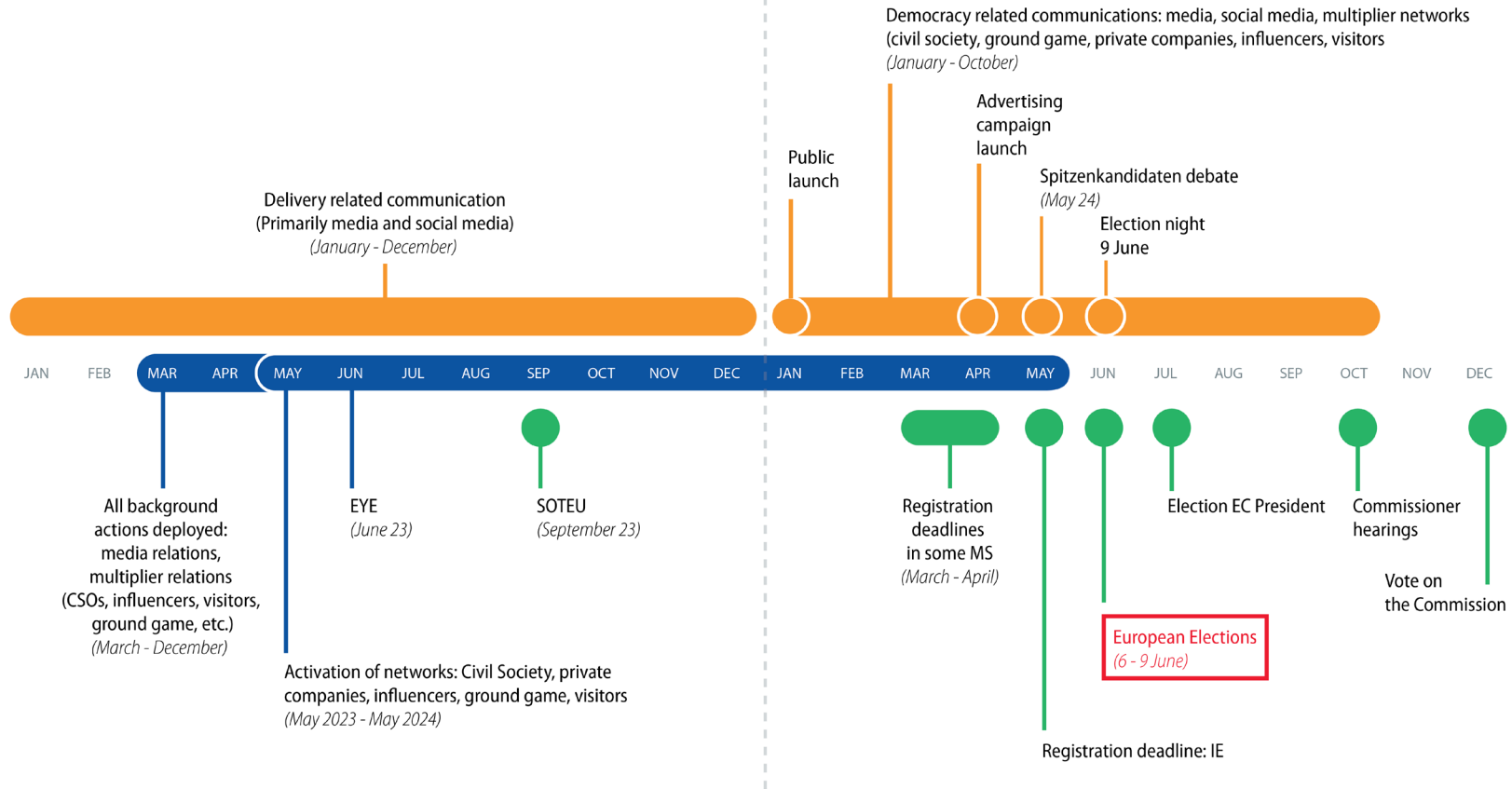
Both messages will reinforce each other- **we thus have parliamentary democracy on one side of the coin and delivery on the other. The context that will colour the upcoming years (for example the war in Ukraine, Covid and its aftermath, etc.) will be articulated within this framework.**

# Timeline

- Communication milestones
- Organisational milestones
- Political milestones

2023

2024



## Objective

Our job is to inform citizens in the build up to the 2024 elections and engage them in the process. The institutional campaign will lay the groundwork for the political campaigns - it will be the backdrop upon which those campaigns will be projected.

### Phase 1: Delivery

- Explain legislative powers of the EP
- Legislative files of the past legislature
- What has Europe done for me?

### Phase 2: Democracy

- Importance of democratic engagement, regardless of political orientation or stance towards the EU
- Voting as a tool to shape the future and safeguard democracy

## Communication strategy pillars

