EUROPEAN NETWORK OF MIGRANT WOMEN

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AGENCY TRAINING MATERIALS

PROMOTING POLITICAL PARTICIPATION OF WOMEN WITH MIGRANT BACKGROUNDS IN EUROPE

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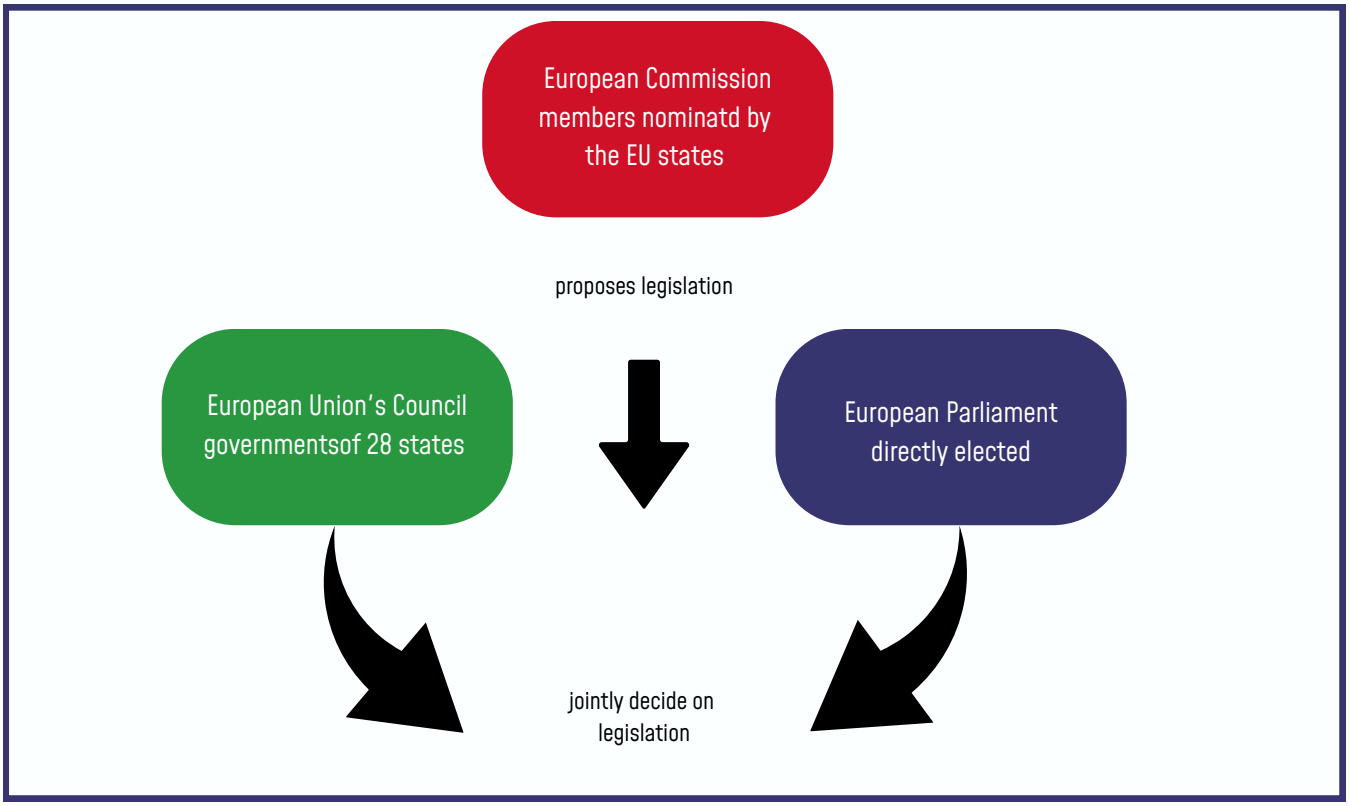
EUROPEAN UNION'S DECISION-MAKING AT A GLANCE



EUROPEAN COMMISSION

THE EUROPEAN COMMISSION (EC)

- ☑ Is in charge of proposing legislation
- ☑ Respect the norms hierarchy (Founding Treaties)
- ☑ Monitors the implementation of existing rules by EU Member States.

THE PRESIDENT IS ELECTED FOR 5 YEARS: WHO IS IT NOW?

- ☑ 28 commissioners and Directorates General (DGs)
- ☑ 30,0000 employees

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EUROPEAN PARLIAMENT

The European Parliament (EP) is the only institution of the European Union where the members are directly elected by EU citizens.

- ☑ EP has 720 Members of the European Parliament (MEPs) from the 27 European Union countries.
- ☑ They are elected once every five years.
- ☑ This number increased in 2024 from 705, by 15 MEPs

The European Parliament has 2 modes of work

- ☑ Committee meetings
- ☑ Plenary sessions

COUNCIL OF EUROPEAN UNION

The Council (also referred to as the ''Council of Ministers'') represents the Member States' governments.

- ☑ It is the forum in which national ministers from each country meet to adopt EU legislative acts.
- ☑ For instance, if the topic to discuss is employment, then it will be the 27 national Ministers for employment who will meet to discuss and adopt the text.

WHAT ABOUT THE COUNCIL OF EUROPE?

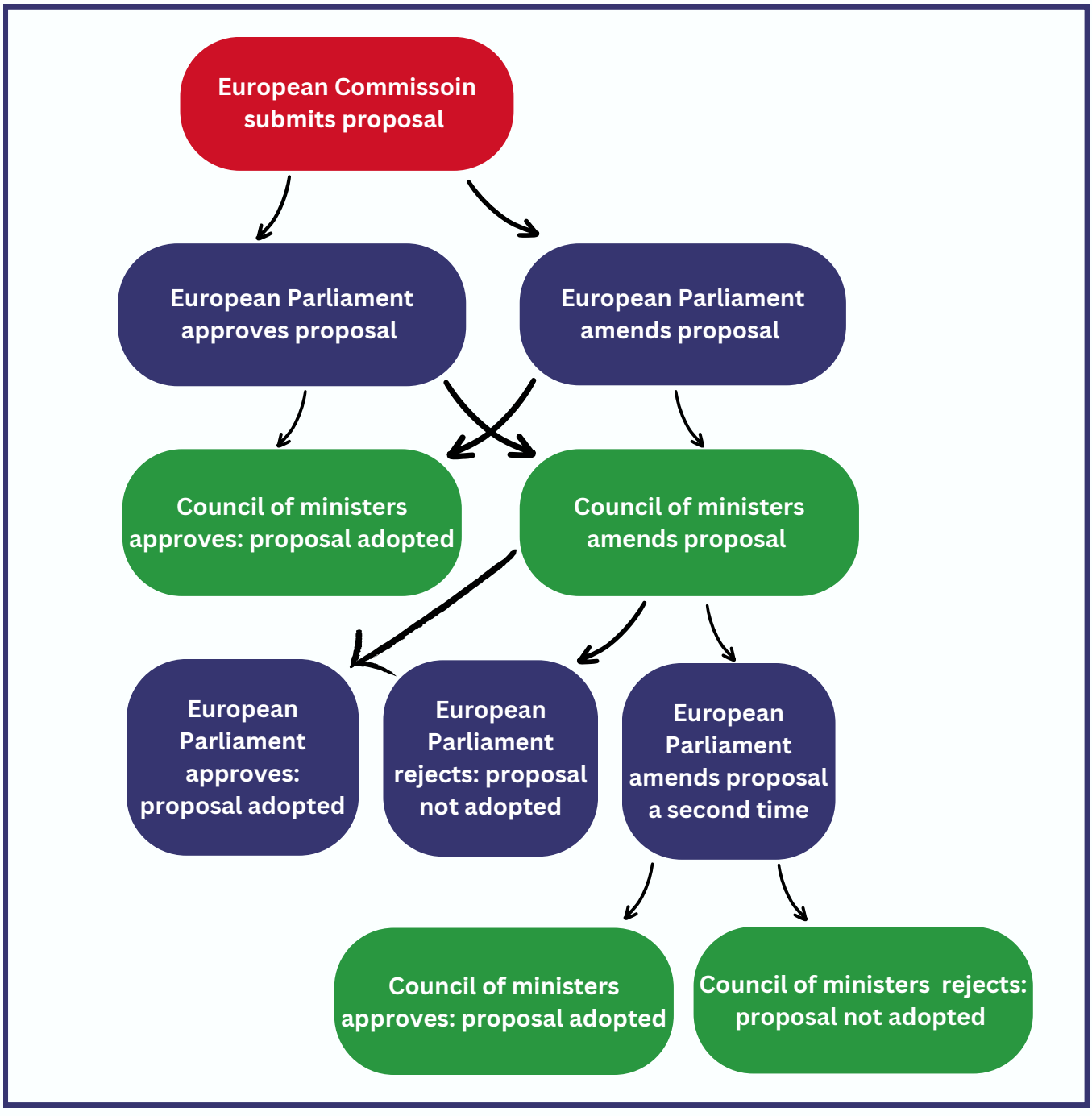
Be careful: Council of the EU and Council of Europe (CoE) are 2 different institutions!

- ☑ The Council of the European Union negotiates and adopts legislative acts. They meet in Brussels and Luxembourg

- ☑ The Council of Europe is an international organization, based in Strasbourg, which was created in 1949 and now includes 46 European countries. It is not related to the European Union.

CO-DECISION PROCEDURE

1. The European Commission submits a proposal after an impact assessment.
2. The Council and the Parliament adopt a legislative proposal either at the first reading or at the second reading.
3. If the two institutions do not reach an agreement after the second reading a conciliation committee is convened
4. If the text agreed by the conciliation committee is acceptable to both institutions at the third reading, the legislative act is adopted



EUROPE AND CIVIL SOCIETY ORGANISATIONS (CSO)

Advocacy at EU level: what, when, where?

- ☑ HAVE YOUR SAY!
  https://ec.europa.eu/info/law/better-regulation/
- ☑ EU legislative acts
  https://ec.europa.eu/info/law/better-regulation/

- ☑ Transparency!
  Together.eu platform
  https://together.eu/

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WOMEN'S ADVOCACY

DOC 1: WOMEN IN POLITICS -TOKENISM, INFLUENCE AND IMPACT.

Despite international commitments, in Europe and globally, the overrepresentation of men in decision-making positions remains blatant.

In Europe, women represent only 33.4% of ministers, 33% of members of parliament and 29.4% of members of regional assemblies.

☑ The low participation of women - and migrant women in particular - in politics is determined by **many factors, from legal and financial barriers to lack of awareness about the existing mechanisms.** As a result, their interests are often poorly or not at all represented.

☑ In order to improve women's, including migrant women's, representation in decision making, **a comprehensive discussion must take place: beyond the action of voting or standing for election:** Access to information, access to informal and formal participatory mechanisms, possibility to develop leadership skills in pursuit of particular priorities and outcomes, access to means for running a campaign, are all aspects of political participation.

☑ Additionally, the analysis around women's representation in decision-making cannot be dissociated from the examination of institutions themselves, the very structure of power: composition, operations, working methods, transparency and accountability, practices and standards, impact assessments, budgetary allocations.

BARRIERS FACED BY WOMEN IN POLITICS

Violence Against Women and Girls (VAWG) is a pervasive and deeply rooted phenomenon with numerous damaging consequences, including **a deterring effect for women aspiring to become public figures.** For women a decision not to run for office can be linked to **self-protective strategies that include an avoidance of situations where sexist, sexual and racist violence can arise.**

The potential for harassment and attacks, experiences of sexual harassment, fear of being assaulted (when cavassing, going door to door, speaking during rallies, etc.) have a consequent impact in preventing women from entering politics.

- This includes:
  - **Sexist and sexual violence within the parties**
  - **Online violence** against women
  - **Lack of effective remedies** for women victims of male violence.

- **Lack of (independent) legal status.** In some countries, legal status and family reunification policies have been designed in a way that creates structural dependencies which undermine women's autonomy and agency.

- **Lack of financial means:** when women run for election, their campaigns often receive less funding than their male counterparts.

- **Discrimination:** in spite of "parity laws" in many EU countries (such as France), many Parties rather pay fines rather than provide equal representation of women and men in the electoral lists. Furthermore, they develop strategies to avoid women being elected (putting them at the bottom of the lists or in localities with high probability of losing)

CULTURE AND EXCLUSION

- **Through socialization, not nature, women and men are allocated different and unequal roles in society.**
  - **Women are assigned the private sphere, taking care of the home and family;**
  - **Men are assigned the public sphere, running the affairs of society.**

Where women venture into public spaces they are expected to play roles similar to the home - that is **nurturing roles** (this can be seen through the employment sectors that are preeminently occupied by women or through the repartition of portfolios when women are elected).

Exclusion experienced by migrant women, either directly or vicariously, has a deterring effect on active engagement in formal and informal political spaces.

- The underrepresentation of women with migrant backgrounds in decision making leads to a lack of responsiveness of politics to their interests.
- This can reinforce their perceptions that "**politics is not for them".**
- The lack of role models, the scarcity of peer-to-peer support and the pressure of being the "first" (in their community, in their family) to engage in political life, discrimination and exclusion, make political engagement more difficult.
- Without sponsorship and support, they are relegated to the margins of the spaces and processes they have conquered with much difficulties.

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TOKENISM

The term "**tokenism**" was developed by US-American Sociologist **Rosabeth Moss Kanter** in 1977. It refers to the assumption of a token function by a marginalised person within groups.

Tokens are not regarded as individuals, they are merely instrumentalised as representatives of "their" supposed group and thus reduced to their supposed identity categories.

Through tokenism, groups or institutions present themselves to the outside world as emancipated and diverse in order to gain recognition. However, in reality, the power and influence are still held by the same group. **Tokenism has severe effects on the mental and physical health of those affected, as they are forced into a stereotypical role in which they can feel dehumanising.**

IMPACT

Visibility

Affected people are often in the "limelight" because of their token status, e.g. their work is particularly valued or criticised. As a result of high visibility, tokens may feel like they have to work twice as hard as their peers or have to prove themselves to other group members. It might also lead to perceived higher levels of scrutiny while on the job.

Polarisation

Tokens' personal characteristics tend to be distorted to fit the generalised view of the dominant group, and the target of these processes is forced to confirm the perceiver's stereotype.

Assimilation

The emphasis put on the differences of the tokenised person compared to the dominant group leads them to be maintained in an outsider role, which can lead to isolation, or to try to fit in. In the second option, the efforts are often one-sided with possible negative consequences on the person's sense of self and identity.

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QUOTAS

Kanter argues that once tokens reach a tipping point of 15 percent of representation in the workplace, they begin to experience fewer problems within that workplace.

Literature does show that in legislatures in which women make up less than 15%, they are isolated and experience difficulties addressing women's interests without being marginalized by other legislators.

☑ The implementation of quotas in decision-making is a **special measure meant to correct historical injustices** that prevent women from participating in politics. The core idea behind quota systems is to ensure that women are not only a few tokens in political life but that they rather constitute at least a "critical minority" of 30 or 40%.

☑ **Quotas must include specific requirements to actually lead to women being elected.** Hence, if a quota of 30 or 33 percent is set, it shall be specified that within each three-candidate segment of the list, at least one must be a woman.

Sufficiently dissuasive sanctions for parties that do not respect the rules are also needed.

☑ Achieving quotas of women in any given political institution does not ensure women's ability to fully participate, nor does it necessarily guarantee that the operations and resources of this institution are used effectively towards promoting women's rights and equality between women and men. **To achieve such results, many substantive, structural and cultural issues must be acknowledged, analyzed, monitored and tackled.**

MIGRANT WOMEN´S MEANINGFUL POLITICAL PARTICIPATION

The fight for women equal representation in decision-making is part of a larger fight for women and girls' access to fundamental rights, dignity and a life free from violence.

☑ **Compulsory Codes of Practice** with **zero tolerance for male violence against women and girls, sexual violence and harassment, sexism and racism with sanctions for breaches and clear reporting channels both within political parties and political institutions** should be required.

☑ **Impact assessments should be conducted regularly to ensure that laws do not directly or indirectly discriminate against women.**

☑ **Understand political participation as part of a broader fight for the full access and enjoyment of women, and women with migrant backgrounds, to their rights,** including access to decent employment, to housing, to education, to support services, to health.

☑ **Promote the right for migrants residing in the EU to vote at local level, regardless of citizenship status** as it is the case in Denmark, Finland, Ireland, Lithuania, the Netherlands, Norway, Portugal, Slovakia, Spain, Sweden, six cantons in Switzerland and the United Kingdom.

☑ **Accountability should apply to non-state actors** with a role of information which are often perpetuating the harmful sexist stereotypes, gender norms and culture that prevent women's equal and inclusive representation in decision-making.

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POLITICAL REPRESENTATION: QUANTITY AND QUALITY

The question of representation itself is very broad. Common understanding of "equal representation" remains merely **quantitative**.

However, high numbers of female representation in decision-making spaces do not always translate into the ability for them to be heard and achieve concrete impact.

☑ Many **qualitative factors** are also needed to paint an accurate picture: proportion of each sex in leadership roles, participation by sex, including repartition of speaking time, presence of infrastructures to alleviate caring responsibilities, including the provision of child care, existence of formal mechanisms to report discrimination, sexual harassment and violence against women, repartition of portfolios, etc.

☑ Thus, **the European Network of Migrant Women promotes the concept of co-governance:** a model mixing "representative democracy" that focuses on the quantitative representation of all groups in society and "participatory democracy" that allows for qualitative inputs drawing on the experiences and aspirations of those represented. **Implementing both approaches has the potential to lead to more responsive and more accountable systems of governance**.

ENoMW's submitssion to the CEDAW Committee on the equal and inclusive representation of women in decision making:

https://www.migrantwomennetwork.org/wp-content/uploads/ENOMW-submission-CEDAW-political-participation-2023.pdf

PREPARING A CAMPAIGN

DOC2: COLLECTIVE POWER EXERCISED

WHAT HAPPENS WHEN A COMMUNITY JOINS FORCES?

EUPEAN CITIZEN'S INITIATIVE (ECI)

Since the European Citizens' Initiative (ECI) was introduced in 2012, some eight million Europeans have supported individual initiatives. But, of the 100 citizens' initiatives that have been submitted, as of May 2023, **only six have been successful**. The public has hardly any awareness of this participation instrument.

The report by the Bertelsmann Stiftung think tank said: "At present, **the bureaucratic hurdles for gathering signatures are too high**. The initial enthusiasm of civil society organisations is being dampened by the complicated processes.

To start with, the European Commission has only authorised initiatives under **very strict conditions**. The concrete political changes have been rather limited. As a result, there is hardly any media coverage about this participation instrument."

Lessons learned from the success stories show that initiatives led by already well-established international movements make it possible to secure the necessary number of supporters. Additionally, strong national campaigns with good media coverage are very impactful.

"MINORITY SAFEPACK – ONE MILLION SIGNATURES FOR DIVERSITY IN EUROPE"

This citizens' initiative was registered on 3 April 2017. The initiative requested the Commission to propose **legal acts** in order to improve **the protection of persons belonging to national and linguistic minorities** and **strengthen cultural and linguistic diversity in the Union**.

THE NINE PROPOSALS REGISTERED BY THE EUROPEAN COMMISSION:

1. EU Recommendation for the protection and promotion of cultural and linguistic diversity
2. Funding programmes for small linguistic communities
3. The creation of a Language Diversity Centre
4. The objectives of EU's regional development funds to include the protection of national minorities and the promotion of cultural and linguistic diversity
5. Research about the added value of minorities to our societies and Europe
6. Approximating equality for stateless minorities, e.g. Roma
7. A single European copyright law, so that services and broadcast can be enjoyed in the mother tongue
8. Freedom of service and reception of audio-visual content in the minority regions
9. Block exemption of regional (state) support for minority culture, media and cultural heritage conservation

https://europa.eu/citizens-initiative-forum/learn/success-stories_en

The organisers view the European Citizens' Initiative as an essential instrument in the fight for minority rights. **They stated that "it is the only strong tool of participative democracy in the EU, which can amplify the voice of European citizens and make it heard in the European institutions".**

SUCCESS FACTORS FOR ECI

- **Commitment to the cause** and perseverance when things don't go according to the original plan.
- **Well-designed campaigning strategy** that matches the target audience. For instance, when campaigning for minority rights, reach out to people by using minority languages.
- **Active campaigning on the field** among local communities in different Member States while also targeting institutions and politicians on national and European levels.
- Identifying **strong and reliable partners** for the campaign.
- Building a hard-working and **dedicated team**.

HINTS AND TIPS FOR FUTURE ORGANISERS

☑ **Actively reach out to different levels of potential stakeholders.** Being present on the grassroot level is essential but also engaging with political leaders on the European and national levels is of paramount importance for your success.

☑ **Take time to think about your target audience and make sure your communication strategy meets their needs.** Take into consideration the importance of local stories that people can relate to, and both online and offline communication tools. It is important to reach your possible supporters through different channels.

☑ Even though nowadays a significant part of signatures is collected online, don't overlook the value of going to the grassroots level. **Getting involved, talking to people and engaging with local communities is an essential part** of spreading your message and making sure your campaign reaches its goals.

☑ **Try to be present on social media and convince local personalities to join your cause**, it will boost the credibility of the initiative.

CAMPAIGN EXAMPLE: THE "ME TOO" MOVEMENT

The 'me too' movement was founded in 2006 by Tarana Burke to **support survivors of sexual violence, particularly young women of color from low-wealth communities, to find pathways to healing**. The movement's vision from the beginning has been to address both the dearth of resources for survivors of sexual violence and to build a robust community of advocates and allies. **In October 2017, the movement went global as the #MeToo hashtag got viral and survivors across the world came forward about their experiences with sexual assault.**

From #米兔 in China to #Sex4Grades in Kenya to #uykularinkacsin (may you lose sleep) in Turkey, 'me too.' transcended national borders.

Tarana Burke has visited many countries since then. And as the 'me too' movement has grown, many countries have asked to connect with efforts in the US. Their requests have sparked the vision of **a global community that centers survivor leadership through deep cross-country relationship building and practice sharing.**

There has also been a backlash against the 'me too.' movement, fuelled by patriarchy and resistance to disrupting the status quo.

CAMPAIGN EXAMPLE: #METOOEP (EUROPEAN PARLIAMENT)

Launched in March 2018 to combat sexual harassment and call for exemplary working conditions within the European Parliament (EP), MeTooEP continues its fight to denounce all kinds of abuse, power imbalance and violence and harassment in the workplace.

MeTooEP is a group of women and men working in the European Parliament who are committed to act for change toward a fair and equal society.
By publishing testimonials of victims of sexual harassment and by campaigning through our activities and actions, their aim is to keep on raising awareness on equality between women and men and violence against women and girls.

In 2023, MeTooEP called for more to be done to tackle sexual harassment in the EP:

- ☑ Harassment cases in parliament should be processed more quickly and transparently
- ☑ Stricter sanctions for MEPs that do not complete anti-harassment training
- ☑ A public list on the Parliament's website with MEPs that have completed the training and those who have not, and for the certificate of completion to be published on the respective Member's individual page.

Next steps: The full House will vote on the text in an upcoming session
[*https://rb.gy/o1l0g*] / **Twitter: @MeTooEP**

CAMPAIGN EXAMPLE: ME TOO IN PROSTITUTION

In 2016, SPACE international, CAP international, and Osez le féminisme, survivors led and feminist networks organised a global event called: **MeToo of Prostitution**, with Ambassador Ashley Judd, American actress, feminist social justice activist, author, #metoo figure and co-founder of Time's Up, will assure them of the support of the feminist movement in their fight to end this violence.

The survivors, Irish, South African, French, were joined by expertsand activists to raise awareness on the fact that the sexual violence denounced by the #metoo movement, sexual harassment, physical and psychological violence, aggressions, rapes, are omnipresent in prostitution.

This occurred in the context of a QPC (question prioritaire de constitutionnalité) challenging the 2016 French abolitionist law to the French Supreme Court. In the end, the ruling was in favor of maintaining the Law.

Survivors-led network, and survivors' voices are key in feminist activism:

see ENOMW's advocacy on the Initiative report on prostitution and Violence against Women Directive - **discover our video campaign FOR A EUROPE FREE FROM PROSTITUTION and join it !**

VIDEO CAMPAIGN:

https://drive.google.com/drive/folders/1pZCcMorLkx-fV1-ZouKgBXUxcq79eW9j?usp=sharing

CAMPAIGNING FOR OUR RIGHT NOT TO BE PROSTITUTED

UNFORGETTABLE STORIES AT WOMEN'S COURT IN SARAJEVO

In May 2015, the Women's Court (a space for women's voices and women's testimonies about the daily injustices suffered during the war) in Sarajevo gathered some 500 women from Bosnia and Herzegovina, Kosovo, Macedonia, Montenegro, Slovenia and Serbia to share their personal stories from during and after the Balkan wars in the 90s, and how this period affected, and still affects, their lives.

"**I am a heroine!**" said one of the younger women who testified. She had survived a long period of sexual violence, rape and torture as a teenager in one of the rape camps, a violent marriage, divorce, and then a new beginning.

THROUGH THE TESTIMONIES, FIVE TYPES OF CRIME HAVE BEEN IDENTIFIED:

1. War against civil population: separation of women and children; disappearances, torture; families torn apart, displacement; property losses
2. Women used as a battlefield: sexual violence, rape, etc.
3. Militaristic violence: forced recruitment; rigid gender roles; drugs and alcohol to promote aggressiveness when fighting
4. Targeting of marginalised people: hate and exclusion of Roma people
5. Economic and social violence: dismissing workers' rights; excluding women from work; lack of workers' protection and preferential treatment towards elites

http://www.zenskisud.org/en

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EXPLORING LEADERSHIP

CONFLICT RESOLUTION

RESILIENCE

RESPONSIBILITY especially in times of crisis

COURAGE

As women, working together and not against each other: patriarchal culture does not educate women to support each other, nor provides the spaces and conditions for us to do so. It is a skill to be relearned and reclaimed

Ability to bring people WITH you and not AFTER you

WORK ETHICS

HUMOR

ADAPTATION

STRUCTURE / BIG PICTURE

BULDING SAFE SPACES AND SYNERGIES

DOCUMENTING YOUR WORK

COMMUNICATION / EMPATHY / LISTENING SKILLS

Not fearing conflict and disagreement also, not avoiding it but dealing with it and learning from it

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WHAT IS ADVOCACY?

Public support for or recommendation of a particular cause or policy.

AUDIENCES:

- ☑ General public
- ☑ Media
- ☑ Decision-makers

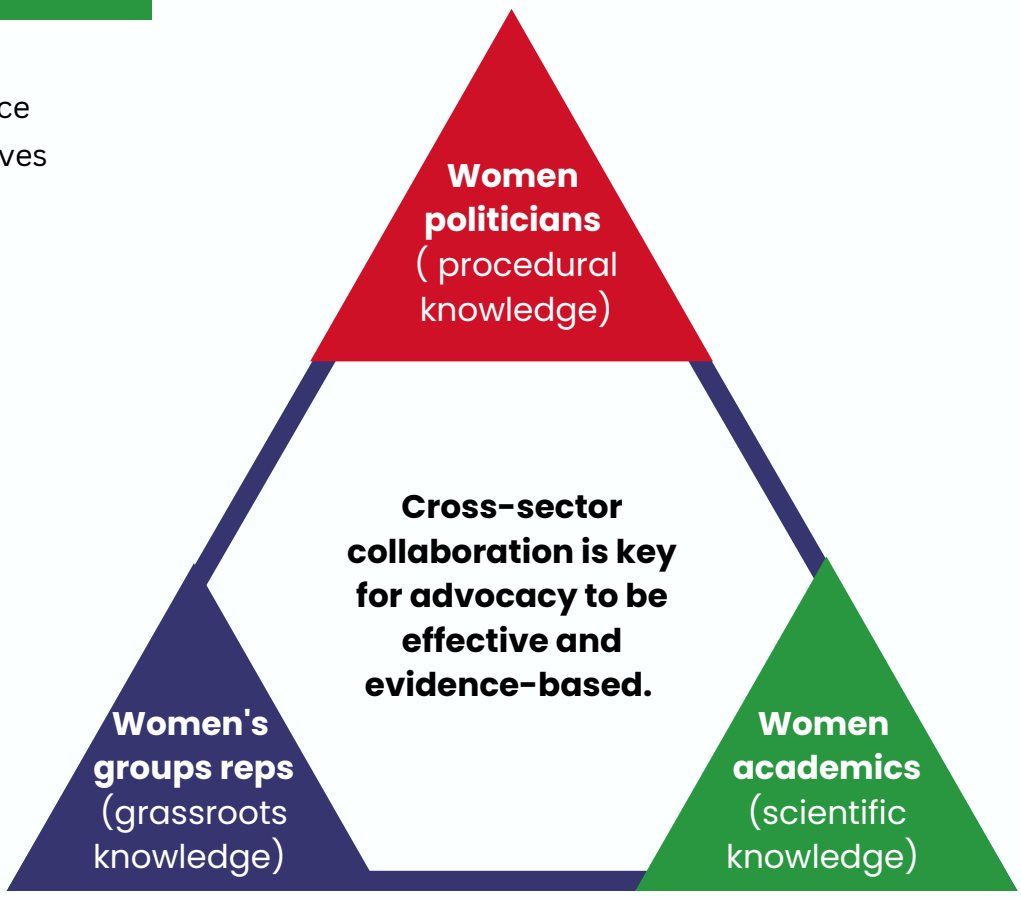
WAYS OF ACTION:

- ☑ Campaigning / story-telling
- ☑ Awareness raising
- ☑ Network building
- ☑ Strategic litigation
- ☑ Working on legal texts (legal analysis, amendments, partnership with law-makers)
- ☑ Research
- ☑ Events
- ☑ Links with grassroot actions

All of these aspects are needed in a comprehensive advocacy to achieve change (velvet triangle).

REQUIREMENTS:

- ☑ Know your topic
- ☑ Know your audience
- ☑ Know your objectives
- ☑ Build tools



The term **'velvet triangle'** was coined by Alison Woodward (2004) to refer to the functioning of the EU women's rights policy sector in the 1970s and 1980s.

GENERAL ADVICE

- ☑ Understanding the various forms and locations of **structural and historical discriminations faced by women and our exclusion from political spaces.** Recognising that building transformative power must be part of advocacy if change is to be sustainable.
- ☑ Knowing that **methods are political** – what language or strategies we use will themselves create or hinder change.
- ☑ Knowing that **backlash is likely**, and that **progress will never be linear**.
- ☑ Working in **alliance** with others to maximise transformative power. **Advocacy is all about relationship building: finding allies in relevant spaces and collaborating with them, building trust. Finding allies cross-parties and cross-sectors is key.**

STEP BY STEP

☑ **Understand your objective.** There are general objectives (equality between women and men) and specific ones (more equality in the cultural sector > more women in the programmation of festivals).

☑ **The clearer and more specific your objective is, the more effective your advocacy strategy will be.** An objective can be linked to a specific event that will determine your calendar, for instance the vote of a legislative text or an upcoming important event related to your cause.

☑ **Build your team; a core group first, sharing the same message and objectives, and then partners**.

- Each partner should be chosen for a reason, creating a complementary "consortium". Reach out to organisations that share your view and have a high reach / platform, contacts you need, or funds for instance.
- As you plan your advocacy, think about the process as well as the purpose and outcomes.
- **To ensure your advocacy is both credible and relevant, you will need to assess whether you have included the right people and voices in your planning, particularly when agreeing your aim.** This should include meaningful consultation with the women and communities that the planned advocacy intends to impact – to ensure women's knowledge, needs and interests are at the core of your advocacy planning.

☑ **Design your message: it needs to be linked to your objective, clear and impactful. Story-telling is particularly important** to attract the attention you need from the media / decison-makers / the general public.

☑ **Find supporters and ambassadors:** They can be artists, influencers, anyone who can help you increase your reach. Before contacting them, you need to think very specifically of what you want from them and what it is going to bring to the table. For instance, if you are fighting for more women in the programmation of festivals, you could reach out to women musicians and ask them for a short video testimony about discrimination in the cultural sector.

STEP BY STEP

☑ **Build your visual identity and your communication strategy. This will enable you to gain visibility through maintaining an harmonised communication throughout the implementation of your advocacy plan.**

It can include:

- A title, a slogan, a hashtag
- A color palet
- Key visuals
- Posters, infographics, flyers, social media posts
- Reels, videos
- Choice of platforms to be used (which social media platform? In-person canvassing? Posters in the streets?)
- Communication calendar

Each choice needs to match your objective / message and target audience(s)

The communication strategy can include elements to get the attention of the press, which can be a very good way to achieve more impact. This can include:

- Press release
- Press kit
- Contacting media 1-1
- Organising a press conference
- Creating and organising a data base of journalists in relevant medias which whom you can build relations

☑ **Plan: Articulate actions that match your capacity (team & resources) and will enable you to disseminate your message and influence your target group(s) to reach your objective.**

- Determine which actions you can do and what will be more effective: "behind the doors" advicacy meetings with relevant stakeholders? Raising fund to change scale? Organising a big event with decision-makers to raise awareness on a specific issue? Promote your message through a campaign at a strategic time? Find collaborators to launch a research and gather data that you are missing to convince? Use legal actions to push to change the law?

- Once you have decided on one or several actions, you need to set a calendar.

☑ **Once you have a concrete plan, it's all about rallying forces, delegating and coordinating. It is key to see both the bigger pictures and pay attention to details.**

☑ Each strategy requires a specific expertise and skills. Surrounding ourselves with people with different knowledge is important - but activism is also about **learning by doing**. Go seek the infomation you need, ask questions, try different solutions: working that way will ultimately provide you with a unique and diverse set of skills that will help you achieve your personal and collective goals!

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FIGHTING THE PORNOGRAPHY INDUSTRY

Advocacy strategy designed by Osez le féminisme! French member of the European Network of Migrant Women

How it started:

- February 2020: **translating a journalistic investigation on the French porn industry into criminal offences, Osez le Féminisme ! sent a report to the Paris prosecutor** against Jacquie et Michel.
- September 2020: the Paris prosecutor announced that **a criminal investigation was launched against JM following the report** accusing them of rape, torture or acts of barbarism, fraudulent abuse of ignorance and pimping.
- A **massive media coverage** followed this announcement because JM is a very well know brand (sexshops, TV channel, clothes, merch etc.)

REACHING OUT TO SURVIVORS:

- OLF issued a call offering support to victims of the pornography industry. Quickly, a lot reached out.
- OLF organised with feminist lawyers & raised funds to support them: legal fees, psychotherapists, social worker, weekends to meet.
- OLF is now supporting more than 50 victims who are testifying in the 2 criminal proceedings against the French pornographic industry.

Using and changing the law:

- OLF is civil party in two criminal cases against the pornographic industry (the JM and the "French Bukkake" cases)
- Because in France, pimping is illegal and defined as "profiting from someone else's prostitution". The aim is for jurisprudence to apply that definition to pornography which will render it illegal.

Different ways of action:

- Media presence: Le Monde
- Law enforcement: Report of 118 porn websites
- Decision makers: Meeting with government, MPs, Senators, regional and local elected official, European Parliament
- Events: colloque in Strasbourg, CSW, protests, webinars
- Network building: beyond France, beyong feminism
- Campaign: #BalanceTonPorn
- Research: psychotrauma research launched

And now?

- 20 men are being prosecuted for rape, pimping and torture and most of them are on pre-trial detention
- Said men had roles ranging from the recruiter who used a fake account to trick his victims, to the "actors", producers and finally the distributor : Michel Piron, head and founder of JM
- French Senate & UK Parliament have produced reports denouncing the pornography industry. Inquiry going on in Sweden.
- The president has launched an interministerial committee to work on the issue

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RUNNING A CAMPAGIN

PLAN WELL IN ADVANCE

The strategy is the compass for your campaigns. Without a **working strategy,** a campaign will turn into a series of unplanned reactions to unanticipated events. The strategy defines the aims and shows how they can be achieved.

- **Planning a campaign is like building a house**. First, you decide what to build and where; then you lay the foundations, upon which you create the visible structures and work on the details. The foundations of campaigning are clear objectives, and the blueprint is your campaign plan.

- The most important phase in designing a successful campaign is **determining the reason** for campaigning. Ironically, this phase in particular is often skipped. There is no axiomatic campaign objective. The objective has to be specifically decided, it has to be written down and you have to **make sure that everyone understands it**.

- A surprisingly large number of campaigns fail because of vague objective setting. Establishing the objective is, without a doubt, the most important individual decision of the campaign. A small, well-built campaign with a clear objective is better than a large, uncertain one with vague objectives. **An effective campaign requires strong team-spirit and a shared objective**.

DEVELOPING A STRATEGY

MAIN ELEMENTS

DEVELOPING A STRATEGY

☑ **Identify in what groups** you will most easily find people willing to sign the statements of support for your initiative. Do not rely on intuition – try to get hold of proper **research to support your analysis**.

☑ Try to define four or five typical supporters **in the form of 'personas'** – with name, sex, age, profession, interests, affiliations, etc. Paint a picture of each persona. Understand how to approach each persona regarding your initiative and draft a strategy accordingly.

☑ Find out **where these groups gather**, online and offline. It will be important to select one or two social platforms on which to campaign, although physical meeting places may also be important.

☑ Research what kind of **language** they use, what appeals to them and what turns them off. These elements are not always the same for every persona so make sure you identify the **important differences**.

Timing is critical! Do not plan major campaign actions during summer or Christmas holidays, when people may have other things on their minds. On the other hand, seize local political momentum.

Use relevant national and regional events and debates when people are already thinking about the subject of your initiative, as opportunities for the campaign to achieve a bigger impact

FORMULATE KEY MESSAGES

☑ Think about **how you would explain the purpose of your initiative** to your grandmother or your next-door neighbour in two or three sentences.

☑ **Localise your messages** for any of the countries where you will be campaigning – they should be available in the local language(s) of the countries you are targeting and adapted to the cultural background of these countries.

☑ **Test your messages** on members of your target audience. Do they react the way you hoped?

As early as possible, decide which social platforms (Twitter, Facebook, LinkedIn, Instagram, YouTube, etc.) and which accounts you will use.

☑ If you are going to **create one or more dedicated campaign accounts**, do so as soon as possible, long **before you launch the campaign**, and make sure you build a core following of intermediaries and influencers.

☑ **Be ready with answers** to all the questions each person could ask. Make it easy for them to sign the statement of support.

☑ **Prepare multimedia content** especially for social media – infographics, animated GIFs, photographs, short videos.

☑ **Use a single international campaign hashtag** and drive traffic to your website.

☑ **Develop (and test) appropriate material and messaging** – each piece of content should have a strong appeal for the target audience and therefore should be clearly and concisely written to be used across all media channels. **If drafting your messages originally in English, avoid idioms that may not translate well. Especially for the title and hashtag.**

☑ Be **timely** and post **regularly** to be as **interactive** as possible. Build up followers by bringing value to conversations and communities relevant to the topic of your initiative. **Roll out the campaign in waves** – if you can afford it, use small amounts of money to promote posts that work well organically.

☑ Tag other large key accounts, and **utilise interactive features** such as polls, live functions, or Q&As. **Encourage supporters**, volunteers, intermediaries and influencers to share your campaign content.

☑ **Monitor** the results. **Repeat and replicate** what works best in each country and refine or drop what does not work so well. If possible, tracking the user path. Where do people drop out on the way to the online collection system? What is the blockage? Can you fix it? Collecting feedback and results will help to improve the messages and the campaigns.

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AGENCY TRAINING MATERIALS

SESSION 4

VOTE WITH HER

AGENCY

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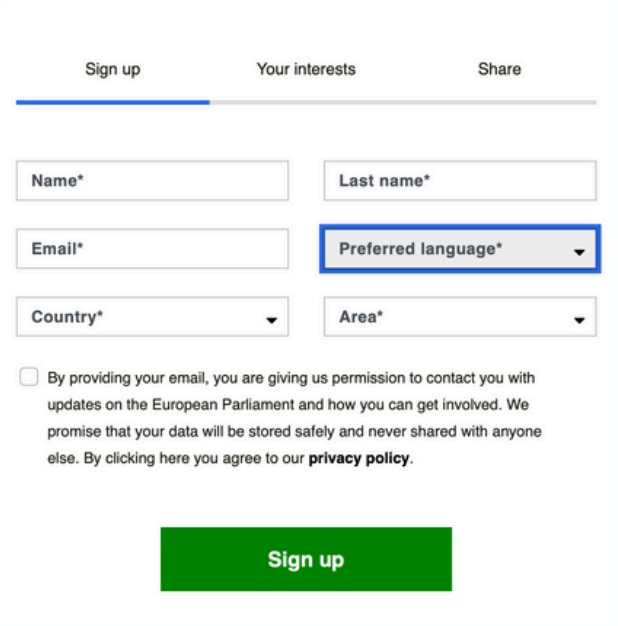
VOTE WITH HER AGENCY

TOGETHER.EU
TOGETHER FOR DEMOCRACY



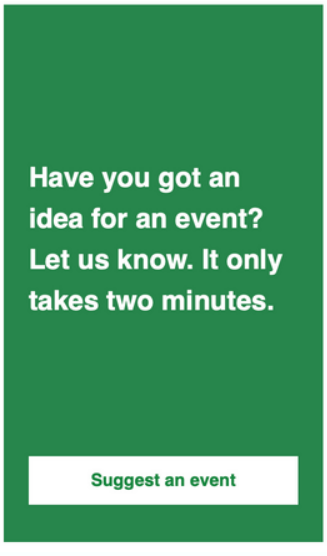
TOGETHER FOR DEMOCRACY.

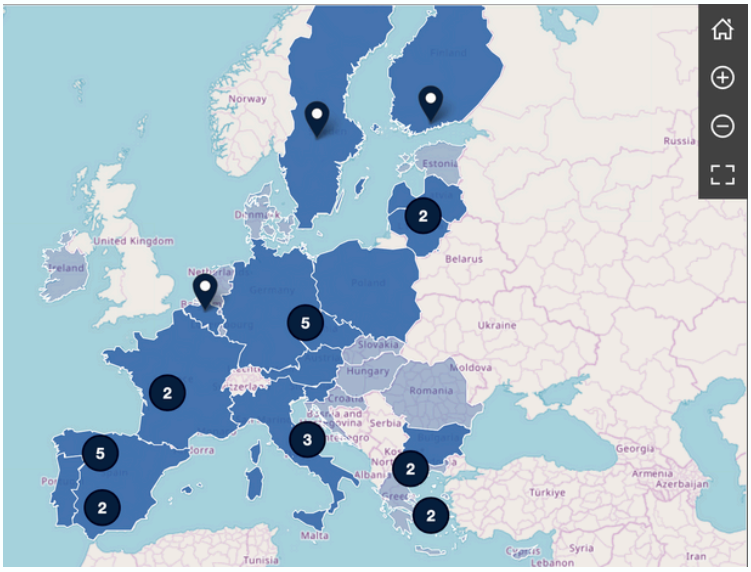
"Together.eu is a community of people who believe in democracy and who want to give it real meaning as the next European elections approach. It **connects people from across Europe** to meet, share knowledge and learn new skills, all while encouraging others to vote in 2024. Sign up here to get involved - the more people vote, the stronger our democracy becomes!"

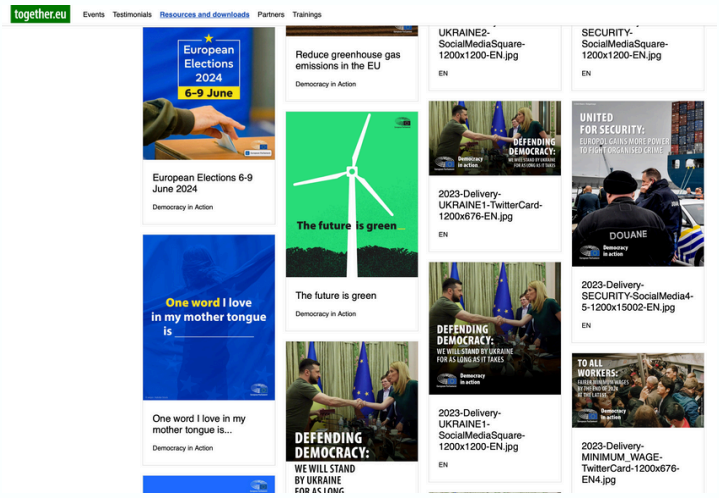
SUBSCRIBE BY USING THIS LINK:
https://together.europarl.europa.eu/en_GB/referral/oEu016544718

together.eu is **non-partisan** and **independent** from any political party and ideology. It's **open to any EU citizen** who wants to support EU democracy.
Through this platform, **people of all ages** are standing up to take action towards a brighter future in the European Union. Whether it's by getting involved in the political process or helping promote the importance of voting – together, we can help democracy play its rightful part in the European Union.

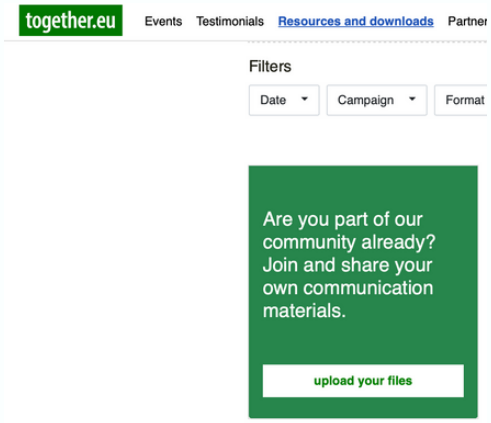
1) You can check out the **latest events** hosted by the European Parliament happening **online** and **across Europe**. You can even **suggest your own idea** for an event!





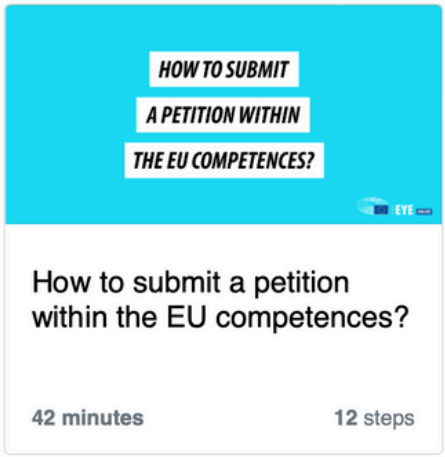


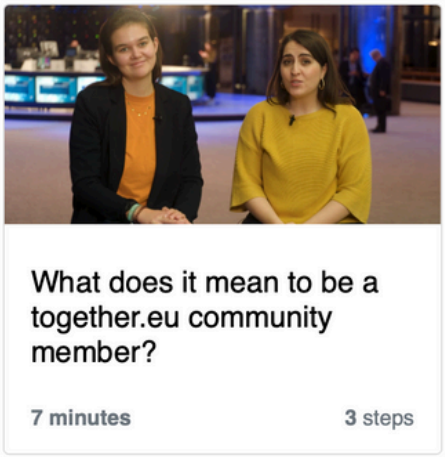
2) **Resources and downloads**
You can discover and download all the digital and print materials for events, campaigns, training, and creative initiatives. You can download the material and edit as you wish.

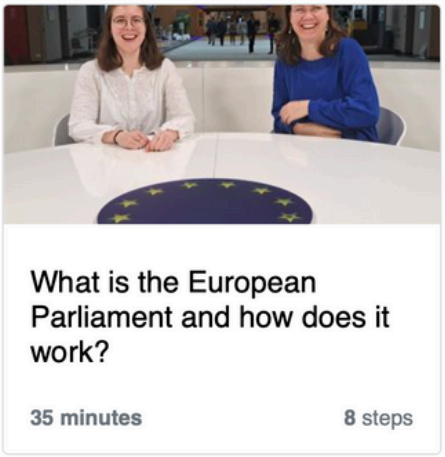


You can even upload your own resources

3) **Trainings**
You can take online course for free! After registering, you will get access to all the courses offered by the European Parliament and its partners.





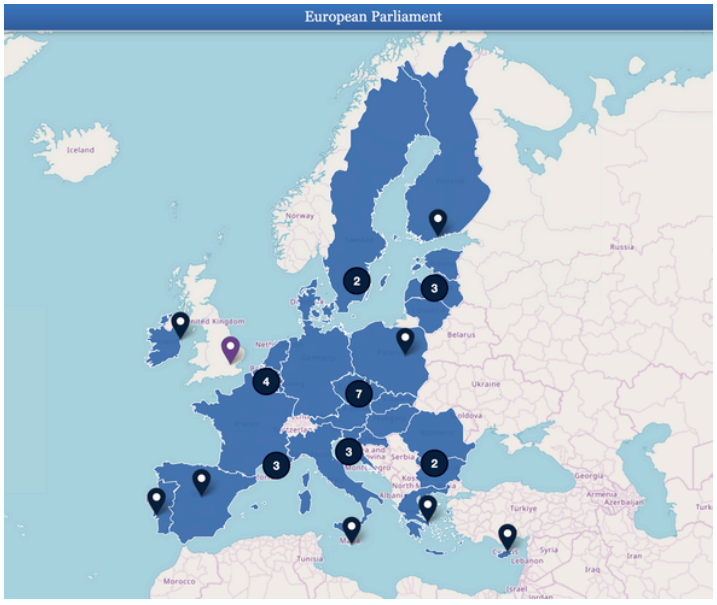


4) **Testimonials**
You can read the stories of members of the community who are standing up to take action by participating in and organising events and activities.

EUROPEAN PARLIAMENT LIAISON OFFICES

- The European Parliament has Liaison Offices (EPLOs) in the EU capitals, as well as antennae in a regionally relevant city in the most populous Member States, and further afield.
- EPLOs are responsible for the local implementation of institutional communication activities, with the ultimate goal of ensuring that people understand the importance of the European Parliament well enough to engage in the European democratic process.
- The Offices engage with citizens and stakeholders, manage contacts with national, regional and local media, and provide support to Members of the European Parliament (MEPs) in the exercise of their official mandates in the Member States.

LIAISON OFFICES



Belgium

Belgium

Bruxelles - Brussel

Rue Wiertz 60 - Wiertzstraat 60
B-1047 Bruxelles - B-1047 Brussel

eplobelgium@europarl.europa.eu

website

Through this **link**, you can find the Liaison office specific to your country. They will provide you with an address of the location, an e-mail address to write your inquiries to as well as a link to their own website.

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LIAISON OFFICES MISSIONS

1) ENGAGING WITH CITIZENS

EPLOs engage with the local population and increase awareness about what the European Parliament is, what it does and what it stands for.

They do this by:

- ☑ Building, growing and animating a network of interested citizens;
- ☑ Running communication campaigns, including events and exhibitions;
- ☑ Raising awareness and promoting debate about European parliamentary democracy;
- ☑ Communicating about the role of the European Parliament and replying to requests for information.

2) ENGAGING WITH MEDIA

EPLOs proactively bring EU news, debates and decisions to national, regional, local and specialised media.

They do this by:

- ☑ Assisting journalists in their work and making them aware of the impact of European issues;
- ☑ Organising seminars for journalists, and inviting them to cover plenary activities;
- ☑ Creating media opportunities for MEPs in national, regional, local and specialised media.
- ☑ Monitoring inaccuracies and misleading news about the European Parliament, and rebutting them.

4) ENGAGING WITH STAKEHOLDERS AND MULTIPLIERS

Stakeholders include national, regional and local authorities, civil society groups, networks, associations, teachers, schools, universities, think tanks, and sectorial organisations, EU bodies, etc. EPLOs develop and nurture relationships with strategic stakeholders. The goals are to engage in dialogue with them and ensure they are aware of the European Parliament's decisions that affect them

They do this by:

- ☑ Promoting debates on European legislation and on the legislative work of Members.
- ☑ Ensuring stakeholders receive targeted information about areas of specific concern to them.
- ☑ Working with teachers and academic organisations and providing educational resources.
- ☑ Engaging with national, regional and local authorities in the Member States.

4) OTHER TASKS

- ☑ Providing support to visits by MEPs having an institutional role and to official parliamentary delegations and missions;
- ☑ Cooperating with the Commission Representations and the Europe Direct Information Centres.

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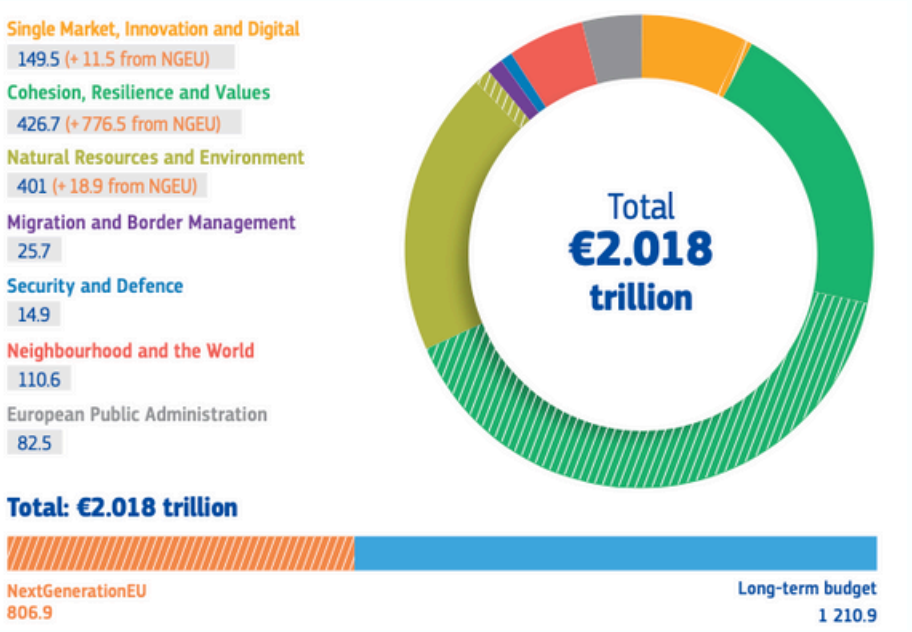
EUROPEAN UNION'S FUNDING

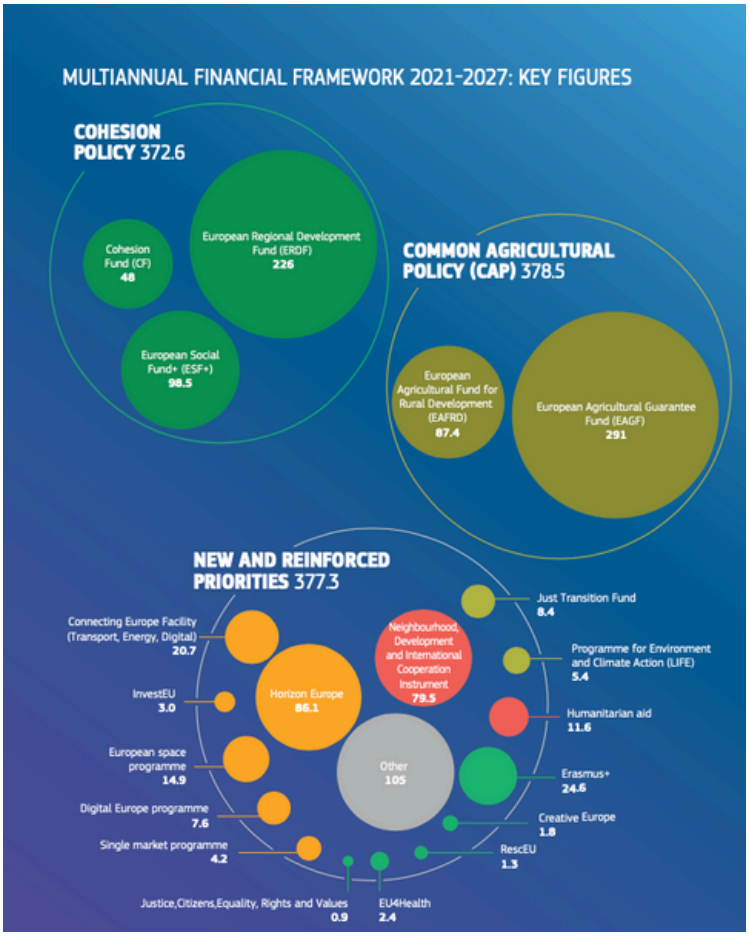


European Union's Funds

80 % goes to national level and managed by national authorities

20 % is managed directly by the European Union though different programmes / themes / finding streams

HOW IT WORKS



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EU FUNDING FOR NGOS: HOW IT WORKS

- ☑ Funding applications: an extremely competitive and highly technical process
- ☑ Has a specific deadline (for application) and a set duration of the project/activity
- ☑ Requires a legal status (of NGO) and operational capacity
- ☑ Usually (not always) requires partnership in several countries
- ☑ Most often requires co-funding (e.g. EU provides 80% of the budget and you need to raise additional 20%)
- ☑ Evaluated across several criteria (e.g. relevance, quality, impact, sustainability, value for money)
- ☑ Very strict on reporting and documentation

Overall, EU funding is not friendly to small grassroots NGOs, however, it is not impossible to access it and one must not be discouraged by its technical requirements !

TOOL - EU Funding overview:
https://eufundingoverview.be

European Commission's funding portal: https://commission.europa.eu/funding-tenders_en

The EU 2021-2027 long-term budget:
https://op.europa.eu/en/publication-detail/-/publication/d3e77637-a963-11eb-9585-01aa75ed71a1/language-en

EU Tenders: https://ted.europa.eu/TED/browse/browseByMap.do