FIGHT FOR JOY!
INTRODUCTION

Since 2019 we have seen crucial changes in defining European cooperation. From the pandemic to the cost of living crisis and up to the dreadful invasion of Ukraine by Russia, Europe is facing several major political challenges. While warm winters keep breaking temperature records year after year, and deadly heat waves are sweeping over Europe setting millions under threats, we are still to determine the future of the planet and the future of the young people.

Through our shared struggles and aspirations, we see that not a single one of our political issues is a lone priority. We refuse to choose between the survival and well-being of the planet, our personal liberties and freedoms, and social welfare. To be Green means to fight for all these demands simultaneously.

Through the European elections, we strived to achieve our goal of a feminist, diverse, democratic, sustainable, and social Europe. This meant maintaining our leadership on climate and environment, mainstreaming social justice into all aspects of our politics and campaigns, and strengthening our role as defenders of democracy and freedoms. We needed to give our voice to the voiceless and keep bringing up political topics others were too scared to talk about. The European Parliament elections of 2024 were all about daring, uniting, and fighting for social justice on all levels. FYEG advocated for systemic changes that could not be achieved through a catalogue of single-issue political measures. They required the dismantling of various systems of oppression and the transformation of society as a whole. To achieve this, we strove to gather young people at the grassroots level, running campaigns together, supporting local struggles, and empowering them to take action.

Goals of the campaign

The goal of FYEG’s election campaign is to spread our vision “a just, feminist, diverse, democratic, sustainable Europe where people are happy and free”; mobilise, empower and engage young people across Europe around our hopeful message and our belief in Green Europe, and to increase the visibility and name recognition of Young Greens.

Focus of the campaign

Our 2024 Campaign focused on
- Spreading the Young Green vision and increasing the visibility and name recognition of Young Greens
- Active and involved Member Organisations
- Building a Green Community
- Empowering young people through the Young Candidates Platform

FOCUS 1: SPREADING THE YOUNG GREEN VISION

Our first focus was to project a Green vision to a broad audience that shares the core values FYEG has built with the support of its member organisations. There are young people across Europe looking for organisations and politicians to fight for real progressive change, we wanted to show these people that we can and will fight for that change.

A. CAMPAIGN NARRATIVES

Political priorities

Our Executive Committee combined polling from young people and input from our member organisations to create a set of political priorities.

FYEG's political priorities were defined by the EC in April 2023. From here the EC and Campaign team worked together to further develop these priorities and their surrounding narratives. These were then outlined in the Green Alchemy campaign handbook.

1. Climate Justice
   - Saving the climate will improve your life.
     - A just society requires good living conditions, a thriving environment, and a commitment to racial, gender, and social justice. The transition to sustainability will enhance our lives and economy, as there are no jobs or future on a dead planet.
   - We can’t afford the rich anymore.
     - To save our planet, we must hold corporations and the wealthy accountable, not individual citizens. The rich flying private jets and energy companies profiting massively should bear the cost of fixing the environmental damage they created.
   - We are unstoppable, another world is possible.
     - Together, we have the power to drive change through voting, protesting, and advocating for a sustainable and just future. Climate justice is intertwined with racial, gender, and social justice, acknowledging the disproportionate impact on marginalized communities. Moving forward, we need messages of hope and practical solutions alongside anger to effectively address climate challenges.

2. Youth empowerment.
   - Young people matter.
     - Young people's lives are more unstable than previous generations, with diminishing societal support, rising house prices, and escalating rental costs. Insufficient investment in education and career prospects hinders stable employment and financial independence, threatening personal development and the broader social fabric.
○ We have a right to joy
  ■ Young people have a right not only to have their basic needs met but also to lead joyful lives. They deserve security in an often uncertain world and deserve both emotional and physical safety.

○ It’s our fucking future.
  ■ The voices of young people should not be viewed as less legitimate due to their age; they should be allowed to shape their own futures. Encouraging their engagement and dismantling these barriers is vital for a more inclusive, empowered society, ensuring a future worth living in rather than one burdened by the past.

○ Together we thrive.
  ■ The erosion of community bonds due to capitalism and neoliberalism has left many young people isolated and vulnerable, making it crucial to foster connections and support networks. Youth empowerment, in the face of this loss of community, is a critical pursuit.

3. Migration
   ○ Expand the Success of Open EU Borders
     ■ Open borders within the EU are a significant achievement that fosters diversity, intercultural exchange, and economic development. This freedom of movement benefits everyone and should be a basic right, not just a privilege for EU citizens.
   ○ There is a humanitarian urgency. We must end deaths at sea.
     ■ Migrants risking their lives to reach Europe deserve safe passage, not death in the Mediterranean. We must protect all lives, address economic and climate migration, and prepare for the humanitarian challenges they face, including enslavement, violence, and deprivation of rights.
   ○ Migration is Natural – End Fortress Europe!
     ■ EU border policies should be based on compassion, not exclusion. We need clearer pathways to legal citizenship and better opportunities for social inclusion across the Union.
   ○ No human is illegal. We welcome migrants.
     ■ Migration enhances our societies, and we owe gratitude to migrants for our quality of life. We should welcome all migrants, regardless of their country of origin.

Get Out The Vote (GOTV)

In parallel to our political priorities, FYEG continuously promoted “Get Out The Vote” messaging. Our initial target was to gain 1000 pledges to vote.

Together with the Greens/EFA Group at the European Parliament (GGEP) we collected pledges through elections2024.eu with the message “You have the power”. This partnership collected 4603 pledges.

Independently, we ran GOTV messaging, primarily with the message “You would not let someone else decide for you”. This message was linked to the topics of stopping the far-right, voting for the climate, voting for a vegan future, voting for clean seas, voting for an open Europe and voting for joy. These GOTV campaigns collected 473 pledges.

B. CAMPAIGN VISUAL IDENTITY

For the visual identity of the campaign, we worked with freelance designer Ellis Pearce. Ellis worked with us to create the brand guidelines of the campaign, the logo for the Young Candidates Platform, and designs for stickers, t-shirts, a sweatshirt and hats. Ellis also provided a template design for social media posts and a design for the Green Alchemy campaign handbook.

Merchandise was created with these designs, which were distributed to candidates and activists across Europe.

Other narratives

Through the campaign, we also developed other narratives. These were primarily based on news items or the importance of defeating the far-right. The decision to communicate more on the far-right was taken due to analytics trends of our communication topics, with communications on the far-right being popular amongst our base.
C. COMMUNICATION TOOLS

Our communications related to the campaign were through four mechanisms:

1. Social Media - Our primary platform was Instagram and our secondary platform was TikTok. Content for social media was created centrally in the FYEG office with support from Green Base volunteers. 77 posts were created for Instagram during the main campaign period of March 1 to June 9, engagement increased 173% compared to previous months. Content for TikTok was created by volunteers led by Ewan Lewis, this allowed content to retain an authentic feeling whilst freeing office staff to focus time elsewhere.

2. Digital Campaigns (Email) - In line with our digital strategy we worked with ECDA to create digital campaigns. These digital campaigns allowed us to grow our email list and to show our base that we were taking action to tackle problems in Europe. The initial target of our list was 7,500 subscribers, the final total was 14,364 subscribers. Our actions were:
   - Safe Refuge for All - 529 Action Takers
   - Tell Paypal: Stop Supporting Fascists - 444 Action Takers
   - Ban Unpaid Internships - 980 Action Takers
   - End Arms Exports to Israel - 1179 Action Takers
   - Keep the Green Deal Alive - 1332 Action Takers

3. Press - Despite initially not being planned as a primary part of our FYEG’s EU24 elections campaign, press work took a more important role during the campaign, especially at the request of Green Base volunteers who were motivated to explore this medium.
   - Six official press releases, with translations, were written and distributed to different strategic countries and journalists and in total 18 media articles mentioned our campaign.
   - The Green Rave was featured in the newspaper Roma Republica in an article that was then reposted by 5 other Italian outlets. Our Ban Unpaid Internships campaign received international attention from The Guardian and the Swiss liaison office on European policies and programmes in research, innovation and education SwissCore. Due to the arrest of 10 FYEG activists, notably the Secretary-General, our Climate (Stop Funding Fossil Fuels) action held at the European Parliament on the Open Days also attracted media coverage, particularly in Catalonia. Our campaign on Palestine (End Arms Exports to Israel) was mentioned in a German journal and our Co-Spokesperson Benni Scuderi’s EU elections campaign was in an Italian outlet. Finally, actions (co-)organised by our MOs such as the Train Tour stop in Serbia and the GOTV event of the Scottish Young Greens were also highlighted in local and national news outlets.
   - It should be noted that press work demands a great additional effort and human resources for limited results and it is not clear if it should be prioritised in the future.

D. SETTING THE AGENDA

1. European Green Party.
   - FYEG actively participated in the Manifesto Working Group of the European Greens. Sean Currie, representing FYEG, was part of the editorial manifesto working group, collaborating with the Executive Committee to identify priorities and suggest points. His efforts influenced the EGP manifesto to be radical and the most anti-racist manifesto they have ever had, with a strong emphasis on youth issues. It was then rated the best by the European Youth Forum for youth issues.
   - Read the manifesto adopted by the 7th Extended Congress, Lyon, 4th February 2024, here: EGP Manifesto 2024.
   - Staff coordination was essential in identifying opportunities for volunteers, enabling their participation in several key events:
     - The EGP electoral congress in Lyon, February 2024
     - The EGP rally in Brussels, May 2024
     - EGP’s watch parties for the Maastricht debate and the Eurovision debate
This coordination also facilitated the participation of young candidates in these events. Additionally, we collaborated on promoting the Tilt! process to choose the 12th priority.

2. Greens/EFA
- The Green-EFA established an Information Campaign Taskforce at the staff level, with FYEG represented by a member of the Secretariat. We attended the Taskforce meetings to stay informed about resources for young candidates, including info sheets and the key vote tool.
- We also worked closely through our shared GOTV campaign.

3. European Youth Forum
- In 2023, FYEG provided input to the European Youth Forum (YFJ) Manifesto that was collaboratively written with all its members and comprised 20 specific demands across the pillars of democracy and participation, youth rights, sustainability and digitalisation.
- The YFJ also analysed the manifestos of the European Political Parties to assess how well these manifestos align with the YFJ’s expectations and demands as outlined in their Youth Manifesto. It is essential to note that thanks to the EC’s efforts in the negotiations with EGP, their manifesto was consistently ranked as in full alignment with youth demands as outlined in YFJ’s Scrutiny document.

**RECOMMENDATIONS**

**Campaign Narratives**

- **Consider the value and application of political priorities.** It may be useful to ensure the priorities are based on very specific issues.
- **You may need to confront the far-right.** A decision was taken initially to limit communication about the far-right but approaching the election it became the prominent media narrative. We did adapt to this narrative but did not have a full strategy to approach the topic. We would recommend that instead of ruling out communicating on issues such as the far-right, to acknowledge that we may need to follow the dominant narrative to ensure our communications have reach. With this acknowledgement, we recommend creating strategies for issues you may not initially wish to confront.
- **Investing time in creating campaign slogans is valuable.** We initially created one primary slogan and two secondary slogans. While our primary slogan “Break the Cycle” was well received, our secondary slogan “Fight for Joy” resonated more strongly with our audience. Our third slogan “Thanks, we’ll take it from here” was not well received and dropped from our communications.
- **It’s okay to have mixed tones.** While we wanted our campaign to have an angry but hopeful tone, it proved valuable to adapt to the issue we were communicating on.
- **Digital campaigns are an incredible tool.** Our petitions and letter writing campaigns allowed us to show our audience we were taking tangible action on several issues. We would recommend doing this again but linking it more strongly to the communications strategy.
- **Consider other parts of the FYEG activity plan.** If there are projects in the FYEG activity plan being executed by staff or EC members outside of the campaign team, consider how these can be made to properly integrate into the campaign.
- **Have a face of the campaign in Brussels.** To be responsive to news items it is incredibly valuable to have at least one person you can easily work with to produce fast video content.
Campaign Brand Identity

- **Visual identity matters.** Spending time and money to find the right designer for campaign materials worked very well.
- **You should not ‘design by committee’.** The design work should not be overseen by the EC but instead trusted to one or two experienced people. Our visual identity was so striking because experienced office members were trusted to do the designs.
- **Merchandise is a great investment.** We would recommend creating simple but beautiful merchandise. We would recommend allocating staff time and money to distribute items directly to member organisations. Providing member organisations a low effort way to be part of the campaign.

Campaign Brand Identity

- **Investing extra energy into social media will get more engagement.** Spending more staff and volunteer time on producing a lot of content will increase followers and engagement. You should decide if this is important to you.
- **Avoid algorithms, use emails.** Social media services are unreliable and it can be hard to predict the algorithm. To ensure we can reach out audience, build an email list over time and reach people directly.
- **Give volunteers freedom.** Giving volunteers the freedom to make TikToks without oversight allowed them to be more creative and removed bottlenecks.
- **Press requires a lot of effort and the returns are unclear.** Our Unpaid Internships action was quoted in a Guardian article with a direct link to the action, this gained only two new subscribers.

Collaboration

- **We can impact the EGP manifesto.** Our voice matters to the EGP, so we can and should push them to make their manifesto more radical.
- **Working the the group helps grow our bubble.** Taking time to collaborate with the Greens/EFA group in campaigns and communications massively helped grow our email list.

**FOCUS 2: ACTIVE AND INVOLVED MEMBER ORGANISATION**

**GREEN RAVE**

The Green Rave held in March 2024 in Rome was a pivotal event that served as the catalyst for the 2024 European elections campaign. The event was designed to help young community leaders and candidates refine the skills to further raise the issue of the 2024 elections in their local contexts, as well as to give them a chance to present their work to the wider public while popularising the conversation about the necessity to getting out the (young green) vote. It kicked off with a public day that attracted 133 people, of which 111 were participants and guests from CSOs and movements, which marked the launch of the European Train Tour and FYEG's Get Out the Vote campaign, aiming to increase youth voter turnout. Only a restricted group of 79 stayed for the following two days of programme.

**GET OUT THE VOTE EUROPE TRAIN TOUR**

The Get Out the Vote Europe Tour spanned from the Green Rave until May 2024 and was designed to engage and mobilise young voters across Europe, by highlighting how EU politics concretely impact their lives. The tour involved approximately 160 young participants directly through four main decentralised events in Belgrade, Riga, Prague, and Marseille, (each having gathered between 29 to 70 participants) and indirectly reached over 1,000 through smaller actions.

**GET OUT THE VOTE (GOTV) MO GRANT PROGRAMME**

In 2024, FYEG launched the "Get Out the Vote!" initiative, funding nine projects across Europe to boost youth voter turnout in the EU elections. These allowed the members of our network to design and implement information election events in their national contexts. These activities were possible through the subgranting scheme of the CERV programme. Being aware that many EU citizens live abroad, FYEG allocated its own resources with which young greens in non-EU states could also participate in this programme either targeting EU citizens abroad to get them to participate in the elections, or promoting democratic processes and citizens’ participations in their local contexts.
These projects, conducted from February to June, included diverse activities such as informational campaigns, events, and creative engagements. The young greens had to get their target audience to pledge to vote through an online platform, and display FYEG’s Get Out The Vote campaign materials. Catalonia’s Joves Ecosocialistes used flyers, street interviews, and a concert in a public space to get passersby attention and collect their pledges, while Latvia’s Protests featured art performances and school workshops. Other efforts included Italy’s Voto-bike campaign, Finland’s national musical event on one of the main squares of Helsinki and other decentralised flyering actions, and Ireland’s campus pop-up stands. Greece’s Neoi Prasinoi conducted social media campaigns, Belgium’s Jong Groen organised debates in public spaces, Georgia’s Young Greens promoted youth voting rights, and Serbia’s Zelena Omladine Srbije held community discussions. The projects aimed to foster democratic participation among young Europeans by leveraging both physical and digital platforms. As per the conditions of the funder, the amounts granted to each organisation are public on FYEG’s website.

Projects implemented as planned with good results:
- Funded by CERV:
  - GET OUT THE VOTE - CATALONIA! by Joves Ecosocialistes
  - NO EUROPE WITHOUT U by Protests
  - CAMPAIGN TOUR FINLAND by Vihreät nuoret
  - ALLENATI A VOTARE! by Giovani Europeisti Verdi
  - NO EU WITHOUT U by déi jonk gréng
- Funded by our own resources:
  - SYG GOTV EDINBURGH by Scottish Young Greens

RECOMMENDATIONS:
- A campaign rally encourages volunteers. Organising a campaign rally allowed us to clearly launch our campaign and solidify its visual identity. It gave space for our candidates and co-spokespeople to speak on the issues that matter to us. The impact was clearly positive on our volunteers.
- Grants allow member organisations to be creative. Our grants programme gave the member organisations the freedom to create events which suited their local context and gave FYEG a voice in their campaign.

FOCUS 3: BUILDING GREEN COMMUNITY

FYEG educational activities in 2023 and 2024 were conceptualised with the EU election in mind, with the final aim to build a community that could be mobilised not only during the election period but transitioned beyond June 2024 to become the community pillar of the Federation.

To make this happen, FYEG hired a full-time Community Manager, as well as made the Green Base one of the three main pillars of the campaign. The community was built with a model of distributed organising (aka snowflake model) in mind that looked like this:

The community was built in the following stages:
1. Recruitment of volunteers
2. Engagement and coordination of volunteers
3. Community management and fun
4. Mobilisation

RECRUITMENT OF VOLUNTEERS

Volunteer recruitment was an important part of our work, ensuring our community of volunteers grew. This is especially because FYEG did not have a community of volunteers before September 2023. We used various touch points to recruit volunteers.

Firstly, internal channels to the Federation. FYEG events starting with the Youth Assembly in March-April 2023 were focused on sharing our vision, hyping people up for the campaign and asking them to become volunteers. At the end of the summer camp in July 2023 participants were given early access to the Green Base Discord server and asked to build it with us. The Influencection games (September to December 2023) were used to start training volunteers and identifying the most engaged ones who then were invited to join for an in-person training weekend in Brussels.
External channels to the Federation were used to recruit volunteers as well. Executive Committee or Campaign Team members joined various events to present the Green Base, for example:

- The Congress of Young Europeans co-organised with the Heinrich Böll Stiftung
- EGAT organised by the Green European Foundation
- CDNEE events
- Campaign events organised by MOs, for example the one on Europe Day by Jong Groen

Social media was utilised for this purpose as well. We created feed posts and videos to call people to sign up for the Green Base and volunteer with us. In particular:

- Invitation to GOTV launch event and training (May 2024)
- Invitation to enrolment call (May 2024)
- Invitation to enrolment call (April 2024)
- Call to volunteer (April 2024)
- Call to volunteer (June 2023)

As soon as our digital campaigning strategy was in place, one of the goals was to convert people in our mailing list into volunteers. We sent out emails asking people to join the Green Base semi-regularly, and used a “volunteer with us” Expression Of Interest form which collected 885 responses starting in September 2023 and throughout the entire campaign period. This form was where we redirected people from our website (first thing showing on the home page) and our Instagram (first link in bio). Once people signed up, they were initially welcomed with an email sequence inviting them to join the Green Base on Discord, and then on Discord invite to weekly onboarding calls. Closer to the campaign we also hosted onboarding calls on Zoom.

RECOMMENDATIONS ON VOLUNTEER RECRUITMENT:

- Host enrollment calls on a platform that people already use, then bring them to your platform. It was easier to bring people to Discord once we had already met them once online on Zoom.
- Don’t rely on social media for volunteer recruitment. Make sure you reach as many people as directly and as soon as you can.
- Train a group of volunteers to carry out 1-2-1s and take care of the onboarding of new volunteers. 1-2-1 calls were the most effective in ensuring people went through the recruitment process and remained involved. The Green Base coordinators had too much on their plate, which is why we recommend having a group of volunteers trained to do this (organise simulations and provide scripts!). 1-2-1s should be organised with everyone interested to join the campaign and should:
  - Present the vision and mission of the campaign
  - Ask what the person wants to do in the campaign and why they want to be involved
  - Give an overview of the teams
  - After the call, onboard the person into the right teams by putting them in direct contact with the team co-leaders

ENGAGEMENT AND COORDINATION OF VOLUNTEERS

Once onboarded, volunteers had to be engaged to make feel part of a community, and to be trained and empowered to execute campaign tasks.

The first opportunity were the Influencelection Games, online training sessions which ran from September until December 2023 and were hosted on the Discord. Each session had a training topic and followed-up by a practical session to exercise the skills gained, as follows:

- ‘Artificial Intelligence in Campaigning’ on 20 September (follow-up on 5 October)
- ‘Speak to be Heard - Speak to Convince’ on 12 October (follow-up on 19 October)
- ‘Project Management Essentials’ on 15 November (follow-up on 28 November)
- ‘Sustainable Leadership - How to Motivate and Retain’ on 30 November (follow-up on 7 December)

In the last 6 months of the campaign we then also organise a few ad hoc training sessions for the volunteers, for example on Action Network or on press thank to the EGP press officer).

To organise and coordinate volunteers, we created campaign teams (explained below) and then appointed two team leaders for each team. We organised an in-person training weekend on 16-17 December for volunteers already on the Discord server who had expressed interest to become team leaders for the EU campaign. 26 people joined. The two-day programme was aimed at training, brainstorming campaign tasks, planning the teams, and ensuring team leaders got to know each other and would feel comfortable working together from a distance for the following months. Team leaders were in direct contact with the Green Base coordinators, and met bi-weekly with them from January onwards.

Finally, an important way to engage our volunteers was to invite them to events organised by our Green partners. In particular, volunteers were invited to:

- The EGP Congress on 2-4 February in Lyon
- The EGP campaign rally on 3 May in Brussels
- Election night on 9 June in the EP in Brussels
- Various smaller EGP gatherings organised in Brussels

This was crucial both to say a concrete thank you to the volunteers, and to strengthen personal bonds among them in an offline environment. It was finally convenient for FYEG because it would be mostly our partners (mostly the European Greens) covering the costs for their travel and accommodation - but also appreciated by EGP because they were happy to have a strong representation of young people at the event.
RECOMMENDATIONS ON ENGAGEMENT AND COORDINATION OF VOLUNTEERS:

- Prioritise in-person training and allocate budget for this well in advance. This should be in the campaign budget but costs should also be covered by project money. For the EU24 campaign, we made the December training weekend a part of the Work Plan 2023, which means this was already planned in April 2022 when we applied for the grant.

- Make the most of partners’ events (especially EGP events) to bring international volunteers together. This means you will not have to cover costs for travel, food and accommodation. Agree with them in advance that there will be a big group of Young Greens, including the specifics.

- During the in-person meeting of future team leaders, invest more resources in training them on how to coordinate teams, and less time imagining the teams and tasks with them. The latter should be done by the Campaign Team in advance, leaving flexibility for the creation of other teams following the interest and initiative of the volunteers. The priority should be to train the team leaders to be confident and skilled coordinators, as this will ensure you are able to scale up volunteer engagement.

- Bi-weekly meetings between team leaders and Green Base coordinators are a good practice. The human connection makes coordination smoother. They could have been more efficient by focusing on planning the future rather than on sharing what the teams achieved in the past. However, a space to celebrate wins is important!

COMMUNITY MANAGEMENT AND FUN

Managing the community was a crucial task in this campaign. As this was the first online community of volunteers FYEG ever organised, we experimented a lot and the tactics changed throughout the electoral period.

Firstly, after considering many options, we picked Discord to host our digital community because of its many features useful to facilitate a community. In particular:

- The various channel formats available (text, forum, voice, etc.) were useful for the organisation of the teams. For example, the translation team used a forum channel to organise translations tasks.

- The tagging system on Discord is fully customisable and was super useful to organise people in groups with different permissions based on their tasks and involvement.

- The possibility to host events on the platform, visible to specific groups of people.

- Possibility to easily grant (permanent or temporary) permission to do specific tasks to specific users.

- Discord allows server owners to run a customised bot as part of the server. We hired someone with some Phyton knowledge to create one for the Green Base with automations fulfilling the specific needs of our community and server. This was useful to implement our gamification system, and to ensure that people could self select themselves into a campaigning team.

A description of the set-up of the Green Base Discord server during the campaigning period is detailed in Annex 1.

RECOMMENDATIONS ON COMMUNITY MANAGEMENT AND FUN

- GB coordinators should take a very hands-on approach to the caring of the community, instead of establishing a team responsible for it. The GB coordinators are the ones who understand how important it is to nurture the community and they should do it themselves first, and maybe in a few months people will start following their example and taking initiative to organise social gatherings themselves.
MOBILISATION OF VOLUNTEERS

The main aim for the creation of the community volunteers was to mobilise them to campaign for the EU elections. The mobilisation happened across various campaign tasks carried over by the 10 teams that were active at various moments in the 6 months prior to the EU vote. These teams were:

- **Community Carers**
  - Tasks:
    - Organising social events (game nights, watch parties) to make the Green Base a digital space where people also come to have fun, and to know each other
    - Evaluating the engagement of Green Base Discord members
    - Planning and running reactivation campaigns on Discord
  - This team organised 4 gaming nights on Discord and some community building events. For example, a gaming night on Roblox and two events with guests, one uncovering the TikTok strategy of Australian Young Greens and a workshop to learn how to track private jets with Italian activists from the page "Jet Dei Ricchi".
  - Unfortunately, this team never really worked as we wished, as nobody in the team felt directly responsible for the wellbeing of the community and the Green Base coordinators did not follow the development of this team closely.

- **Digital Campaigners**
  - Tasks:
    - Helping conceptualise and draft copy for FYEG digital campaigns
    - Brainstorming and implementing ways to engage FYEG’s mailing list of supporters
    - Bringing more people to sign-up for the FYEG mailing list
    - Operating small ad-hoc in the Action Network back-end
  - The team received training on Action Network by the FYEG Community Manager and mostly helped with the creation of the petition “Safe Refuge for All: Stand with every Migrant”. The team also helped with the conceptualisation of the GOTV texting competition. Some volunteers were appointed “organisers” on FYEG’s Action Network so that they could draft petitions, letter campaigns and more.
  - Overall, this team would have needed more training from an earlier stage and strategic direction from the Campaign Team to help them craft effective campaign ideas. This could have been achieved by establishing a direct link between the group of volunteers and the consultants at ECDA which supported FYEG office in conceptualising campaigns.
  - Despite this, the experience with this team will inform how FYEG plans to involve and train volunteers in the next years, in the hope that our savviness in using these digital tools will steadily grow both in the organisation and within our members.

- **Translators**
  - Tasks:
    - Revising and proofreading AI-translated content in the EU official languages (for longer content), based on requests from the Campaign Team or young candidates
    - Translating short FYEG statements/slogans from English into the EU official languages
  - This team worked really well as the tasks were very clear and defined. In most cases, the volunteers checked AI-translated content imputed in a spreadsheet by the team co-leaders, with a column for each language required for the translation. We would prefer translations proofread by at least two native speakers.
  - This team required very little coordination from the Green Base coordinators. In some cases, the Campaign Team (in particular the office) commissioned translations of FYEG slides linked to a digital campaign run by FYEG that was then made available to MOs to be shared on their channels. A careful selection of the messages and topics interesting to share at the national level could make this team even more powerful in the future, with more structured communication channels between the MOs’ comms team and the Campaign Team.
**Outreach witches**
- **Tasks:**
  - Building collaborative relationships with environmental groups, local organisations, activists, and public and influential figures to enhance our impact and reach;
  - Educating and engaging diverse communities on environmental issues and green policies;
  - Amplifying the voices of marginalised and impacted groups, ensuring their perspectives and needs are central in our environmental advocacy.
- Outreach work can be done by volunteers but it needs to be extremely clear which groups the team is targeting and what is the achieved goal of the collaboration. In our case this was the reaching beyond our bubble with growing the pledges to go vote.
- This team had a late start because the team leader was very inactive at the start. One month before the elections another team leader stepped up.
- The team picked three niche communities (vegan organisations, beach clean-up initiatives and migrants’ rights organisations) as allies to get in touch with for the Get Out The Vote phase. The FYEG office created a landing with messaging appealing to each community. The goal was for the organisations to share a call to pledge to vote with their networks. Despite this team being functional too late, we noticed an overwhelming positive feedback from the organisations contacted. This suggests that we could have achieved more impact in reaching beyond our bubble, had we acted earlier.
- One of the learnings was on the need to act fast if a team leader is absent for a few weeks, and to substitute them straight away.

**Action Agitators**
- **Tasks:**
  - Encouraging FYEG Member Organisations to organise decentralised actions to support FYEG digital campaigns with an offline element.
  - Supporting FYEG’s Get Out The Vote campaign by organising days of leafleting.
- Thanks to this team, FYEG digital campaigns had an offline element and activists on the ground were mobilised to amplify them. The main campaign around which this team mobilised was the “Paypal, stop supporting fascists” where groups of activists delivered our letter to the CEO of Paypal to the main Paypal office in their city.
- The action and concept for this team largely informed the direction that FYEG wants to take in mobilising our base in the future. Considering this was the first experiment of decentralised mobilisation on the ground in support of a European-level digital campaign, we consider the impact of this team - however small - crucial to set the tone for the following years of campaigning, and advice the future Campaign Team to utilise this power and continue organising locally.
- The Campaign Team should have put more effort into conceptualising offline actions in support of our digital campaigns.

**Comms Wizards**
- **Tasks:**
  - Brainstorming ideas to have a reactive communications on hot news topic.
  - Coordinating with Outreach Team a collaboration content plan with other organisations (reels/content with other organisations).
  - Preparing Canva templates that people and organisations can use to post translated content prepared by FYEG.
  - Supporting FYEG presence on TikTok.
- The TikTok team in particular produced a lot of amazing content for the FYEG channel, which otherwise would have remained unused for lack of capacity of the comms team.
- Find a few people who can create content on TikTok (if TikTok is still a thing in 2029 :) and give them the freedom to post whatever they want. The EC accepted not to check every single content going out and this was crucial to keep motivation high. The FYEG Office was responsible to just do an informal check once a video was posted.
- The comms team took a while to take off and work autonomously. Once the Green Vision coordinators had provided clear narratives and sub-narratives for people to work on, volunteers started picking up a topic they were interested in and drafting copy text (for captions and explainer slides) that could then be used to produce content to post on our social media.
Researchers
- Tasks:
  - Creating high-quality and science-based material about the 3 main topics of climate change, migration and youth empowerment
  - Doing ad-hoc research based on requests from the Campaign Team or young candidates
- This team worked exceptionally as their tasks were very specific and the members could volunteer for a specific task and do it independently and when they had some free time. Examples (not conclusive) of tasks the team picked up are:
  - One of the young candidates asked them to research the position of the Greens on IRGC being a terrorist organisation and the European Greens or the Greens/EFA position on the definition of antisemitism by the International Holocaust Remembrance Alliance (IHRA)
  - One of the young candidates asked them to help them with research around the Global Gateway Initiative
  - The FYEG office asked the team to compile a list of small news national outlets where we could spread our campaign messages and press releases
  - The team compiled a list of data on voting behaviour of the European youth and far right tactics to mobilise the youth that we used to inform our Get Out The Vote narrative and to draft our fundraising campaign “Stop Europe’s March Towards Fascism”
- We advise repeating the experience of a team of researchers, to channel all the knowledge and web nerdiness of our base to be able to react and have a better prepared and faster response to the political questions that arise for the organisation and for candidates during the electoral campaign.

Press Reachout
- Tasks:
  - Maintaining relations with traditional and print media
  - Increasing visibility of FYEG actions and of the young green candidates
  - Drafting press releases
  - Reaching out to journalists
- It is worth noting that in 2024 at the time of writing FYEG does not have a Press Officer and press work is not a responsibility of anyone in the FYEG office. Overall, the office lacks training and knowledge in the realm of keeping in touch with the press and the capacity to identify press-relevant angles and strategic press-worthy moments.
  - FYEG mainly used the knowledge in the EGP to inform our press strategy and to guide this team’s actions. For example, the volunteers in the press team were at key moments trained directly by the EGP Press Officer, like it happened during the EGP Congress in Lyon. This was a win-win scenario because the volunteers learnt how to deal with press during an event and the EGP Press Officer got some more hands to take care of press-related matters during the event.
  - We advise FYEG to think about press strategy ahead of the next election campaign and make an informed decision on whether to invest resources and capacities in this work, or to rely on the EGP to do this work and identify alternative avenues more in line with our target group.

Knowledge Guardians
- Tasks:
  - Creating a collective intelligence system to support the campaigning efforts by providing access to existing information
  - Supporting spreading of information
  - Systemising the info people get when entering the Green Base Discord
  - Dealing with information overload
- This team’s tasks were a bit unaligned timewise with the electoral period, as knowledge management is more an issue of organisational culture than party-political campaigning. It was difficult for the volunteers to take care of this because they were not inside the structures of FYEG and therefore lacked access to a lot of information or had access but did not know how to find it. The members in the team were asked to transition to other team in the last month of campaigning.
- We don’t advise the creation of such a team during the future election campaign but we think it would be beneficial for someone in the Campaign Team to take over this role of collecting information and minimising the barrier to access it.
• **Border Smashers**
  
  - **Tasks:**
    - help coordinate a few big coordinated actions or campaigns across borders in the months coming up to the campaign
    - support young candidates be supported by Greens from neighbouring countries.
    - help generate a bigger sentiment of the pan-European community the Greens are.
  
  - The purpose of this team was very central to the FYEG network because it nurtured a sense of European solidarity, making people from various countries work together on shared topics of interest. For example, they organised an event on the protection of the Baltic sea with speakers from 3 of the Baltic countries, or another event on the legalisation of marijuana in collaboration between the Italian Young Greens and a German young candidate.
  
  - Whilst the impact of the activities organised is questionable in terms of mobilising people to vote Green, it was incredibly valuable for MOs to have this feeling of working together. The team also helped keep track of the campaign events organised.
  
  - This team could have benefited from more hands-on support from the Campaign Team to the people organising them, mainly for consultancy on the strategic impact of the activities conceptualised to reach beyond the Green bubble to mobilise voters.

**RECOMMENDATIONS ON THE CAMPAIGN TEAMS:**

- The Green Base coordinators prioritised including the volunteers in the brainstorming and creation of the teams but something more hybrid would have worked better. We recommend deciding on the creation of only 4-5 teams with a clear campaign goal or narrow and defined campaign tasks. Then there can be flexibility to establish more teams upon initiative of the volunteers themselves.

- The GOTV texting competitions were a potential very impactful tactic that however was not as impactful because it was announced late, and it required . We recommend the next Campaign Team to use a similar tactic of relational organising but embed it in the campaign strategy from the start.

**GOTV TEXTING COMPETITION**

The Get Out The Vote phase is an incredibly important phase of each election campaign. Our strategy for this phase was to mobilise as many people as possible to text their friends and family directly, as research shows that people are more persuaded to vote when it is their close ones to ask them to do so. Therefore, we conceptualised the Get Out The Vote texting competition. People had two options, either join as an individual, or organise a texting party. Each competitor or each texting party would receive a personalised link through which we were able to track how many pledges to vote that person/texting party was able to secure.

For this to be possible we made use of the source feature of Action Network and of a tactic called cascading messages. Cascading messages are messages that have a link in it that automatically opens up a new prewritten message that your receivers can easily send to their contacts.

The message we used looked like this:

```
They don't represent the majority of us so they cannot win. It may not seem like a big deal but the EU elections on  is when we can stop the far-right. This election will forever impact our climate, our housing and our jobs. If we act we can have a Europe that rejects discrimination, welcome refugees and fights for joy. We cannot let them decide for us. We can beat them together. Join me: https://fyeg.org/vote-them-out?source=p2p-65
```

```
It's our fucking future. Send this message to others easily by clicking here: bit.ly/stop-far-right-65
```

The first link was the link to the pledge to vote landing page on our Action Network. The end of the link “?source=p2p-65” is the bit allowing us to track back the pledges to a person or a texting party. The second link is the bit.ly link that will open up the same exact message. We did this for Telegram and for Whatsapp. You can find in Annex 5 the technical explanation on how cascading messages were set up in practice. And in Annex 4 some of the landing pages where people could pledge to vote that we created.
FOCUS 4: YOUNG CANDIDATES PLATFORM

FYEG established and facilitated the Young Candidates Platform, a support network for young candidates running in the EU elections.

The Young Candidates Platform had 4 main objectives:
1. Getting Young Greens on the lists of Green parties and in electable positions
2. Training and equipping the Young Candidates
3. Campaigning for the Young Candidates
4. Management of the YCP community

Getting Young Greens on the lists of Green parties and in electable positions

Wherever possible, the Platform provided mentorship to young people to support them in the negotiations with mother parties not only to be put on the lists as candidates, but to be placed in electable positions. FYEG had 1-2-1 conversations with several candidates in order to better understand how electoral lists are decided on in their political context. Candidates had the possibility to request letters of support by FYEG. Two candidates requested such letters which were written and sent to decision-makers in the parties.

Throughout the process of electoral list building, however, it became apparent that such actions of FYEG only had very limited influence in a lot of countries. That does not mean that FYEG’s support is irrelevant, but to what extent FYEG can make a difference for a candidate’s position on the list is very much dependent on the specific national context as well as the candidate themselves. For candidates like Benedetta Scuderi FYEG played an important role, but this is also due to Benedetta’s leading position in the Federation. In cases such as this, candidates can be expected to make use of their FYEG ties in ways they see fit themselves. Due to the otherwise limited influence on electoral lists, we suggest that FYEG should not have this objective in future European election campaigns.

Training and equipping the Young Candidates

The Platform was a space where young candidates could receive training to develop skills useful to their campaigns. Trainings were held both in person and online.

The first in-person training weekend took place in Brussels on 9th and 10th December. It was attended by 17 candidates from 11 countries. Some of the sessions were more frontal, like the one on digital campaigning held by European Center for Digital Action. Others were organised following non-formal education methods and provided a lot of space for peer-to-peer exchange, including an informal chat and dinner with Terry Reintke. This sessions during that weekend covered:
- Practical work and discussion on the campaign plan
- Digital campaigning
- Budgeting and fundraising
- Volunteer engagement
- Candidate profiling and political reframing
- Evaluation and closing

FYEG hired a Brussels-based videographer Pierre Destouches to take professional video footage of 8 of the young candidates on that weekend. The FYEG Campaign and Communications Manager took videos of the other 7 candidates.

The second in-person training weekend took place in Rome on 2nd and 3rd March, the day after the Green Rave. It was attended by 13 candidates from 9 countries. After an introduction chatting on what it means to run with courage hosted by Mina Jack Tolu, EGP Committee member, most of the sessions were frontal this time, to equip the candidates with as many practical skills as possible for the last months of the campaign. In particular, these sessions were held by external experts:
- Media training & talking to journalists, by Philippe Schockweiler
- Public speaking and narrative framing, by Emma Timmermans (bentthomas.nl)
- Dealing with hate speech online, by Weronika Jóźwiak (Dziewczyny do polityki)

We also organised a session for practical work on the campaign plan, and for updating and coordination between FYEG and the young candidates.
The following online training sessions were also organised:
- Digital community organising (theory) on October 10th, held by FYEG Community Manager
- Digital community organising (practice) on October 30th, held by Gergely (European Center for Digital Action)
- Petition as a tool for list-building (theory and practice) on November 14th, held by (European Center for Digital Action)
- Public speaking on March 27th, held by Emma Timmermans (benthomas.nl) - online repetition
- Media training on April 3rd, held by Philippe Schockweiler - online repetition
- TikTok training, held by Clare O’Donoghue Velikic and Mary Hernandez (ODV Digital)
- Dealing with hate speech online, held by Weronika Jóźwiak, Dziewczyny do polityki - online repetition

Campaigning for the Young Candidates

The Platform supported young candidates in their campaigning in various ways, especially with visibility on social media, getting them to speak at debates, organising actions in their countries, and mobilisation of volunteers for them, among others.

Whilst at the beginning the campaigning efforts would be dedicated to all young candidates all over, closer to the vote the Executive Committee picked 6 main profiles to prioritise in our communications and campaigning efforts. These young candidates were

- **LENA SCHILLING (AUSTRIA)**
  - AGE: 23
  - PARTY: DIE GRÜNEN
- **BENEDETTA SCUDERI (ITALY)**
  - AGE: 32
  - PARTY: EUROPA VERDE
- **ARIANE GIRANEZA BIREKERAO (BELGIUM)**
  - AGE: 30
  - PARTY: GROEN
- **ZUZANA PAVELKOVÁ (CZECH REPUBLIC)**
  - AGE: 32
  - PARTY: ZELENÍ
- **WANJA KAUFMANN (SWEDEN)**
  - AGE: 27
  - PARTY: MILJÖPARTIET DE GRÖNA
- **CATARINA VIEIRA (NETHERLANDS)**
  - AGE: 27
  - PARTY: GROENLINKS

Finally, Lena, Benni and Catarina got elected and went on to form together with Kira Peter-Hansen our group of Young Green elected MEPs for the mandate 2024-2029.

On Instagram, FYEG communicated about and with our young candidates. A summary of the posts profiling the Platform follows:

- **Young Candidates Platform, general posts**
  - Launch video with young MEP Kira Peter-Hansen
  - Video of support from MEPs to young candidates
  - Who is your young candidates in Europe (5th June)
  - In-person training recup post
- **Collaboration posts with young candidates**
  - Emil Schenkyr (Germany)
  - Announcement Young Green Candidates post 1, with Benedetta Scuderi (Italy) and Ariane Giraneza (Belgium)
  - Announcement Young Green Candidates post 2, with Wanja Kaufmann (Sweden), Catarina Vieira (Netherlands), Zuzana Pavelková (Czechia)
  - Viviane Triems (Germany)
  - Catarina Vieira (Netherlands)
  - Zuzana Pavelková (Czechia)
  - Catarina Vieira (Netherlands)
  - Wanja Kaufmann (Sweden)
  - Zuzana Pavelková (Czechia)
  - Catarina Vieira (Netherlands)
• Feed posts about young candidates
  • Young candidates platform series “what makes me angry”
    ▪ Post 1, with Wanja Kaufmann (Sweden), Emil Schenkyr (Germany), Rosa Domm (Germany), and Jonas Mockūnas (Lithuania)
    ▪ Post 2, with Amy Winandy (Luxembourg), Francisco Paupério (Portugal), Fausta Roznytė (Lithuania) and Liliane Pollmann (Germany)
  • Petr Doubravský (Czechia)
  • Cinta González Sentís (Spain)
  • Congratulations to Lena for being elected!
  • Congratulations to Catarina for being elected!
  • Congratulations to Kira for being elected!
  • Congratulations to Benni for being elected!

We also posted young candidates chronicles every Tuesday on FYEG’s Instagram stories, sharing what the young candidates were up to in their campaigns. This was an effective way to showcase our candidates without having to coordinate collab posts with them.

FYEG either invited young candidates at our own events or lobbied for young candidates to be invited as speakers at EGP events. For example:
• Francisco Paupério joined the Congress of Young Europeans in Thessaloniki
• Benedetta Scuderi spoke at the train tour stop in Serbia on 23rd April
• Emil Schnkyr, Zuzana Pavelkové and Florian Tschebul spoke at the train tour stop in Czechia on 1st May
• Catarina, Rosa Domm and Emil spoke at the train tour stop in France on 18th May
• At the EGP Congress in Lyon, we organised a panel “Overcoming backlash with the Feminist Power of the Young Greens” with Benedetta Scuderi, Zuzana Pavelková and Wanja Kaufmann, moderated by FYEG EC member Christina Kessler
• At the EGP campaign rally in Brussels.

FYEG made use of digital campaigning to support the campaigns of young candidates. One of them used FYEG’s Action Network (cost-free) to build their own list. We know of at least 6 young candidates who used petitions as a campaign tactic, and many mentioned that FYEG’s support in collaboration with ECDA was crucial in growing their awareness of this tactic. With our main 6 young candidates we ran a digital campaign on abortion rights - however, it did not have a lot of reach because it was agreed upon too close to the elections and therefore the young candidates did not actively share it.

MANAGEMENT OF THE YCP COMMUNITY

The Platform strived to address the lack of diversity in politics and within people who held electable positions. Whilst the Platform largely constituted of non-cis-male candidates (81% being female, trans and non-binary), only 4% were racialised. We also did not manage to reach people with disabilities, with the exception of young candidates self-identifying as neurodivergent. It is less clear to what extent the Platform was able to reach socio-economically marginalised people and anyone with otherwise disadvantaged background, but the difficulty in identifying and supporting these profiles speaks truth to the general lack of representation of youth, and even more diverse youth, in European-level politics.

With the many challenges faced by young candidates, it was important for the Platform to be a space where candidates could find peer-to-peer support and turn to for advice and comfort. This was facilitated through making young candidates meet in person, and through the facilitation of the online community on Discord. An overlook of how the Discord forum channel for young candidates is detailed in Annex 1.
RECOMMENDATIONS ON YOUNG CANDIDATES PLATFORM

- **Getting Young Greens on the lists of Green parties and in electable positions**
  - FYEG should not have this objective as part of the EU election campaign, but rather continue focusing on this between elections.
  - FYEG has the unique position of lobbying the European Greens on the need to influence mother parties to include young candidates in the list and should continue doing so throughout the entire mandate, not only ahead of the EU elections.

- **Training and equipping the Young Candidates**
  - Allocate enough budget to have at least 2 in-person training with the young candidates. December is a good time to have the first one. To organise it earlier would mean not having enough clarity on who the young confirmed candidates are. However, accept that for some countries you will not have clarity until way later (as late as two or one month prior the vote) and for those countries give the opportunity to more people to join this training. Announce the date of the second in-person training as soon as possible (ideally 6 months prior the vote) as the candidates' agenda will fill up fast.
  - Allocate time for peer-to-peer exchange among the young candidates. Tap onto the knowledge and experience of those young candidates who have already ran campaigns.
  - Training is super useful to candidates and it’s a unique added value that FYEG can bring because parties are mostly not offering these.

- **Campaigning for the Young Candidates.**
  - Good to create HQ material still far away from the elections that can be pushed out at a later date. For example, the fact that FYEG hired a professional videographer to take HQ footage was very appreciated by young candidates who used it when it was more useful to them.
  - Have fewer faces of the campaign. In 2024 we selected 6 young women to represent our campaign, and to give more visibility on our social media. However, having less would have allowed us to give more depth to our focus to each one of them. Additionally, joint communications and campaigns would have been easier to agree on and coordinate.
  - Have one staff member and one EC responsible follow only YCP. The Community Manager who in 2024 was also responsible of the coordination of the volunteer management, struggled to dedicate enough time to the Platform in the last two months of the campaign especially.
  - FYEG has a big value in making the campaign of young candidates feel and look more European by allowing the ones with less resources to take part in events in other countries.
  - Repeat the Young candidates’ chronicles! Our weekly summary of what the young candidates had been up to on the election trail was appreciated by candidates and by our followers, demonstrating FYEG’s strength on the ground across Europe.

- **Management of the YCP community**
  - Prioritise having a communication space where all the candidates can be active. Higher barrier platforms should not be feared for the involvement of volunteers, but low barrier tools should be picked for the involvement of candidates because they will be overwhelmed with their campaigns. Consider understanding with them which communication platform they prefer.
HUMAN RESOURCES

FYEG allocated the following human resources to ensure that the campaign objectives were met:

FYEG Central Campaign Team:

The FYEG Campaign Team was composed of

Executive Committee
- Sean Currie - Co-Spokesperson
- Emil Schenkyr - Treasurer
- Christina Keßler - Executive Committee Member

Staff
- Cinta González Sentí - Secretary-General
- Cristiana Cerri Gambarelli - Community Manager
- Chris McFadyen - Communications and Campaign Manager
- Vita Davydoa - Campaign and Events Officer

Volunteers:
- Ángel Esteban Villabona (Spain)
- Julia Kerkelā (Finland)
- Marta Bogustova (Latvia)
- Andrej Zlatović (Serbia)
- Daniela Blumane (Latvia) - from July 2023 to October 2023
- Anja Presnukhina (Finland) - from July 2023 to November 2023

Each Focus had the following team working on it:
**Focus 1: Spreading the Young Green vision:**
- Chris McFadyen
- Sean Currie
- Vita Davydoa
- Ángel Esteban Villabona (Spain)
- Julia Kerkelā (Finland)

**Focus 2: Active and Involved Member Organisation**
- Lena Anna Kuukińska - Program and Project Officer
- Marta Marzà Florensa - Projects Assistant
- Klavs Veseluns - Executive Committee member

**Focus 3: Building Green Community**
- Cristiana Cerri Gambarelli
- Emil Schenkyr
- Marta Bogustova
- Andrej Zlatović

**Focus 4: Young Candidates Platform**
- Cristiana Cerri Gambarelli
- Christina Keßler

BUDGET

From our budget €20,000 (€14,000 in 2023 and €6,000 in 2024) in funds was allocated to be spent. An additional €3,486 was fundraised as part of the campaign.

As part of the campaign we run two main fundraising campaigns:

1. “Leave no young candidate behind” with the CTA to support us bringing more young candidates to the Green Rave in Rome. Launched on 14th February, we fundraised 1381 EUR from 29 donors.
2. “Stop Europe’s march towards fascism” with the CTA to help us organise in the last weeks of the campaign, specifically with the focus of covering costs for GOTV texting parties. Launched on 23rd May, we fundraised 2105 EUR from 72 donors.

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ANNEX 1: DISCORD SERVER STRUCTURE AND TECHNICALITIES

The Green Base Discord server will receive a make-over in July 2024, which is why we are collecting here information about the structure of the server during the EU24 electoral campaign, for the record. We are happy with the structure we used during electoral times. Wherever we think we should have done things differently, we’ll mention it below.

At the end of the campaign, the Discord server had the following channels divided in categories as follows:

**WELCOME**
- announcements
- welcome-and-rules
- choose-roles
- introductions
- resource-green-base
- resource-green-alchemy
- resource-training
- otter-bot
- fyg-actions
- discord-issues
- egp-rally
- ga-24

**CHATTING**
- # banter
- # politics
- # music-movies-tv-shows
- # sports
- # books
- # veganism
- # hall-of-green
- # beyond-growth-platform
- # ecoprinter-discussion
- # in-belgium

**MODS AND FYEG INTERNAL**
- # green-vision
- # campaign-team
- Full CT Online Meeting
  - Green Base coordination
- # green-rave-2024
- # master-mods-bot
- # master-mods
- # coordination-team-gr...
- # eu24-young-candidates
- Safe(r) space for rating...
- Welcome, young candida...
- # levelup-
- # int-secretaries
- # 6-candidates-of-our-he...
- # CTM

**SAFE(R) SPACES**
- # spoof
- # polls
- # couchsurfing-and...
- # queer-greens
- # poc-caucus
- # beautiful-disability
- # neurodivergent-hub
- # non-cis-male-banter
- # mental-health-is-political

**CAMPAIGNING**
- # knowledge-forum
- # eu-elections-news
- # local-actions
- # maastricht-debate-29-a...

**VOICE CHANNELS**
- # GOTV-lab
- # Lounge
- # Orange room
- # Green room
- # green vision
- # Training Staging
- # Yellow room
- # Pink room

**TEAMS**
- # team-leaders
- # comms-super-group
- # campaigning-teams
- # digital-campaigners
- # video-makers
- # tiktok-hype
- # comms-wizards
- # outreach-witches
- # press-reachout
- # wannabe-team-leaders
- # community-carers
- # researchers
- # translators
- # action-agitators
- # techies
- # border-smashers
- # knowledge-guardians
- # figuring-out-social-media
All the channels in "💚 MODS AND FYEG INTERNAL" existed for internal purposes and were private. So were all channels in "🔥 TEAMS".

In the channel #choose-roles people could select their pronouns and languages spoken. The customised "Otter-Bot" automatically added pronoun and language tags according to people’s selection. This was useful to tag people for specific translations (for example, “@Greek”) or creating non-mixed channels (for example the non-cis-male-banter with all pronoun tags but @he/him). The #choose-roles channel looked like this:

Once a user had entered the server, they would be asked the following pre-join questions:

- Where do you want to start off in the Green Base?
  - I would like to chat about books → channel #books
  - Share some EU elections news from my country → #election-hub
  - Share my fav Tiktok videos → #tiktok-hype
- What else are you into?
  - TV shows, movies and music → #music-movies-shows
  - Sports → #sports
  - I would love to find fellow vegans → #veganism

Once a user had completed the onboarding, they would be asked the following post-join questions:

- How can you best describe your role in the Green Base?
  - I will volunteer for the EU campaign → @Green Campaigner
  - I aspire to be team leader → @Wannabe Team Leader
  - I am a young candidates → @Young Candidate
- This is a space for young greens who are under 35 years old. Are you younger than 35?
  - Yes → #welcome-and-rules
  - No → @Vintage
We created the tag @Vintage to tag people older than 35 years old, because we realised that through our mailing list some people would land on the Discord who were older and it was not really our interest to interact with them.

Ad hoc channels were created for certain events, e.g. “maastricht-debate-29-may”

The channel campaigning-teams was a forum channel with a customised bot feature: if a person clicked the heart of a specific team, they would automatically receive the tag for that team. It looked like this:

The voice channels in TEAMS’ MEETING ROOMS were private to the users with the tag of that campaigning team. Therefore, each user would only see the meetings of the teams they were part of in the “events” section of Discord. This is an important organising feature because it ensures clarity among volunteers about which meetings they should attend.
The server had a personalised Discord bot named “Otter-Bot”. The bot was built by a developer with Python knowledge. This is the technical summary:

- The “Green Base Bot” (referred to as Bot from now on) was worked on as a Discord bot specifically made for the “The Green Base” server;
- The bot is made in the Python programming language version 3.8;
- The main library used is discord.py which implements Discord’s API;
- The server where the bot is located is called “Vultr”;
- The server is running on a standard Debian OS as a base;
- The code itself is hosted and visible to selected users on GitHub;
- The primary functionalities are tracking user engagement, messaging members, member categorization, organisation.

The young candidates were invited to a private forum channel #eu24-young-candidates.

This space was presented to the young candidates in an email as follows:

- Welcome, young candidates! Introduce yourself here! Self-explanatory. Make sure to head over and introduce yourself!
- Upcoming YCP trainings. We’ll keep you updated here on the online training we or other Green European partners are organising for you.
- Resources for candidates. Here, we’ll collect the resources from training and other useful stuff for your campaign.
- Safe(r) space for ranting and giving each other support. The YCP is a community of people who are often sharing similar struggles. If you ever feel like ranting, you’ll probably find someone there on the receiving end who’s had a similar struggle and who can remind you that you are not alone. We hope you will use this space when things get rough and maybe the people around you cannot fully understand what you are going through - another young candidate might.
- Requests to Green Base volunteers. This Discord server is full of amazing Young Green campaign volunteers. You, our young candidates, can always ask for their support, from small to bigger tasks, they are super happy to help young candidates all over Europe. This is the thread where to ask and we’ll direct the request to the right volunteer team.
- Not so random - for young candidates. All randomness. You make of this channel what you want! Other ad hoc posts. You can create one as well. For now there is one on TikTok tips!

And it looked like this:

![Discord channel interface](image)
ANNEX 2: VISUAL IDENTITY

FONT ANTON
Font - Oswald

MAIN SLOGANS
BREAK THE CYCLE  FIGHT FOR JOY

GRAPHIC ELEMENTS

VOTE
BREAK THE CYCLE
BREAK THE CYCLE
BREAK THE CYCLE
IT'S OUR FUCKING FUTURE
IT'S OUR FUCKING FUTURE
FIGHT FOR JOY!
BREAK THE CYCLE

IT'S OUR Fking FUTURE

THANKS, WE'Ll TAKE IT FROM HERE!

FIGHT FOR JOY!

18TH - 3RD MARCH

IT'S OUR Fking FUTURE

18TH - 3RD MARCH

BENEDETTA SCHILLING
EUROPEAN PARLIAMENT CANDIDATE ITALY

LENA SCHILLING
EUROPEAN PARLIAMENT CANDIDATE AUSTRIA

VOTE.

ZUZANA PAVELKOVÁ
EUROPEAN PARLIAMENT CANDIDATE CZECHIA

CATARINA VIEIRA
EUROPEAN PARLIAMENT CANDIDATE THE NETHERLANDS

KAUFMANN
EUROPEAN PARLIAMENT CANDIDATE SWEDEN

WANJA
EUROPEAN PARLIAMENT CANDIDATE SWEDEN

ARIANE GIRANEZA
EUROPEAN PARLIAMENT CANDIDATE BELGIUM

EUROPEAN TRAIN TOUR SERBIA
23RD MARCH 2024
Stop no. 1

EUROPEAN TRAIN TOUR LATVIA
21 April 2024
Stop no. 2

ČESKO EUROPEAN TRAIN TOUR
CZECHIA
Zastávka 3
1. května 2024

Marseille
FRANCE
EUROPEAN TRAIN TOUR
arrive 4
18 mai 2024
ANNEX 3: CAMPAIGN TIMELINE

24EU Elections Campaign Timeline

2023

July
- Summer Camp: Campaign Narratives Workshop
- 21st July: Live Campaign Team Meeting

May
- MOs Adopt the Campaign Plan at the General Assembly

September
- List of Young Candidates are finalised
- Live CT Meeting to finalise: Narrative, Slogan, Design Brief, Design Offline Activities

2023

November
- Young Candidates Platform Training

October
- Influencelection launches: Online Training

2024

Spring
- Europe Train Tour: Decentralised Campaign Events

February
- Green Rave: Campaign Kick-off Event
ANNEX 4: GOTV LANDING PAGES

DON’T LET THEM DECIDE FOR YOU

YOUR NAME NOW! PLEDGE TO VOTE TO STOP THE FAR RIGHT

VOTE FOR AN OPEN EUROPE

YOUR LIFE! ADD YOUR NAME NOW! PROTECT EVERY LIFE! ADD

VOTE FOR A VEGAN FUTURE

USE COMPASSION! ADD YOUR NAME! CHOOSE COMPASS
ANNEX 4: GOTV LANDING PAGES

VOTE FOR A LIVEABLE PLANET

VOTE FOR BLUE SKIES & CLEAN SEAS

VOTE FOR JOY
ANNEX 5: CASCADING MESSAGES

Your messages can have a link that opens up a new prewritten message that your receivers can easily send to their contacts. To set this up you will need to use Bitly and the appropriate links below to create your messages.

- For both apps you will need to start by writing your message. For example, "Hi! I’m voting green on 9 June, join me and make your plan at www.voteplan.com. You can also share this message with your friends by simply clicking this link: <cascading url DO NOT INCLUDE THIS> "

www.voteplan.com is the landing page where you are collecting vote pledges or where you are asking people to sign up!

- IMPORTANT: you will need to keep the cascading URL at the end of the message empty for now, we will add this after
- To add a line break, just add two of the following to your url where you want to break the line: %0a
- Then take your message and add it at the end of each url below in a new browser tab and hit enter
  - Links:
    For Whatsapp: https://api.whatsapp.com/send?phone=&text=
    For Telegram: https://t.me/share/url?url=
  - They will look like this at this stage:
    WhatsApp = https://api.whatsapp.com/send?phone=&text=Hi!%20I%E2%80%99m%20voting%20green%20on%209%20June,%20join%20me%20and%20make%20your%20plan%20at%20www.voteplan.com.%20You%20can%20also%20share%20this%20message%20with%20your%20friends%20by%20simply%20clicking%20this%20link:
    Telegram: https://t.me/share/url?url=Hi!%20I%E2%80%99m%20voting%20green%20on%209%20June,%20join%20me%20and%20make%20your%20plan%20at%20www.voteplan.com.%20You%20can%20also%20share%20this%20message%20with%20your%20friends%20by%20simply%20clicking%20this%20link:

- Next go to Bitly.com and start the process of creating a custom URL. DO NOT USE THE URL ABOVE, we are not done yet.
  - Make sure the Bitly custom url is available. For this example we will use bit.ly/voteplanningtest
  - IMPORTANT: You will need a different Bitly link for Whatsapp and for Telegram
  - Now go back to the browser tab with your message url from above and add the Bitly url to the end and hit enter
    - It will look like this
      WhatsApp = https://api.whatsapp.com/send?phone=&text=Hi!%20I%E2%80%99m%20voting%20green%20on%209%20June,%20join%20me%20and%20make%20your%20plan%20at%20www.voteplan.com.%20You%20can%20also%20share%20this%20message%20with%20your%20friends%20by%20simply%20clicking%20this%20link:
      Telegram: https://t.me/share/url?url=Hi!%20I%E2%80%99m%20voting%20green%20on%209%20June,%20join%20me%20and%20make%20your%20plan%20at%20www.voteplan.com.%20You%20can%20also%20share%20this%20message%20with%20your%20friends%20by%20simply%20clicking%20this%20link:

- Once you have this new formatted URL, take it and paste it into the Bitly destination email
- You are now ready to share the message AND/OR the bitly link to easily allow your supporters to send this exact message to their contacts
  - For example:
    WhatsApp = bit.ly/voteplanningtest
    Telegram: bit.ly/voteplanningtestTG

- If you are going to have any rallies or you will be doing any tabling in busy areas you can also convert these links into a QR code. Volunteers can then ask people to send these messages in person. When using this tactic, be sure to train volunteers to have a clear call to action when approaching people.