

Europe Decides 2014

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This European election is different

*"Une élection du
Parlement européen
doit avoir
des conséquences"*



Francois Hollande, quoted by Frédéric Lemaître,
correspondant of *Le Monde*, Berlin



PES Election
Congress

Rome,
27 Feb/1 March 2014



EPP 2014
Elections
Congress

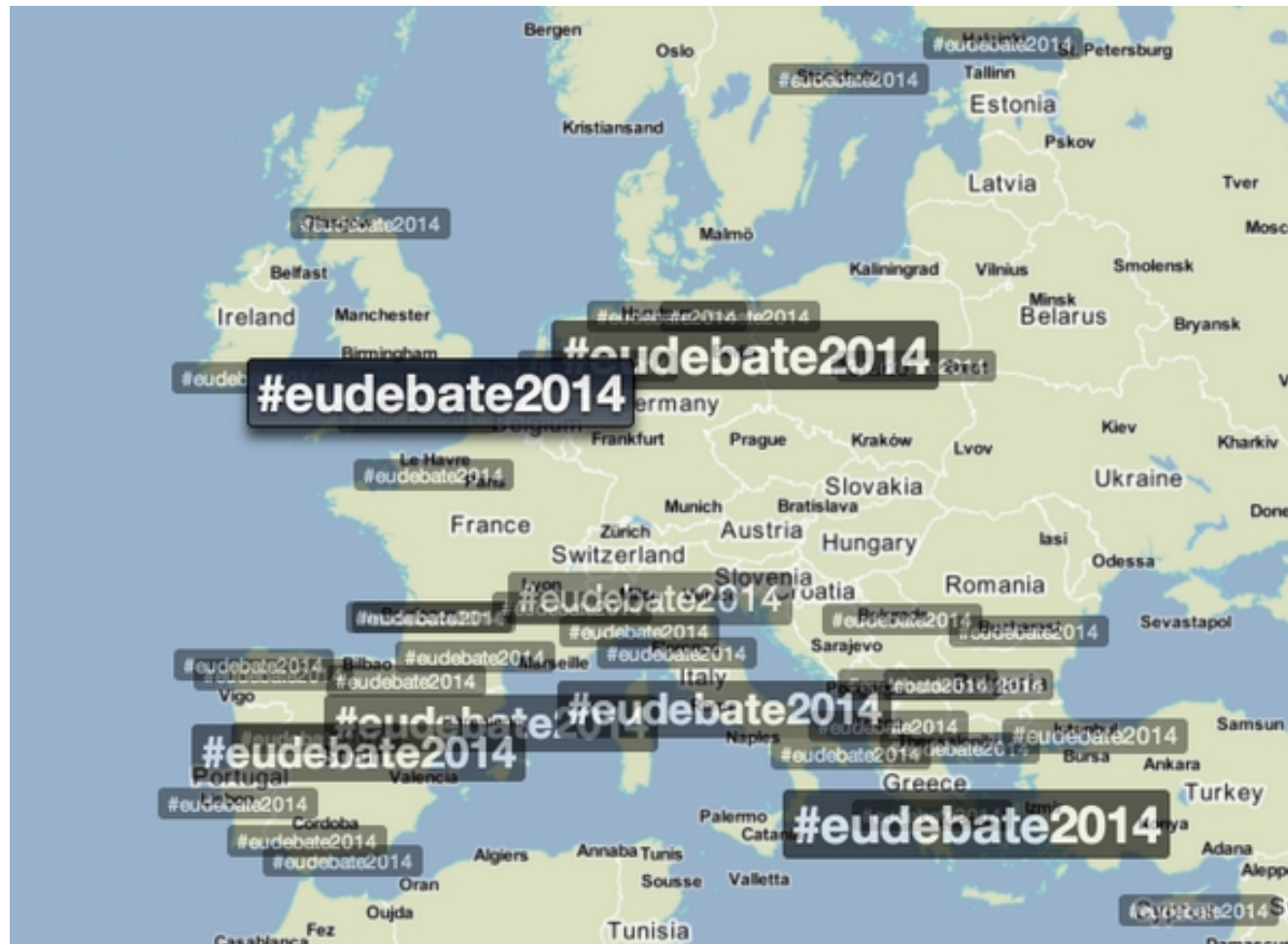
Dublin,
6/7 March 2014



The first European Presidential debate – 28 April 2014



An event that trended in 17 out of 28 member states

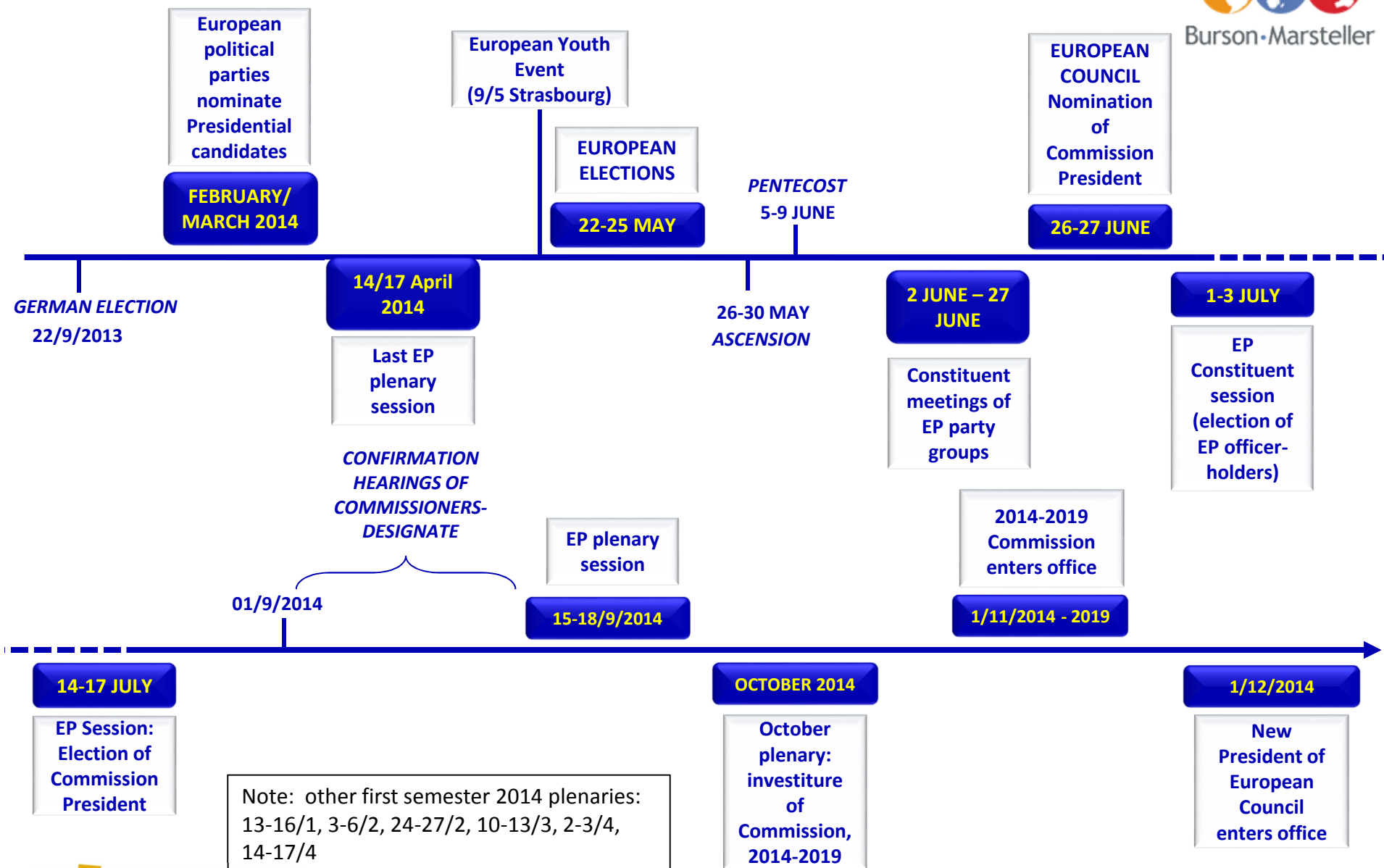


The event re-broadcasted in Brussels












Europe Decides 2014

- An enormous multi-dimensional and inter-institutional jigsaw puzzle
- Not “just” a European election and not “just” about new people
- Disruption: profound change in people yes but also in institutional functioning too most likely
- A democratic (r)evolution?
- A new way of doing business? Critical to all affected by EU law and policy – including the EPF.



Positions to fill

 751 MEPs	 Two Presidents of the EP	 14 EP Vice Presidents	 Political Group leaders	 20 Parliament Committee Chairs
 Commission President	 27 other commissioners (including six VPs)	 High Representative	 Secretary General of Commission?	
 President of the European Council	Permanent President of the Eurozone	President of 2015 Constitutional Convention	Non-EU positions: NATO and UN secretaries general	

**Candidates designated – do not underestimate
likely impact!**

#EP2014 LEAD CANDIDATES



europedecides.eu
@europedecides

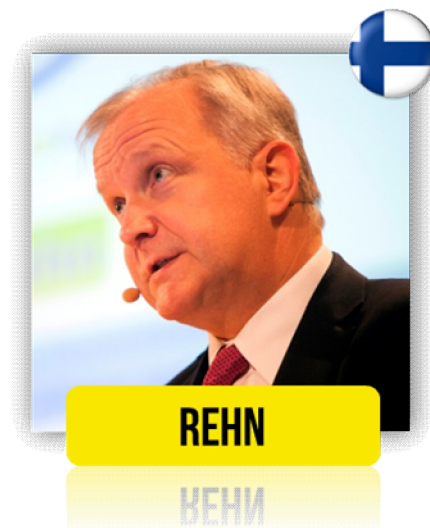
New institutions and people: the new European Parliament

- Campaign is first markedly digital EP election campaign
- 50 per cent new members – this is normal
- Up to 30 per cent anti-system/protest parties
- EPP and S+D: +/- 220 seats each; ALDE: 65-80? Greens: 50 seats?
- Absolute majority (376) more difficult to achieve without grand coalition?
- Impact of a German grand coalition on EPP/S&D behaviour (big impact 2005-2009)
- (Commission) Presidential majority in EP more stable?
- Committee chairs part of wider jigsaw
- Political group secs gen etc. - minor positions in jigsaw
- Constituent session: EP officers; second July plenary: Commission President election

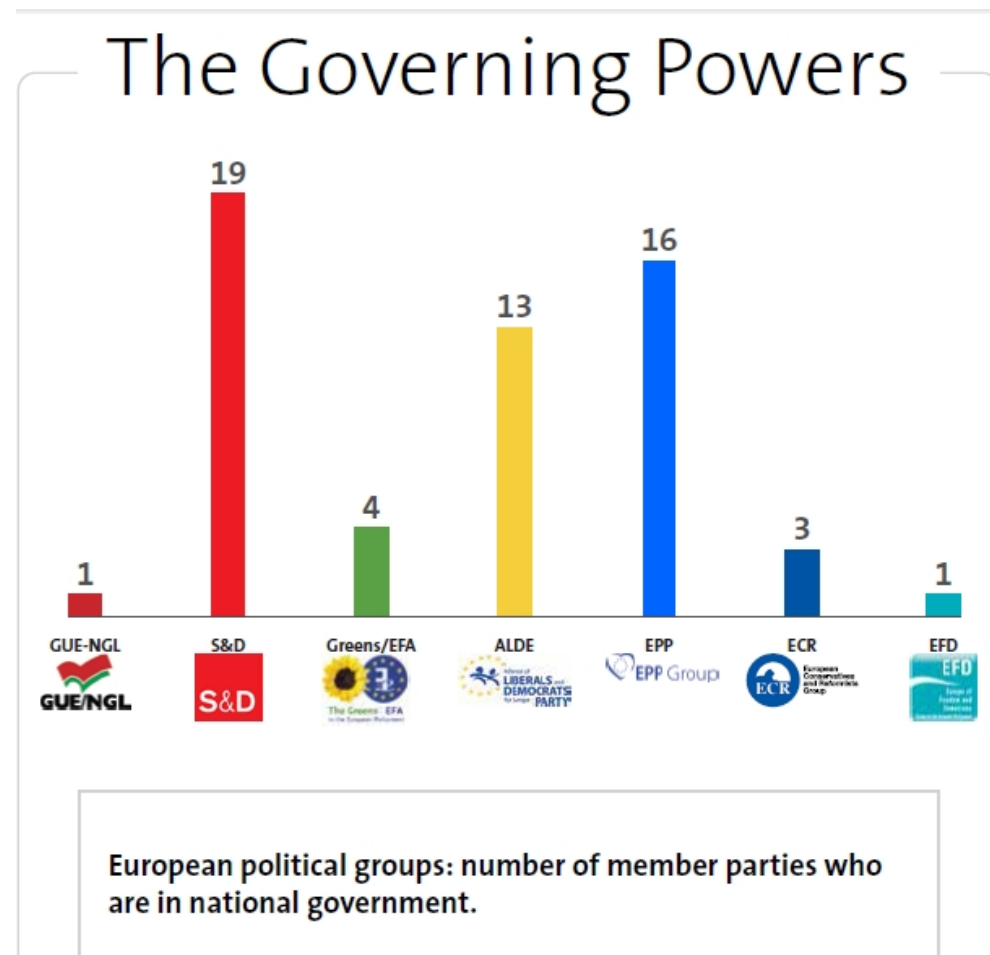
New institutions and people: the incoming Commission President

- Likely to be selected through a more party-based and not 'member state' focused negotiation (note Cathy Ashton precedent already, in 2009)
- Parliamentary majority will be critical
- Will be in strong position to negotiate team with PMs
- A more partisan College?
- Will unsuccessful candidates seek parliamentary Presidency?
- Will incoming President insist on team with gender balance? Ex-MEPs? Reding: *"all EU commissioners should be elected to the EP first before being appointed to the Commission"* → **seven commissioners standing**
- Portfolios? Reform of Directorates General structure? Commission reform agenda?

Commissioners standing in the European elections



Party politics in national administrations



Source: Euractiv

The future of the Commission

- While EU institutions retain more public trust than national governments, Commission is today a shadow of what it once was
- Morale is low; hierarchy is stifling; ambition is non-existent; tightly segmented thinking only “within the box”; conservatism is rife; risk averse
- Meanwhile increasingly politicised (and especially post 2014) College and Commission Presidency
- Incoming 2014-2019 Commission President and team could be *disruptive* – **cannot rely on continuity!**
- While there will be a desire to hit the ground running with ambitious **strategy...Commission officials will inevitably submit to political masters the ideas of today and yesterday – not tomorrow!**

A different kind of Europe



PES
Socialists & Democrats

"All we hear about in Brussels is billions of Euros. I want to change the lives of ordinary people who are worried about their next 1000€."

PES ELECTION
ROME 28 FEBRUARY

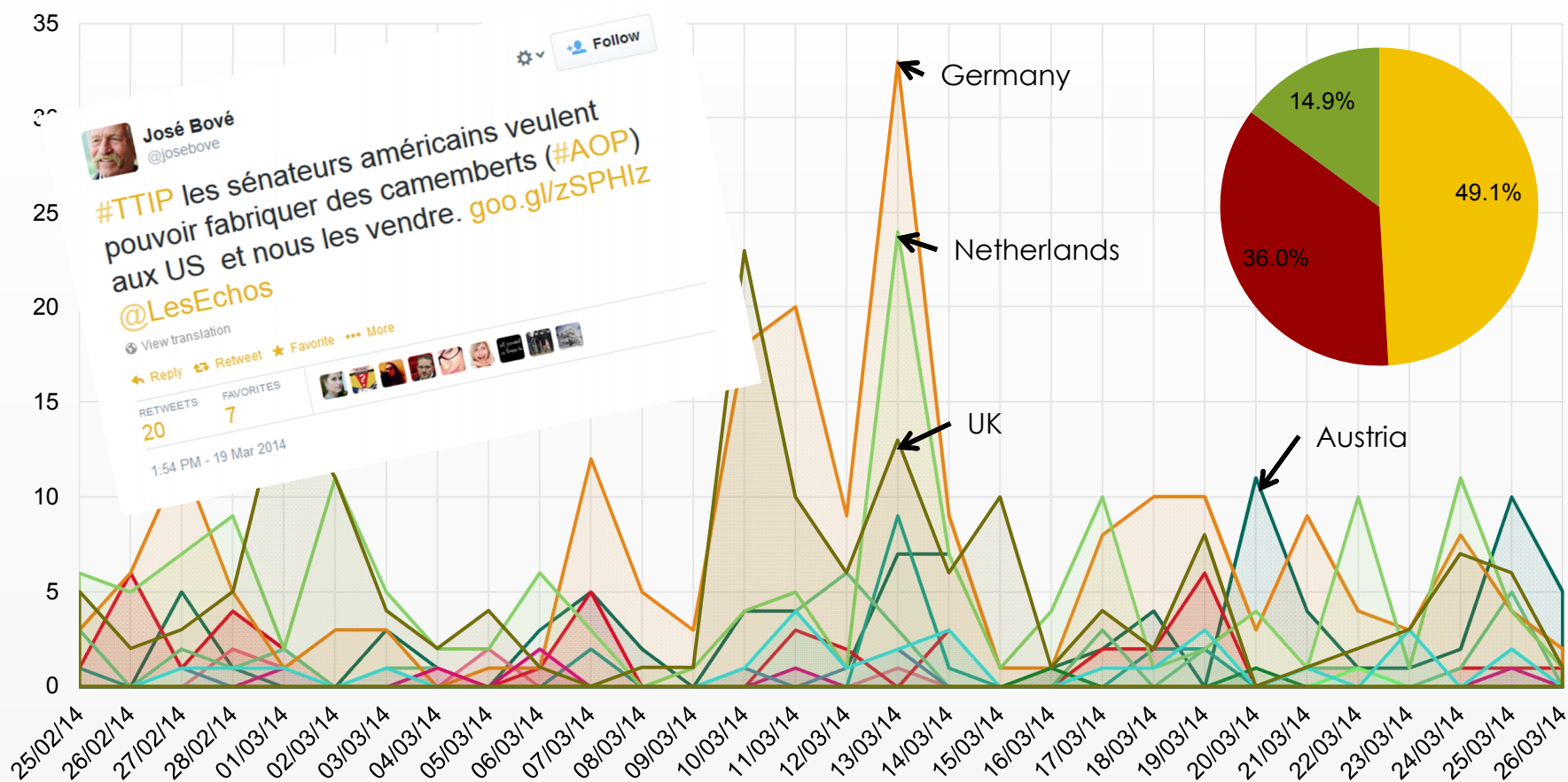
MARTIN SCHULZ
PES COMMON CANDIDATE

The image shows Martin Schulz, a member of the PES, speaking at a podium. He is wearing a dark suit, a red tie, and glasses. The background features a large screen with the PES logo and the text 'Socialists & Democrats'. A white box with a red border contains a quote from him. Below the quote, the text 'PES ELECTION' and 'ROME 28 FEBRUARY' is visible. At the bottom, a red banner displays his name 'MARTIN SCHULZ' and 'PES COMMON CANDIDATE'. In the bottom left corner, a group of people is partially visible, looking towards the speaker.

The impact of mandate

- Legislative programming between the institutions now much better developed
- However, increasingly, the Commission term of office is three years: one year for the transition, three years to function, and a final year to sort out the legacy/catch up
- Cloning, Telecoms Single Market: both proposed September 2013: both will be finalised in 2015
- **Be ready to be frustrated during 2015 – and to be running to catch up during the critical years 2016-2018**

Candidates speak out on TTIP



		ARTICLES	REACH	INFLUENCE
#1	Alex Stubb (EPP)	17	105K followers	1000
#2	Jose Bove (Greens)	8	27K followers	688
#3	Marietje Schaake (ALDE)	33	25K followers	672
#4	Anni Sinnemäki (Greens)	8	21K followers	639
#5	Reinhard Bütikofer (Greens)	11	16K followers	586

EPF elections campaign – digital assets

CAMPAIGN VIDEO

- More than 12,700 views
- Video available in 15 EU languages
- Other correlated videos released



SOCIAL MEDIA

- More than 1,000 EPF Twitter followers
- 382 uses of #patientsvote on Twitter, 41 uses of #epf2014 on Twitter
- 9076 views, 436 “likes” and 152 shares on campaign-related posts on EPF’s Facebook page

 **Emer Costello MEP** @emercostello · Apr 14

I signed the [@eupatientsforum](#) manifesto to ensure patients voices are heard in [@Europarl_EN](#) #patientsvote #epf2014. [eu-patient.eu](#)

 **Nathalie Griesbeck** @Nat_GRIESBECK · Mar 20

[@eupatientsforum](#) ensemble travaillons pour approfondir l'Europe de la santé #Patientsvote #EE2014 [pic.twitter.com/XrW5YymVAH](#)

 Followed by WEGO Health and 1 other

 **Klaartje Spijkers** @Monacatira · Apr 27

Important for good healthcare in EU: #patientsvote to know what #patients want for the #EP2014! [youtube.com/watch?v=9yAyEh...](#)

EPF elections campaign – the EPF Manifesto



PATIENTS' VIEWS MATTER
Engage patients in policy
decision making

EMPOWERED PATIENTS
ARE AN ASSET TO SOCIETY
Adopt an EU strategy on
patient empowerment

BREAKING DOWN ACCESS
BARRIERS
Support an initiative on
equitable access to
healthcare for all



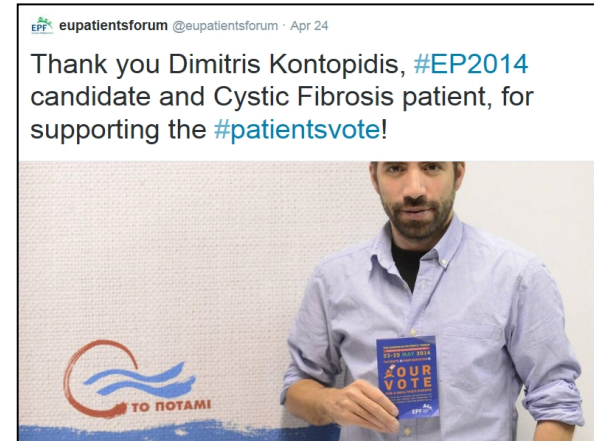
PATIENT INVOLVEMENT =
HEALTHIER EUROPE
Develop a clear framework
for patient involvement in
health research

PATIENT INVOLVEMENT =
HEALTHIER EUROPE
Ensure that patients' right
is part of the next health
commissioner's portfolio

EPF elections campaign – some preliminary results

More than 50 MEPs
committed to support the
Manifesto call to action if
elected

Candidates from across
Europe have engaged



Presidential candidates directly engaged

EPF eupatientsforum @eupatientsforum · 5h

Thank you, @MartinSchulz, PES candidate for President of the @EU_Commission, for supporting the #patientsvote with EPF! #EP2014

Commissioner Borg
supported the EPF,
especially on patient
empowerment

Other campaigns – Animal welfare



Launching the Debate

PUTTING ANIMAL WELFARE AT THE HEART OF THE EUROPEAN ELECTIONS

• 6 November 2013 • 11.00 – 13.00 • European Parliament, Bruxelles

AGENDA

- 11.00 Welcome and sandwich lunch
Reineke Hammeleers, Director, Eurogroup for Animals
- 11.30 Panel debate Moderated by Maria Laptev

Panel will consist of several MEPS, stakeholders, journalists and industry people and give a range of views on where animal welfare should be addressed in the next European Parliament and explore how citizens can be encouraged to vote by sensitising them to these issues

- 11.45 Questions & discussion
- 12.15 Presentation of Eurogroup manifesto and pledge
- 12.45 Closing remarks
- 13.00 End & lunch

To register for the event please send an email to:
info@eurogroupforanimals.org



**EUROPEAN
ELECTIONS**
2014 *putting
animal welfare
at the heart*

**EUROGROUP
FOR ANIMALS**

6 rue des Patriotes – B - 1000 Brussels
Tel : +32 (0)2 740 08 20
Fax : +32 (0)2 740 08 29

Other campaigns – LOVE. YOUTH. FUTURE.

The screenshot shows the homepage of the LOVE. YOUTH. FUTURE. website. At the top left is the logo with a red heart and the text "LOVE. YOUTH. FUTURE. EUROPEAN ELECTIONS 2014". To the right is a navigation bar with links: WHY PLEDGE?, TAKE ACTION, MY PLEDGE TO YOUTH, SUPPORTERS LIST, UPLOAD, LYF TV, and CONTACTS. The main heading reads "MEP CANDIDATES MAKE YOUR PLEDGE TO YOUTH!". Below this, text explains that the pledges show how the EU can love its young people and encourages users to login and share their thoughts. A large illustration features a person standing on a rainbow, a speech bubble saying "MEOW.", and a speech bubble asking "ARE YOU A MEP CANDIDATE? SIGN THE PLEDGES". The bottom section includes social media icons, a "THE BOARD" tab, a "LOGIN" button, and a search bar. Below these are several featured images, including one with the text "ARTITO ECOANIMALIST" and another with "INTERNET".



David Garrahy
@EuroCelt

Yeay - it's finally #EYE2014 & @LOVEYOUTHFUTURE is promoting our #EP2014 election campaign! Come visit @EP_YouthEvent
pic.twitter.com/zDdQ59Jd69



Other campaigns – Come Out



Come Out - European Elections 2014



Between 22-25 May 2014, EU citizens decide who will represent them in the European Parliament.

ILGA-Europe's **Come Out campaign** aims to mobilise support for human rights and LGBTI equality among the candidates for next European Parliament and European Commission, and to energise its member organisations and individuals across Europe to vote.



Conclusions

- Europe Decides 2014 about much more than people; could lead to profound change in functioning of EU institutions
- A more partisan Commission President and College could become the norm – not Westminster-style (yet?) but much more normal coalition politics!
- ‘Party’ (ideology?) could become a better guide to policy outcomes
- European technocratic style of governance might be about to be disrupted by strongly political leadership
- Maastricht Treaty synchronised Commission and Parliament terms of office: common Commission – Parliament mandate now becoming a key strategic factor
- Brussels is crowded! Creativity and ideas have always counted – but now more than ever! Calmpaign is setting agenda for 2014-2019 Commission
- Finally, a thought. The power of the lobby depends largely on a programmatic leadership vacuum – is power about to shift: will elections count for more in future?

Where to go for information and analysis and insight

COUNTRY-BY-COUNTRY »



News & events

Analysis & features

Institutions

Candidates & parties

Country-by-country

About us



The First European Presidential Debate

Re-live the historic debate with our Storify, watch the debate again, and see who topped our poll...



PollWatch 2014: EPP ahead as campaign enters final month

Centre-right has eight-point lead over Socialists; Liberals extend gap with radical left



A more visual EU election?

Selfies, stemfies and sleeping - images speak a thousand words in European election campaign