

EUROPEAN ELECTIONS 2024

# Collaborating with multipliers

in communication activities



European Parliament

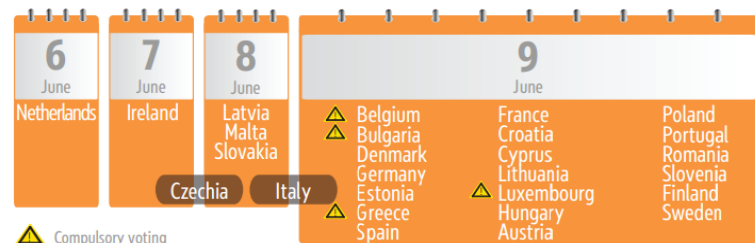
# How can organisations and companies participate

An institutional neutral, non partisan campaign.

**6-9 June  
2024**

# 2024 European elections: National rules

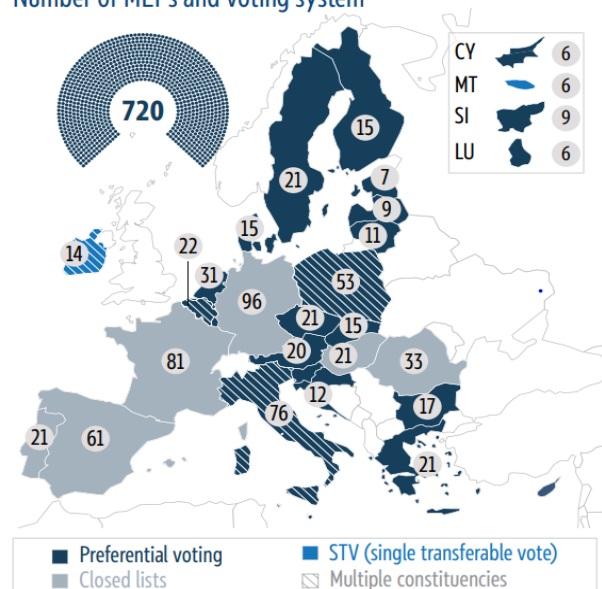
## Election day



Compulsory voting

Election day following national custom.  
NB In a number of countries the day will only be formally confirmed closer to the election.

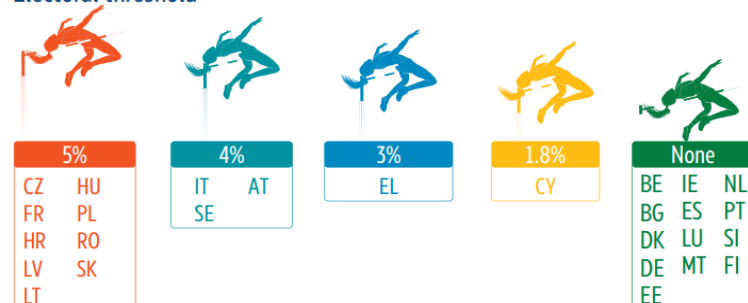
## Number of MEPs and voting system



### Change in seats from outgoing parliament

- FR +2
- ES +2
- NL +2
- PL +1
- BE +1
- AT +1
- DK +1
- FI +1
- SK +1
- IE +1
- LV +1
- SI +1

## Electoral threshold



## Voting methods for citizens abroad

Belgium			
Bulgaria	*		
Czechia			NOT POSSIBLE
Denmark			
Germany			
Estonia			
Ireland			NOT POSSIBLE
Greece			
Spain			
France			
Croatia			
Italy	*		
Cyprus			
Latvia			
Lithuania			
Luxembourg			
Hungary			
Malta			NOT POSSIBLE
Netherlands			
Austria			
Poland			
Portugal			
Romania			
Slovenia			
Slovakia			NOT POSSIBLE
Finland			
Sweden			

- By post
- Embassy/consulate
- Proxy
- E-voting
- \* Voting from abroad only possible within another EU country.

## Minimum age of candidates

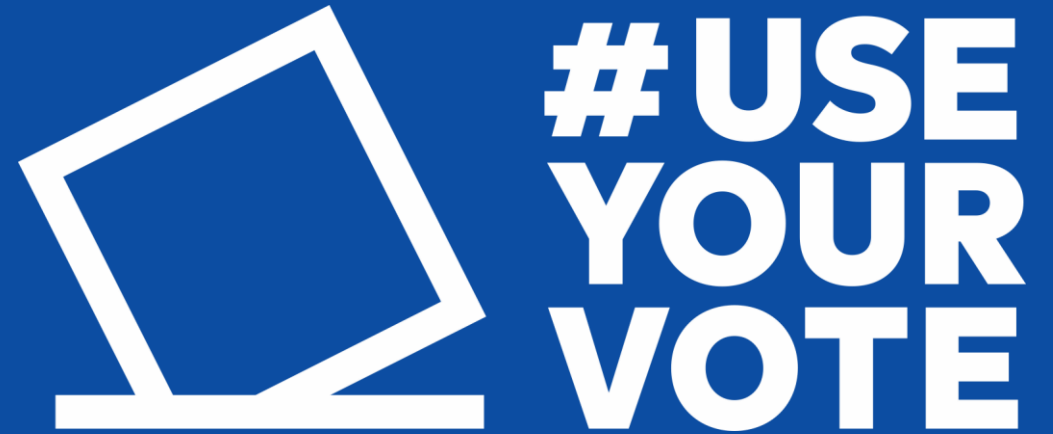
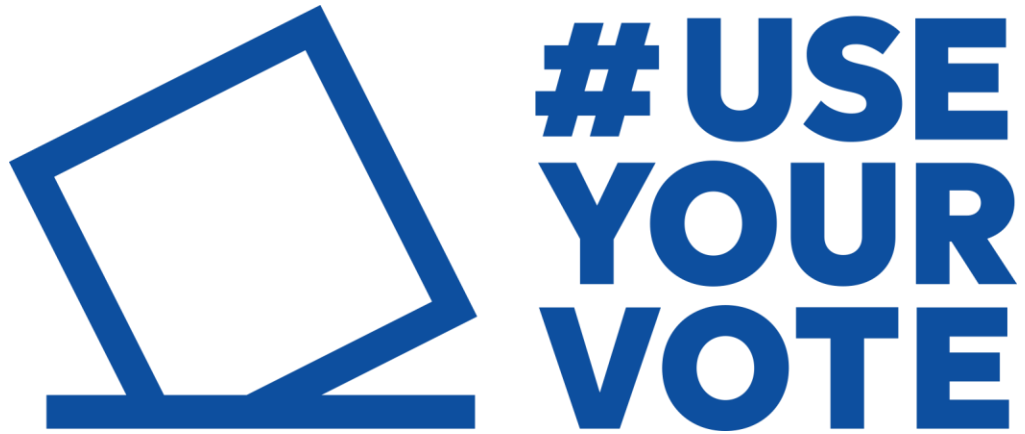


# USE YOUR VOTE.

EUROPEAN ELECTIONS  
**6 JUNE 2024**



Campaign Signature



\*Alternative text: An illustration of a ballot that goes into a ballot box and the text #UseYourVote

# I POST IT HERE SO YOU CAN PUT IT IN YOUR CALENDAR

EUROPEAN ELECTIONS  
**6-9 JUNE 2024**



**April: Remind me to vote call to action.** Elections website information on how to register and get ready to vote, featuring the "remind me" page.

**29th April:** public launch of #EUelections2024 campaign video 'Pass It On'. Partners are invited to share this video with their networks.

**May to 5th June: Go to Vote call to action.** Social media cards, animations, posters and ready to print materials available.

**4th May:** Europe Open Day, Brussels. The EU institutions will be open to the public for visiting.

**9th May: Europe Day -1 month to go!** This date will mark one month until the EU elections. Partners are invited to take actions marking this milestone: illuminating buildings with European flags and social media assets are available (with a countdown until elections).

**23rd May:** The lead candidate debate (Spitzenkandidaten) will take place in the Hemicycle in Brussels. Keep an eye on the European Parliament's Social Media platforms for the live-streaming information.

**6th - 9th June: Election Days!** Make sure to check the voting date in your country.

**Private  
companies and  
organisations  
in the  
European  
elections**

**2019**



# OFFLINE ACTIONS



## Posters in offices and buildings

- Notaries of Europe
- Accountancy Europe



## Buildings lit up

- DHL
- Allianz Arena Munich



## Internal/HR communication

Communicating the importance of voting to employees:

- Newsletter
- Payslips
- Events
- CEO message.

# PRODUCT ACTIONS



## Free rides/ discounts to polling stations

Lime  
Uber  
Bolt  
MiTaxi

## Planes promoting the EU

Lufthansa

## Post stamps

Luxembourg post service

# ONLINE ACTIONS



## Go Vote



## Social media campaigns

Visuals to general audiences, creation of filters/stickers. Themed videos, interviews with Managers/CEOs, videos from CEO  
Ads redirecting to the elections website.

- Google
- FIFPro
- Meta – Facebook & Instagram
- Snapchat
- Twitch
- LinkedIn

## Pop ups in apps

Tinder – Who will be your match for the next 5 years?  
Spotify – European Playlist promo



## 2019 campaign for the EP elections consisted of:

- **In app notifications:** All voting eligible listeners in the EU received two notifications – one linking to the playlist a few weeks before the elections, and one linking to Parliament resources on how to vote during the electoral period.
- **Original playlist:** A playlist featuring one track from a top local artist from each of the EU's 28 member states
- **Internal Comms:** We sent company-wide information about the campaign, as well as targeting regional offices in the EU with specific information on how to vote
- **External Comms:** We conducted media briefings and issued press release to major news outlets

## Impact - the headlines:

- 27 million listeners received our reminder to get out and vote
- 61,000 people followed our Get Vocal! playlist
- 300,000 people clicked on more information about how to vote
- The campaign garnered 100+ press articles in EU media (c.f. [Politico](#) or [The Guardian](#) as examples)

# Partnerships – key advancements 2024

**150**

**partner business umbrella  
organisations**

**80**

**global companies engaged**

# How can organisations and companies participate

An insitutional neutral, non partisan campaign.

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# What we are asking for:

- Stand up for democracy and support the power of voting to shape our collective future in Europe. Because the more people vote, the stronger democracy becomes.
- Add your voice to the conversation. The same way you are already adding your voice on the issues important to you. Because you know that if you do not speak up, someone else might do so in your place – but from their point of view.
- Share your own opinion on why voting at the European elections is important.
- But above all let us share one common message together: **#UseYourVote** at the European Elections, 6–9 June 2024.

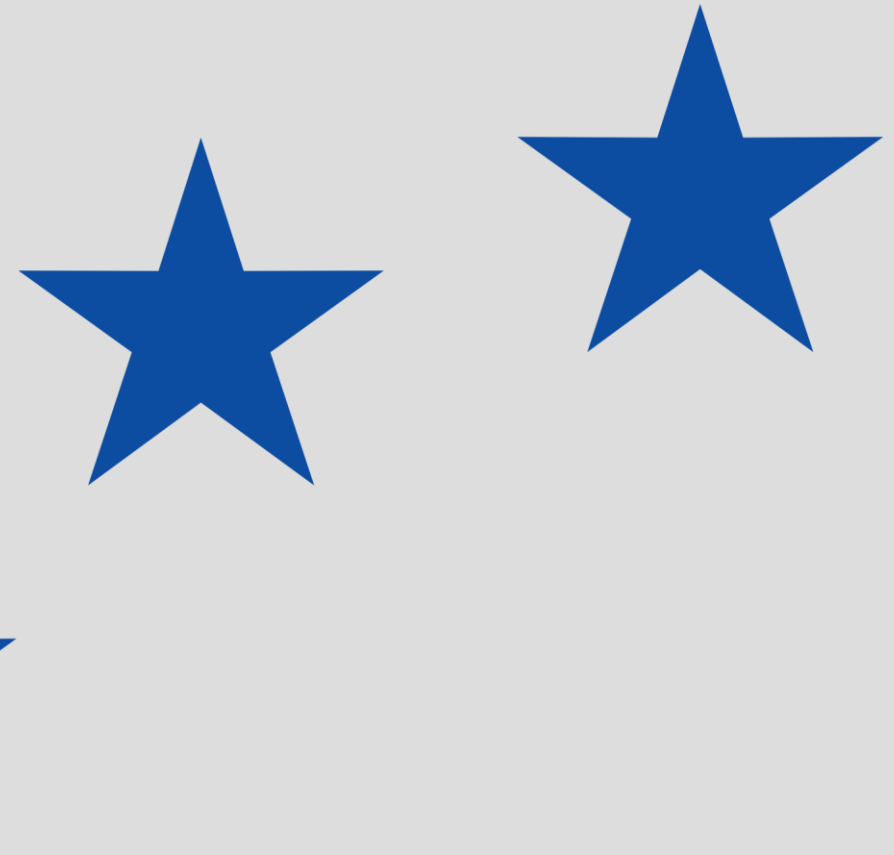
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# What we are not asking for:

- We are not asking you to take a stand on any side of the political aisle.
- We are not asking you to become a surrogate for the European Parliament campaign – or to simply use our campaign material.



# INSPIRATION





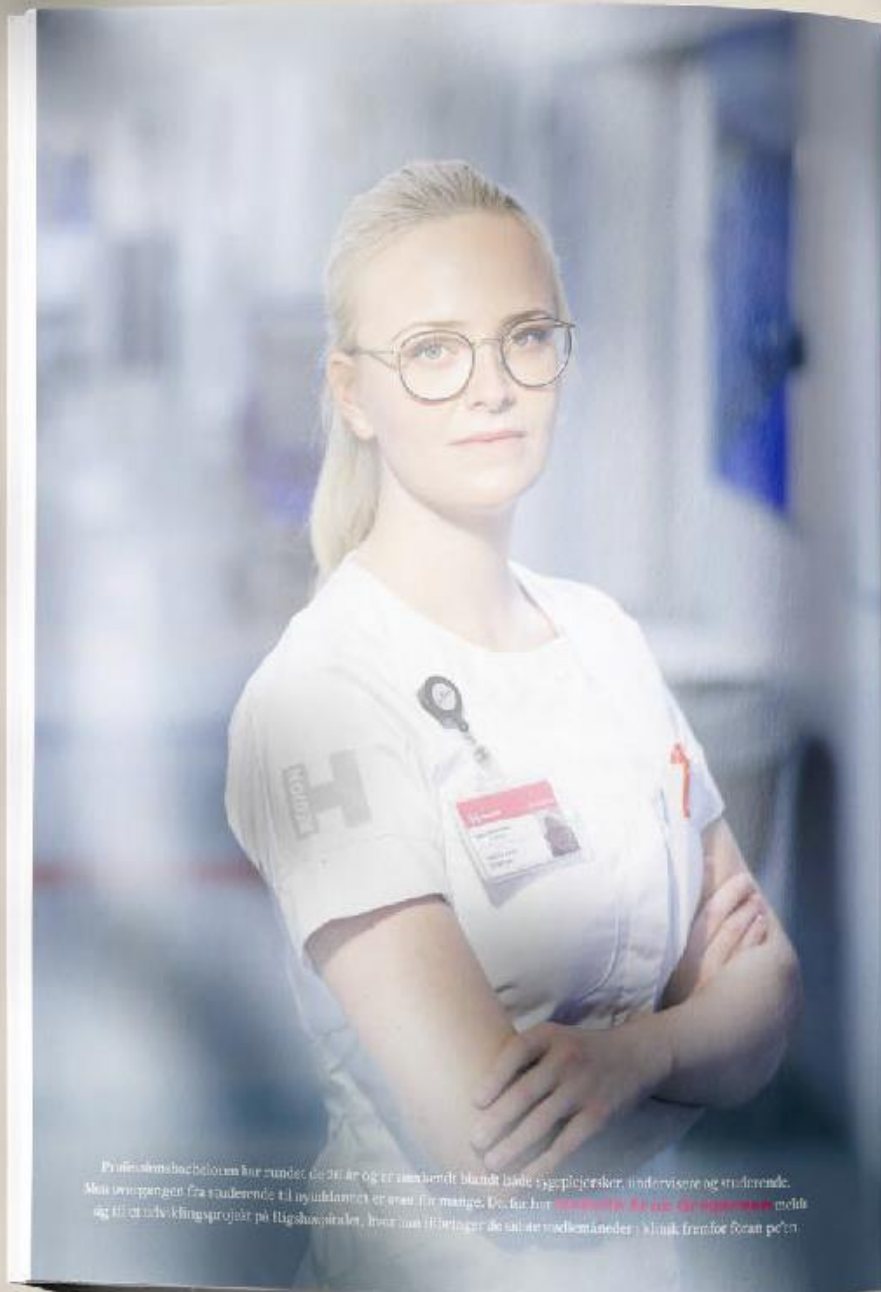
# 2024 EUROPEAN ELECTIONS: SPREAD THE WORD WITH THE 'SAVE THE DATE' POSTERS.



Airport banners



# Magazines



Professionshøjskolen har rundet de 20 år og er anerkendt blandt både sygeplejersker, uddannelses- og studerende. Med overgangen fra studerende til uddannet er der for mange, især for kvinder, en stor udfordring. Derfor er der et udviklingsprojekt på Rigshospitalet, hvor man tilbyder de såkaldte studentermedsøstere: klinik fremfor foran på en

\* Please note that these are for demonstration purposes only

## USE YOUR VOTE

Our nurses, midwives and the rest of Europe will be using theirs.



EUROPEAN ELECTIONS  
6 JUNE 2024



\* Please note that these are for demonstration purposes only

European Parliament buildings





**05** | **01** | **37** | **40**

DAYS

HOURS

MINUTES

SECONDS

EUROPEAN ELECTIONS  
**6 JUNE 2024**

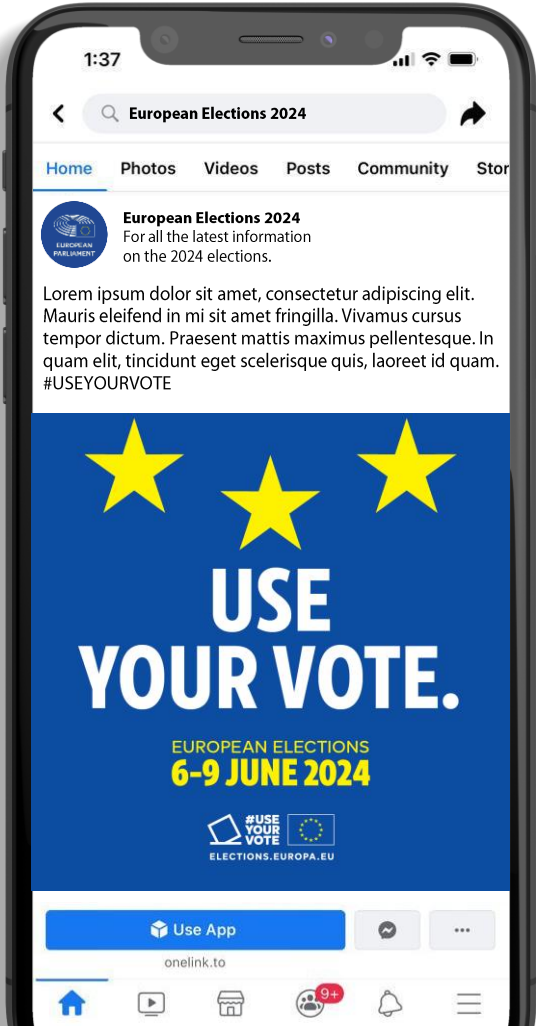
**USE YOUR  
VOTE.**

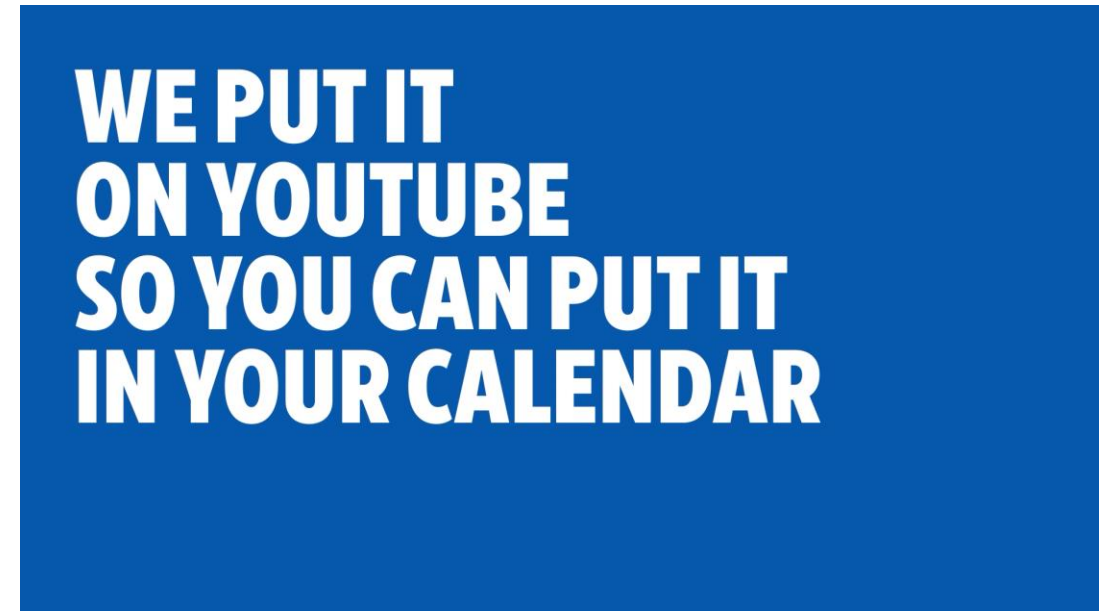
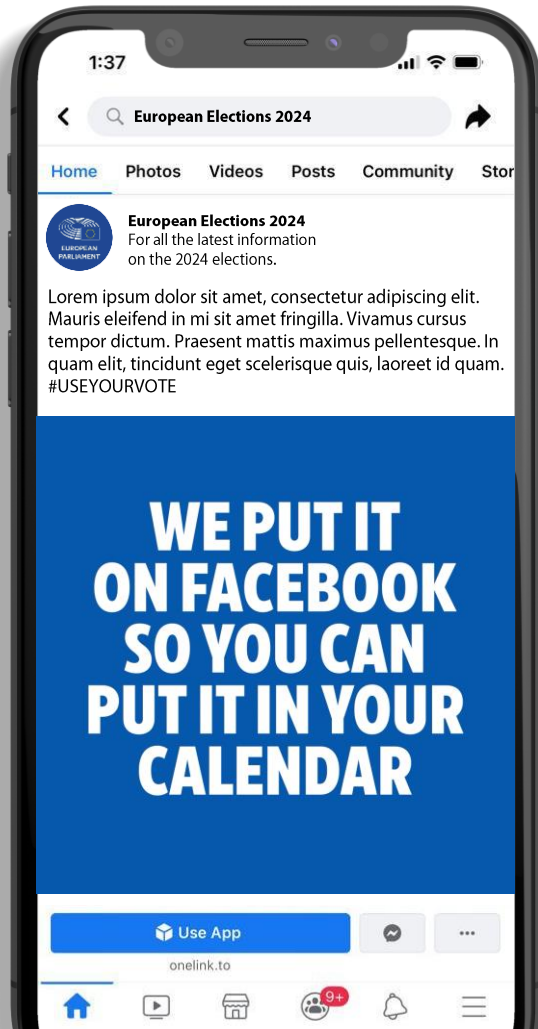
SIGN UP

**#USE  
YOUR  
VOTE**   
ELECTIONS.EUROPA.EU

\* Please note  
that these are













# EP Resources How we can help?

## EP Resources: Toolkit for private multipliers – One stop shop with different materials

European  
Elections 2024:  
Toolkit for multipliers

[multipliers@Europarl.Europa.eu](mailto:multipliers@Europarl.Europa.eu)



**Toolkit for private  
multipliers**



# Thank you!

[multipliers@Europarl.Europa.eu](mailto:multipliers@Europarl.Europa.eu)



European Parliament