



The **European Movement** and its partners contribution to the Plan D

This is a short briefing note on the *Speak up Europe* campaign conceived by the European Movement International (EMI) and its partners. It aims to bring debates about Europe to the 25 EU Member States and thus contribute extensively to the »Plan D« of the European Commission. With a strong network in operation, this would be the largest civil-society campaign discussing the challenges facing the European Union (EU) and collecting the opinions of its citizens.

1. The idea behind and the plans ahead

It has become obvious in the last years that European citizens have grown increasingly aware of the challenges that the EU faces and that they want to be consulted and have a say more often than was the case before. The EMI has long been campaigning for a »Europe of Citizens and for the Citizens« and would like to further increase its efforts within the framework of the »Plan D«, as presented by the Vice-President of the European Commission Mrs. Margot Wallström.

To best pursue this objective, the EMI will run the campaign *Speak up Europe*, which aims to engage with the citizens on different levels – via on-line tools, audio-visual elements and a series of local / national / European debates.

2. Activities, tools and methodology

The campaign will be presented virtually and face-to-face, combining the thought-provoking ideas of the 'What has Europe done for us?' animation with a series of around 300 local / national / European events in 25 EU countries and 25 localised web-portals in 20 languages with on-line forums and multimedia content. In this we aim to offer a complete debating experience to a large number of EU citizens.

Quick facts

**5 international partners and
26 direct national partners**

covering

**25 countries and
20 languages**

organising

**25 web-portals and
300 activities**



www.whathaseuropedone.org

The campaign will adopt several qualitative and quantitative methodologies. Through on-line polls, questionnaires, pre- and post-debate voting and on-line chat rooms, it will gather a large set of comments, fears, recommendations and opinions.

3. Feedback to EU decision-makers

Together with the Fondation EurActiv, we will make sure that the »lessons learned« from the campaign will be disseminated widely and most importantly serve as feedback to the EU decision-makers. The final stage of the campaign will thus bring together all comments and concerns into a structured report.



4. Partnership

One of the strong elements of the *Speak up Europe* campaign is also the extensive partnership supporting it. A large international partnership was involved in the planning and will subsequently take care of the implementation: European Movement International (EMI), Fondation EurActiv, Young European Federalists (JEF), Union of European Federalists (UEF) and European Students' Forum (AEGEE). All these large platforms have strong national networks, providing the campaign with 26 direct national partners from 25 countries. The campaign will also feature gender mainstreaming, by including the Centro di Iniziativa Europea (CdIE), an organisation with vast experience in this area.



and 26 national partners!

By making best use of these networks, working with multipliers and with the development of national communication strategies, the campaign aims to reach more than 150.000 EU citizens directly and up to 5 million indirectly. In this sense, this will constitute one of largest civil-society-led campaigns in the EU.

5. Your Contacts

Henrik H. KRÖNER
Secretary General of the EMI
secretariat@europeanmovement.org
Phone: + 32 (0)2 5083088

Lorenzo Gabrini BELLINCAMPI
Head of the EMI Projects Department
l.bellincampi@europeanmovement.org
Phone: + 32 (0)2 5083082