



**11th ECOSY/YES Congress
hosted thanks to the hospitality of SSU Sweden
in Bommersvik, Sweden, 7th to 10th March 2013**

Adopted resolution on election campaign 2014

The next elections to the European Parliament are to be held from 5th to 8th June 2014. ECOSY's European election campaign will start in Spring 2013. A campaign that runs for a year takes a lot of resources and demands careful planning: it is important that the campaign looks, sounds and feels like ECOSY, is useful for the Member Organisations and benefits them, and the young, socialist candidates running in the elections. In this campaign outline we set out the themes, priorities and schedule for the common campaign.

The aim is to facilitate and organise a truly European campaign. A campaign that serves the needs of the Member Organisations, builds coherent European visibility and supports the socialist campaigns across Europe, including those for the elections that will be held concurrently with the European elections.

WHAT?

ECOSY is planning a campaign designed to

- create a true European platform for the MOs to campaign on
- create a common visual identity and materials
- promote the themes chosen together
- provide background information, briefings etc for MOs and young candidates
- give international context and visibility for the young candidates
- help MOs with the creation of materials as well as sharing good ideas and campaigning tools
- organise the exchange of activists to campaign in other countries

THEMES?

We propose to build the campaign's content on three pillars:

- Employment
- Democratic Economy
- Inclusive Democracy

We will campaign for full employment, youth employment, an adequately funded European

Youth Guarantee, the right of everyone to have a say in the running of Europe's economy, to participate fully in society and to improve the state of democracy in Europe.

A detailed content document will be adopted in the Autumn 2013 Bureau meeting after consultation with the MOs, but all content will be built in blocks usable in different combinations, individually or all together.

The campaign will also be used to create a space for MOs, young candidates and campaign activists to have European experience and visibility. It is important to identify what would benefit the candidates most, and how to achieve that.

FUN DETAILS?

The campaign will consist of multiple blocks of different kind of materials and content. The three themes and main ideas will be multiplied in different forms throughout, but we will create specific details to have some fun as well.

In Spring/Summer 2013 there will be a pre-Campaign called "We want young MEPs!!" aimed at mother parties to remind them of the PES pledge to multiply the number of young MEPs in the next elections. This will be done, if possible, with other PPYO's.

The campaign will have a common visual identity, which will be made available for all MOs and young candidates.

We will also create a "Find your young MEP" webpage, an online questionnaire that helps you to find a candidate that is closest to your views from all across Europe. This and other specific projects will build up to a coherent campaign, visibility and visuality.

WHEN?

The campaign will be launched during the summer camp 2013. There will also be a pre-campaign on need for young candidates and MEPs (possibly with other PPYOs) during the spring/summer 2013. The election is held in June 2014. This leaves us roughly 10 months for the Campaign.

Schedule:

March 2013
ECOSY Congress
Decision on plan and content

April 2013
ECOSY Winter University
Elaboration of content

Spring/Summer 2013
Pre-Campaign "We want young MEPs!!"

July 2013
ECOSY Summer Camp
Campaign launch

Autumn 2013
Gathering information on (potential) candidates
Preparing materials and themes
Campaigning for a democratically elected common candidate

Autumn Bureau 2013
Precise plan and manifesto to be adopted

January - May 2014

Monthly campaign day

- One action day per month in all Member States
- Information, background, and news items collected to common website and social media
- Involving the young candidates, creating them European space and visibility

WITH WHAT MONEY?

Election campaign, especially this wide, costs money. We need to also think about where the money could come from, which legal and other constraints apply to the campaign's funding, how much we want to use ECOSY's budget for it. Obviously the elections are the most important event for ECOSY in 2014, but we would not like to give up on other activities for this either.

We suggest working out a specific election budget, that also consists of a plan on fundraising and co-operation with different actors to raise resources to organise all the different parts of the plan, as well as coordination with the PES to avoid double work.

WHO?

ECOSY structures have their clear roles in the process. The Congress decides from proposals of the Bureau and Presidium, the Secretariat and Presidium execute the plan. On the other hand, a campaign this big needs many more people and skills than we have available. We will need ideas, good practices, designers, people to be able to make videos, photographers, street activists and many many others.

We will need to mobilise the MOs in an entirely new way for common work, and will create a database and networking facilities to collect and spread the information, skills and ideas and enable the fast and efficient exchange of people and ideas.

Done at Södertälje, Sweden, on 9th March 2013.

Thomas Maes, Secretary General.