

# Turnkey for a European Political Campaign

This is a template for a running a successful EU Political Campaign.

EU political campaigns are uncommon.

You would engage in one, if:

- Your lobbying efforts has not worked. You have a proposal that you don't want.
- Your issue is unknown/not on the agenda
- You are engaging in late in the day
- What worked for you before is no longing working
- The stakes are too high to leave it lobbying alone

If your lobbying is not working, you face two options:

1. Pray, wait and see
2. Campaign

European political campaigns do work. They have helped bring about changes to EU laws and policy:

- Lavender Oil Campaign - Ordinary Legislation - CLP
- Mobile Phone Charging - Delegated act
- Baltic Sea 2020 - Ordinary Legislation - CFP

For a political campaign to succeed, you need:

- An issue that speaks to 'Ordinary Decent People" (ODP)
- An issue where ODP will be outraged and engage with:
  - Send letters to Member of the European Parliament
  - Send letters to National Members of Parliament
  - Send letters to Ministers
- A compelling case that leads enough votes to win.

## Objective

You are working to create the appearance of public support so that enough politicians in enough countries support your ask.

To do this, you will need to:

- KISS - Keep it Simple, Stupid: Keep the issue simple for non-experts. This seems to be hard for many. If you can't, you will fail.

- Visually Compelling: You need to make your issue visually compelling.
- Create a Conflict/Act Up: Change does not happen without a challenge. You don't need to be aggressive, but you need to be against the status quo.
- Be Public: You can't hide. You need to run public ads, answer media questions, do interviews on TV, and speak to many people. Solitude is not for you.
- Create Events: Staging stunts, panel debates, demonstrations make your issue compelling, interesting, and give the idea of public interest.
- Mobilise ODP: You need Ordinary Decent People to engage and support you. You need to help them do this, give them the tools to do so, and make their engagement easy. You need to create a community of supporters of like minded allies.
- Work with the Media: The best way to engineer interest in your campaign is to work with the media. The opinion forming press in the EU and national capitals are the best vehicle to get your issue in front of the right people.

Practically, you will need:

- Resources
- Campaign budget
- Core Staff: Spokeperson(s), a campaign planner
- Experts
- A set of pre-approved set of positions, scripts, narrative
- Technical experts involvement limited to checking that your asks are accurate and supported by evidence. If you want a campaign to fail, let regulatory / technical experts make the decisions.

**Before you start work:**

- Assess if you are too late/too early
- Know who the 200+ people making the decision on your issue are
- Map their values
- Map their journals of record

**See the world as it is**

The following is difficult. It may lead you to ditching points and messaging you hold dear. If you choose to ignore the steps below, and go ahead, you are unlikely to win:

- Take your issue/asks and see how it will land with the target audiences
- What does your winning constituency look like in the EP and Council
- Test your messages with your target groups,
- List the points that do not land. Either adapt them, or ditch them.
- Write down on a paper on a critical path from where you are to where you want to be.
- List the actions you will need to undertake, by when and whom, to get the votes you need.

Note, what your message(s) is unlikely going to be the one that will persuade. You will need to adapt what you want to say, into a story that lands with your intended audience. If you can't do this, you will fail.

### **Needed**

- Expert testimony from a respected, independent expert that support your case
- World-class scientific/technical studies to support your ask
- Data used to support your ask available on-line
- Microsite in as many working EU languages as you can
- Alliances with groups/interests who can harness public interest
- Contact system for supporters to contact MEPs and national MPs
- Clear language in all writing
- Q&A on all your issues, including rebuttals on all sensitive issues/defensive points
- Script to speak to all 3 value groups
- Coaching/ Rehearsal for your Spokesperson(s)/anyone who speaks for you
- Project Tracker
- Written campaign plan the lists the above and the next 3-6 months of action
- High level briefings in national capitals with respected Experts
- Engage with Key politically influential think tanks in several Member States
- Events

### **Useful/Recommended to have**

- Public endorsements from Rock Star Scientists
- Public endorsements from Public Personalities
- Video footage for TV / News - with subtitle translations in all EU languages
- Sponsored TV programme for distribution in national markets
- Focused media story in opinion forming journals of record: The Economist, National Geographic
- Media Adverts in Journals of record, FT etc.
- Stories in airplane/train magazines
- Background check on your company to see what could come out of the wood work

### **Resources / budget needed**

- Spokesperson who can dedicate 80-100% of their time to the issue. This will take 2 years.
- Campaign Planner
- Media lead
- Execution Team
- Copywriter
- Studies and data
- Microsite

- Engagement software
- Research on possible winning majority: [EUmatrix.eu](http://EUmatrix.eu)
- Support for adapting your language to value groups: <http://www.cultdyn.co.uk>
- Travel budget for Spokesperson to engage with 20 Ministers once a year
- Travel support for experts engagement
- TV budget: production, translation, and placement
- Travel support for media specials
- Media buy
- Advertising buy
- Support for allies
- Free spend for opportunities that appear