Pulse of Europe:

Stand up and speak up for the future of Europe

EuropComs: Briefing Session 7

9. November 2017

Who we are

On the streets for the future of Europe

- civil movement / grass-root
- Europe activists
- on the streets
- we are FOR something
- we want everyone to participate
- values-driven (10 statements)
- independent
- non-partisan
- funded only by private donations

How we started

From local to cross-border activism for Europe

- November 2016: first demonstrations in Frankfurt
- January 2017: weekly demonstrations start
- March 2017: set-up PoE coordination office
- April 2017: 100 cities in 14 countries
- November 2017: almost 140 cities in 21 countries

10 PoE statements

The foundation of the movement

Let's be the Pulse of Europe!

Full version in several languages:
www.pulseofeurope.eu

- 1. Europe must not fail
- 2. The threat to peace
- 3. **We are responsible**
- 4. **Get up and vote**
- 5. European fundamental rights and the rule of law are inviolable
- 6. European fundamental freedoms are not negotiable
- 7. Reforms are necessary
- 8. Take mistrust seriously
- 9. Diversity and joint qualities
- 10. **We all can, and should be a part of it**

Where we are active

Engaging citizens on the streets and online

On the streets:

- demonstrations and stage programme (Sunday, 14:00)
- shared Europe-wide actions and campaigns (European civil society)

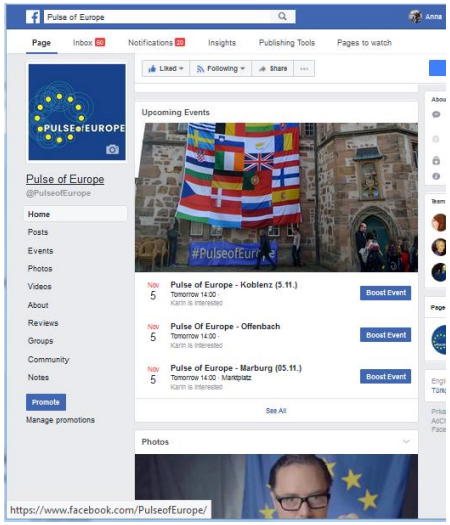
→ (social) media coverage as an amplifier of bottom-up activism

Platform:

- to enable citizens to become active (Europe activism)
- to engage with Europe and opinion building
- to strengthen European civil society (build a relationship with Europe and other European citizens)

Where we are active

Social media as a tool to raise our voice



- engage publicly with citizens, parties/politicians and institutions (actions / campaigns)
- build pressure and show support
- emotions through content (video, visuals)

Facebook (main account)

- 113.000 likes
- 117.000 followers

Twitter (main account)

- 21.200 followers

Our approach

Building an emotional relationship

- actions and campaigns, when and where they are needed (on the streets)
- enable citizens to become active: fun and low barrier to join

- positive communication, clear messages and calls for action
- emotions: reaching the hearts of citizens, not only their intellect (make the pulse felt)
- visible and audible (coverage)
- stories worth sharing (media and online)
- creation of an experience: emotions go viral
- social media and use of #hashtags

PoE activities and campaigning

Impressions

- #OurEuropeNow: Open letter to the German party leaders to take Europe into account (during coalition agreement negotiations) (November 2017)

- #OurEuropeNow: Flash mob singing *Ode an die Freude* as a symbolic move in support of Macron's engagement with Europe (September 2017)

- #PulseforPoland: Vigil in front of Polish consulates and embassies in support for PoE Warsaw (July 2017)

Election campaigns and actions:

- #PulsePushesPolitics: Germany 2017
- #BlijfBijOns: the Netherlands 2017
- #RestonsEnsemble: France 2017

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www.pulseofeurope.eu
Facebook | Twitter

Anna Friederike Steiff
anna.steiff@pulseofeurope.eu
LinkedIn | Twitter | Xing

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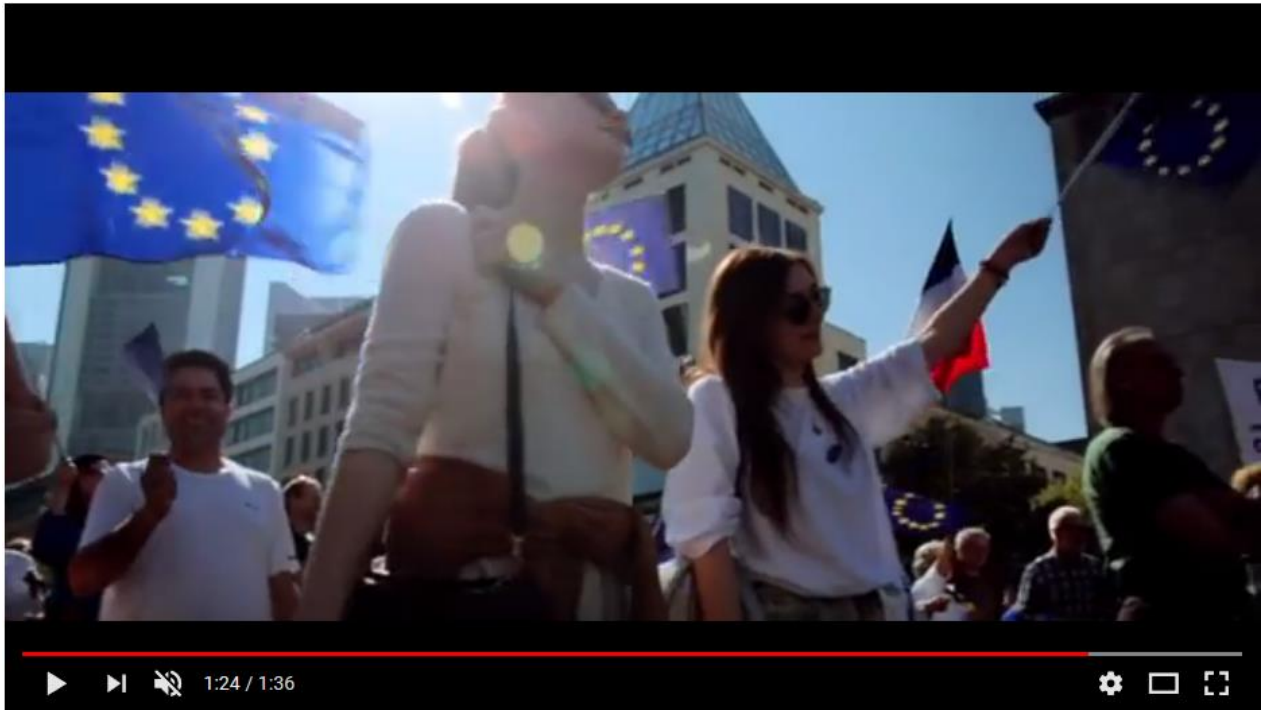

https://youtu.be/CQ5Mht4FE_s

(1:36)