The European elections campaigns: What worked, what did not?

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It was a joint effort and a joint success
What we achieved together

EU emblem: EU institutions speaking with one voice

Speaking about European elections (not EP elections)

Pragmatic cooperation

Targeted and complementary mobilisation...

... at headquarters and in Members States

Joining forces in the distribution of the “Choose your future” spot

Working together to tackle disinformation
What did the Commission do?

Full mobilisation of EC communication community through new ways of working

Three strands of actions

1. What Europe does
2. Why and how to vote
3. How to engage
Concrete examples

EC Corporate Campaigns: InvestEU, #EUandMe, EU Protects, A Day in the Life - all campaigns EU branded

Youth: Erasmus+ and European Solidarity Corps (DG EAC): newsletter to approximately 105,000 members

Communication Toolkit (DG COMM)

Europa Cinemas network (DG CNECT): 200 cinemas promoted the “Choose your future” clip

Efforts by other Commission services, e.g. EU in my Region & Road Trip Project (DG REGIO): 2,500 events - 450,000 participants

DG JUST cooperating with the EP on the elections webpage & on mobile EU citizens

Mobilisation of new multipliers: e.g. Eintracht Frankfurt Football club (clip 1, clip 2).
Difficult moments & Lessons learnt

Facebook’s **new requirements** for political advertisers

National restrictions and silence periods
Conclusions

Unprecedented cooperation with the European Parliament

Now: Build on the positive experience ahead of the Elections

Communication is a joint responsibility

After the elections is before the elections!