



# Facts matter, but not only – the 2024 European elections as a communication challenge

InformEU plenary meeting: Data, Transparency and Communication  
Ostrava, Czechia (14 – 16 November 2023)

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# Objectives of our communication

- **inform** citizens about the European Union and the elections, based on facts
  - **engage** citizens in European democracy.
- to **empower them** to make **informed decisions** about **Europe's future**.

***There are around 350 million voters!***  
*Exact figure available soon*





**Our candidate is Europe!**





- The **2019 European elections** saw a **significant increase in turnout**, which rose to an EU average of almost 51% (42% young people).
- For **2024: Higher awareness, higher interest and higher participation likelihood**: the EP Spring Eurobarometer survey results (released on 6 June 2023) show more positive results than a similar survey carried out in 2018.
- **67% of respondents said they would vote**, compared to 58 % in a similar survey in 2018 (whilst actual 2019 turnout was ca. 51%).

***This is not bad! But is it enough to strengthen our democracy ???***

# Six areas of action and cooperation of the EC

## 1. Communicating EU delivery

What the EU stands for

What the EU does *for* citizens

What the EU does *with* citizens

## 2. Fighting elections-related mis-and disinformation

## 3. Informing about the elections and voting rights

## 4. Supporting the EP's 'Go-to-vote' campaign (2024)

## 5. Activating our networks and partners

## 6. Empowering and engaging staff

***Facts-based and data-driven – regarding the choice of topics, messages, target audiences, channels and multipliers – EC and EP are aligned.***

***Accompanied by solid monitoring.***

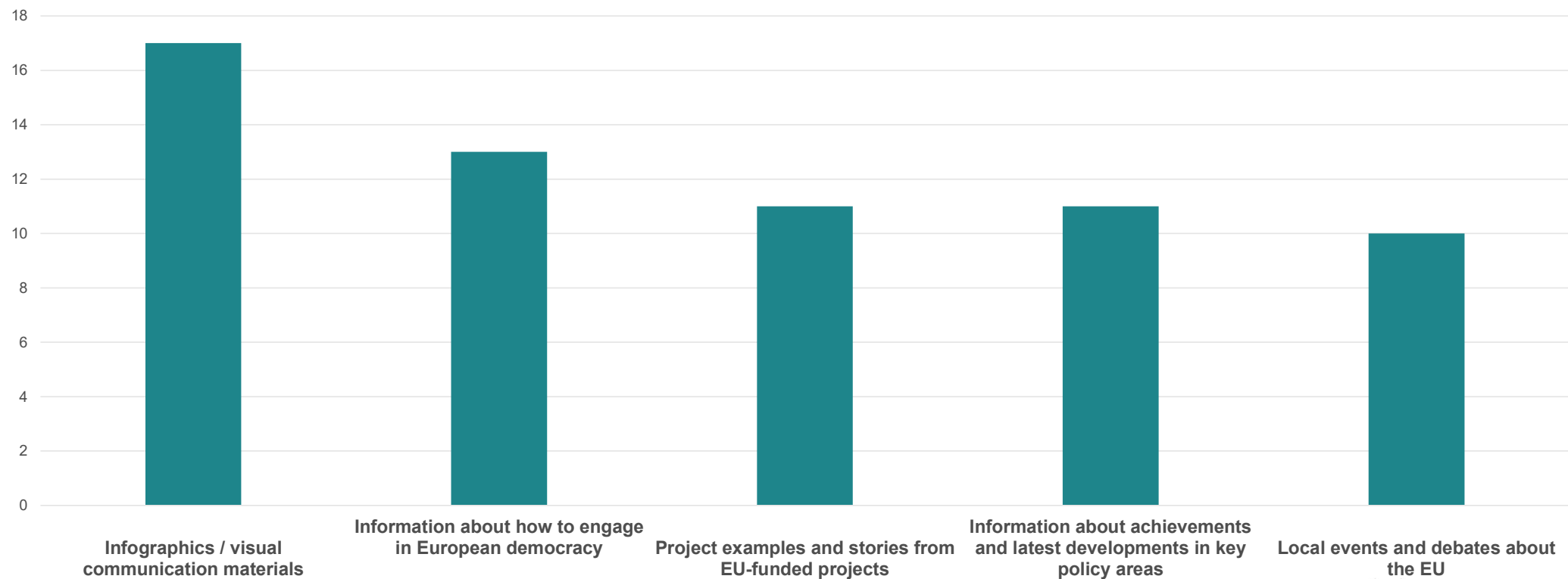
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## What you can do to **boost our collective communication firepower**

- Play your part in **EU communication and ensuring EU visibility**
  - Use **examples and stories** about **EU delivery** that resonate in a **given local context**, highlighting the **European, joined-up character** of our policy responses;
  - Spread **reliable information about the elections**
  - Inform and engage **young people/first time voters in particular**
  - Convey that the **EU is available** for citizens and engages with them
  - Activate **beneficiaries of EU funding** to communicate and raise EU visibility and activate **other multipliers to speak up for Europe**
  - Help grow EP '**together.eu for democracy**' platform via following link:  
[https://together.europarl.europa.eu/en\\_GB/referral/SOk590195958](https://together.europarl.europa.eu/en_GB/referral/SOk590195958)
- 6' • Support the **go-to-vote campaign** as of April 2024;

**“What would you need to support you in your efforts to inform and engage citizens ahead of the elections so that they are empowered to make informed decisions about Europe’s future?”**

Top 5 most frequently mentioned



# Thank you



# Resources: European Elections 2024 website

## European elections 2024

6-9 June 2024

### [How elections work](#) →

Find out what European elections are about, when and how they take place and more.

### [Election results](#) →

Find the results of previous European elections and follow the results as they come in.

**TOGETHER FOR  
DEMOCRACY**

[Sign up here to get involved](#)

The more people vote, the stronger our democracy becomes!



The EU's **one-stop hub** on the European elections (EP, with support of EC):

<https://elections.europa.eu/en/>

**Key features** include:

- Section: **How European elections work**
- **Section: Elections Results**
- Section: **How to vote** (*forthcoming*)
- Link to **get involved via together.eu**
- **Links** to the political groups and to the European political parties
- **Equal access** to information for all users
- Citizens' **elections helpline**

# Resources: Citizens' Elections Helpline

(of the EU's contact centre)



Write us by email or chat:

[https://europa.eu/european-union/contact\\_en](https://europa.eu/european-union/contact_en)

Call from EU countries:

00 800 6 7 8 9 10 11 (free phone)

Call from other countries:

0032 2 299 9696 (standard international rate applies to the call)



- It answers citizens' questions on all EU-related matters
- It acts as the **European elections helpline**.
- [New video clip](#) (30 sec) soon available in all EU official languages



## Resources

- EP 'together for democracy' platform - promote and encourage registration via EC referral link: [https://together.europarl.europa.eu/en\\_GB/referral/SOk590195958](https://together.europarl.europa.eu/en_GB/referral/SOk590195958)

# Resources:

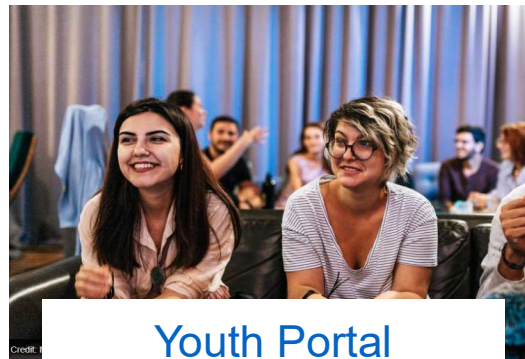
## Young people and first time voters

Minimum voting age 16 years in AT, BE, DE, MT - 17 years in GR !



Learning corner

Games, competitions and publications for youngsters to discover the EU, in the classroom or at home.



Youth Portal

To invite young people to find ways to take action as a European and a global citizen



Leaflet for young people

on democratic engagement  
(forthcoming)

# State of the Union 2023

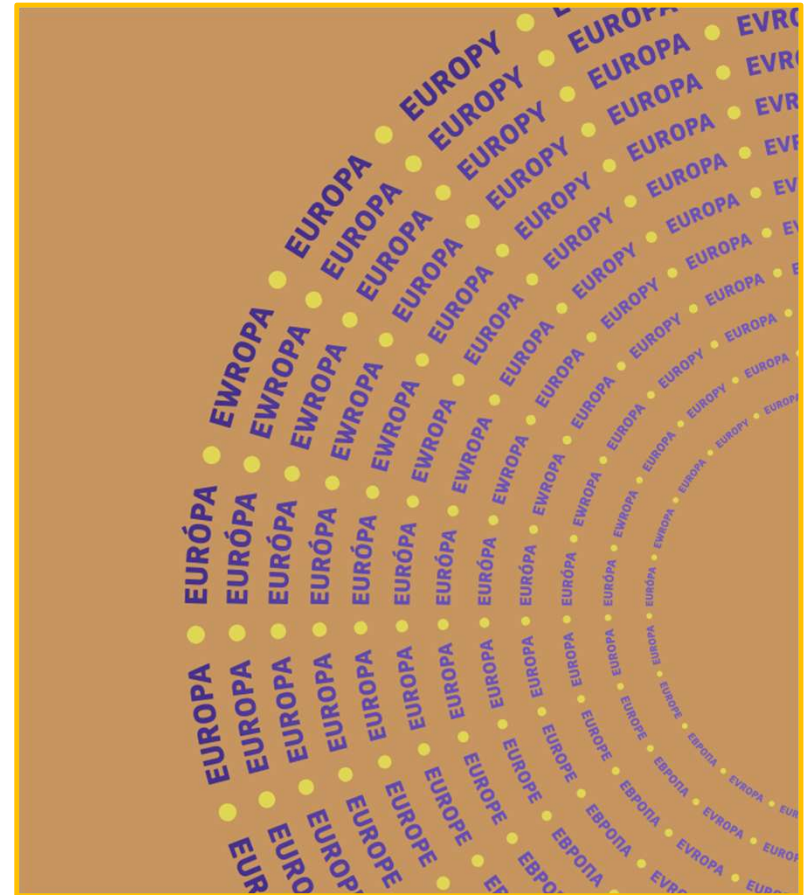


- [SOTEU webpage](#)
- [State of the Union 2023 – Achievements 2022-2023](#)
- [State of the Union 2023 – Timeline](#)
- [State of the Union 2023 - President von der Leyen's letter of intent](#)
- *Visual story* [“Promises kept“](#)
- [Defending European peace](#)
- [Investing in Europe’s prosperity](#)
- [Building Europe’s societal resilience](#)
- [Your Europe, Your stories](#)
- [2023 State of the Union - Main initiatives](#)

# Websites

Addressing **particular concerns** of citizens:

- [Commission Work Programme 2024](#)
- [Commission priorities and policy action](#)
- [EU Solidarity with Ukraine](#)
- [NextGenerationEU](#)
- [REPowerEU](#)
- [European Green Deal and the Green Deal Industrial Plan / clean tech revolution](#)
- [EU action to address the energy crisis](#)
- [Home affairs / migration and asylum](#)
- [An economy that works for people](#)
- [Tackling online disinformation](#)
- 14 • [The EU in 2022 – General Report](#)



# Projects and stories

## [RRF-projects online map](#)

The key instrument at the heart of NextGenerationEU with updated projects in the Member States

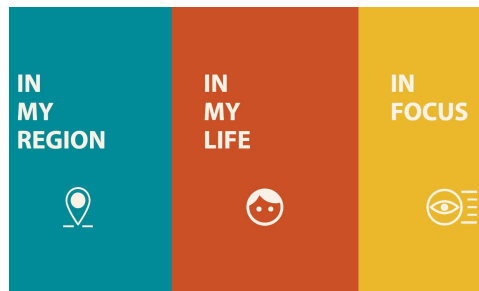


## [Kohesio](#) knowledge base of projects

Discover EU projects in your region

## [EP-What Europe does for me](#)

Updated by the end of 2023



## [EU in my region](#)

Show what is made possible locally in the regions through EU actions

# EU presence on the ground in Member States

## Commission Representations in Member States :

connecting with national, regional and local authorities providing the Commission with political information and analysis

- communicating to various audiences



European Parliament Liaison Offices (EPLOs) objective is to raise awareness among people about the European Parliament's influence on their daily lives and encourage greater participation in the European democratic process.

## 'European Union around me' map

to locate the EU centres active in your region and find out about the services they provide.



## EUROPE DIRECT Centres

help bring the European Union closer to people on the ground and help facilitate their participation in debates on the future of the EU.