



# Communicating ahead of the European elections

Latest developments from the Commission

Tipps and Tools

## InformEU network - online training

23 March, Brussels

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# Awareness, Interest, Likelihood

**Awareness : 49%**

Awareness has risen by 4pp, increasing from 45% to 49%. This represents a significant **13-point increase** compared to the EP 2018 Election Survey, where awareness was at 36%.

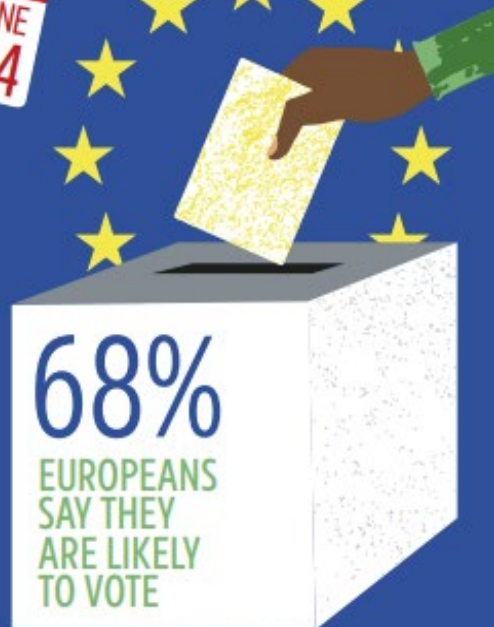
**Interest : 57%**

**6-point-increase** compared to September 2018.

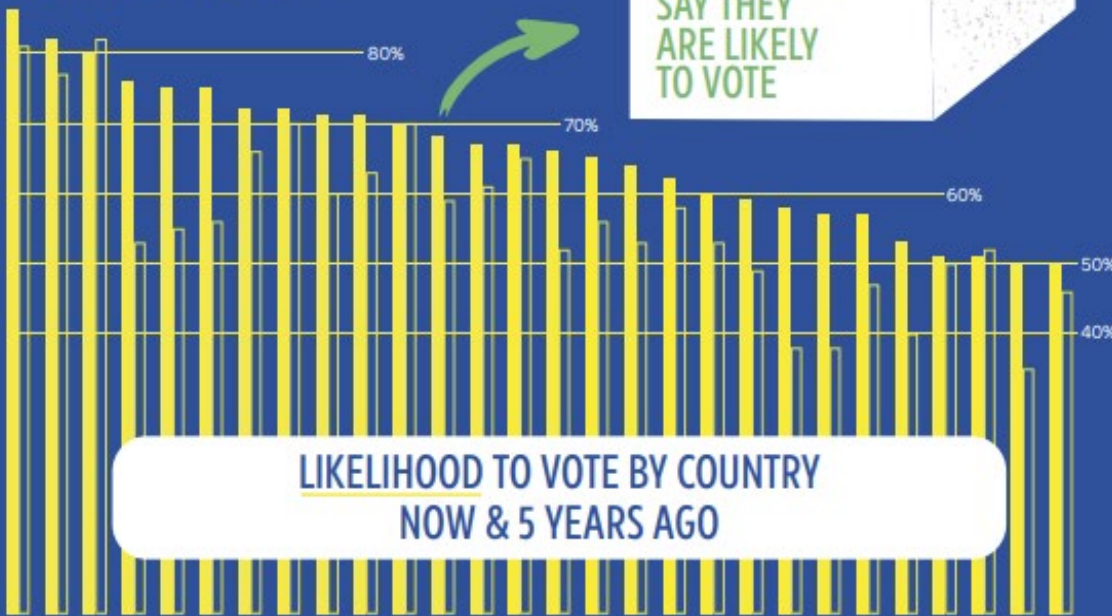
**Likelihood to vote: 68%**

Compared with September 2018, it has increased in 24 EU MS, most strikingly in Poland (+23 pp), Slovakia (+20 pp), Romania (+20 pp), Portugal (+19 pp), and Greece (+19 pp) .

## LIKELIHOOD TO VOTE BY AGE



■ Sep-Oct 2023    □ Sep 2018



## LIKELIHOOD TO VOTE BY COUNTRY NOW & 5 YEARS AGO

# Our Objectives



- **inform** as many citizens as possible about the European Union and the elections.
  - **engage** as many citizens as possible in European democracy...
- ...to **empower them** to make **informed decisions about Europe's future and strengthen our democracy.**

# Communicating EU delivery

- The website [The story of the von der Leyen Commission –brochure and timeline](#) will be available in all languages- is the central hub of all the assets that COMM is developing.



- [The EU in 2023: General report on the activities of the European Union](#) and its [illustrated book](#) provides a comprehensive overview of the EU's key achievements and progress made by the EU on its strategic priorities in 2023

# Projects and stories

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

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

RECOVERY AND RESILIENCE  
FACILITY

Next  
Generation  
EU

IN  
MY  
REGION



IN  
MY  
LIFE



IN  
FOCUS



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

# Citizens' Engagement Platform

Citizens' Engagement Platform

Home | Citizens' Panels | Energy Efficiency Panel | Energy Efficiency Debate

## Citizens' Engagement Platform

Your space to participate in EU policymaking

Have your say >



# European Elections 2024 website



[Homepage](#) [How to vote](#) [Why vote](#) [Remind me](#) [How elections work](#) [Election results](#)

## European elections

6-9 June 2024

### How to vote

Choose your country of voting and your preferred language to find out how to vote. As an EU citizen, you can vote in your country of origin, from abroad or in the EU country you live in. Please note that registration might be required in order to vote.

Choose a country of voting

Choose a language

### [Why vote](#) →

Here are some reasons why you should use your vote at the next European elections.

### [Free and fair elections](#) →

Find out what is being done to make sure the European elections remain free and fair.

### [How elections work](#) →

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

### [Election results](#) →

Follow the results of the 2024 elections as they come in and see the results of previous elections.

## EP Press kit

### The EU's elections website

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

- 'How to vote?'
- 'Remind me to vote'
- **Free and fair elections**
- **How European elections work**
- **Elections Results**
- Link to **get involved via together.eu**
- **Links** to the political groups and to the European political parties
- **'Easy-to-read' version**
- **Citizens' elections helpline**



# 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.**
- [video clip](#) (30 sec) available in all EU official languages





TOGETHER FOR  
DEMOCRACY

**Together.eu** is a community of **people who believe in democracy** and who want to give it real meaning as the next European elections approach. Through this **EP platform**, people can **connect** to meet, share knowledge and learn new skills, while encouraging others to vote in 2024. It contains a **download/resources centre with materials**. It offers **different levels of engagement** for the elections.

# Inform about together.eu and grow the community !

[https://together.europarl.europa.eu/en\\_GB/referral/SOk590195958](https://together.europarl.europa.eu/en_GB/referral/SOk590195958)

... or QR Code



# Young people and first time voters



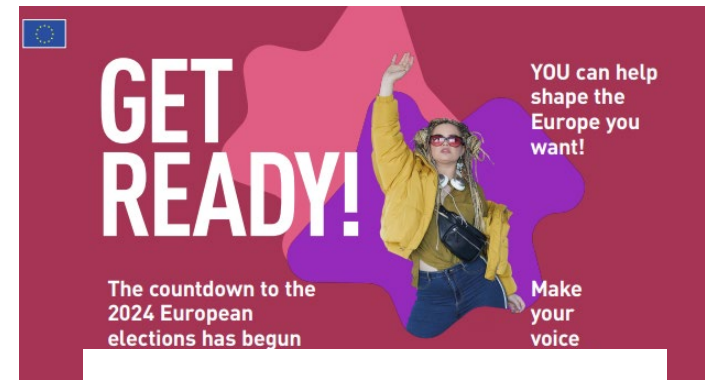
## Learning corner

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



## Get ready! The countdown to the 2024 European elections has begun

# Countering disinformation – what to expect?

- **Narratives that**
  - **claim wrongly** that voting makes no difference and accuse the EU of not being a democracy
  - **confuse** voters by spreading wrong information about election dates, procedures and electoral rights.
  - **question the integrity** of elections or candidates
- **hijacking ‘hot topics’** to increase polarisation in society;
- **hybrid incidents** that want prevent and deter people from casting their vote.



# Countering disinformation - what you can do



- **Think before you share!**
  - question your **own biases**,
  - **check** the entire content, the media outlet, the URL, the author
  - look at the **context** (publication date, sources)
- **Keep yourself informed** about the elections and the EU through **reliable and verified sources**.

# Supporting the EP's 'Go-to-vote' democracy campaign

- The EP is in the lead for the 'go-to-vote' campaign that launches on 26 April 2024
- The EP has started communicating already with the **use-your-vote line and visual** as a first element of the campaign.
- The Commission has **committed to support and amplify** this campaign, closer to the elections.
- **The InformEU network is invited to support and amplify** the campaign, too.
- Members of the InformEU network are **free to decide if and when they want to use** the EP's 'use your vote' line and visual.
- <https://together.europarl.europa.eu/download-centre/campaign/european-elections-2024-social-media-562>



# Activating our networks and partners

The Commission supports the EP in **activating networks and multipliers** such as

- content creators,
- civil society organisations, companies, NGOs, etc.
- celebrities
- anybody having an influence

Members of the InformEU network are **invited to consider activating such multipliers**, too, so that they inform about the EU and the elections and/or stand up for Europe.



# How to stay in touch with the EU

The EU is close to you. Citizens can stay informed about the European Union, engage with it, ask their questions or make your suggestions in many ways:

- [European elections website](#)
- [European Commission website](#)
- [European Citizens' Engagement Platform](#)
- [European Youth Portal](#)
- [The EU around you](#)
- [The EU's contact centre](#)



# Thank you