



Pop the Vote: Culture on the Ballot

The main aim of “Pop the Vote! Culture on Ballot” is to encourage active engagement of European citizens around the European Elections through culture. Pop the Vote works with young artists and art school students in 13 EU countries to act as *Changemakers* in their own communities and mobilise them to participate in the European Parliamentary elections 2024 by co-creating a multi-action campaign. Pop the Vote uses innovative ways for community engagement with culture and the arts at its core by using the language of arts and culture for political change and approaches of activism and community culture. The project aims to reach citizens, including underrepresented groups that tend to be less engaged with the European decision-making processes and encourage them to participate in the EP elections 2024.

Where will Pop the Vote be?

13 EU countries have been selected for this project: **Bulgaria, Croatia, Cyprus, France, Germany, Hungary, Italy, The Netherlands, Poland, Portugal, Slovenia, Spain and Sweden**. These countries were selected on the basis of (1) low voters’ turnout in the European Parliamentary elections 2019, (2) strong representation of Culture Action Europe members and (3) countries with comparatively higher voters’ turnout to act as an inspiration for others to engage more in the EU debates.

What will *Changemakers* do?

Pop the Vote will select 4 young artists and/or art students from each of the selected 13 EU countries, making 52 *Changemakers* total. *Changemakers* will organise 2 election engagement activities in the month leading up to the elections each in their respective countries, reaching 5200 citizens in total.



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Before their events, the young people will attend the Changemakers' Playground Camp: an immersive 1-week training that combines theoretical learnings about the EU, its Institutions, and the 2024 elections as well as theories of change, methodologies of activism and audience engagement, public campaigning and communications. By the end of the camp, Changemakers develop a prototype of their proposed engagement activities.

Timeline:

- May 2023: [Public launch of the project on Europe Day 2023](#)
- September 2023: Open Call for Changemakers
- February 2024: Changemakers' Playground Camp
- May 2024: Pop the Vote Campaign and Changemakers Act
- June 2024: EU Parliamentary Elections

Supporting members:

The following Culture Action Europe members will support the Pop the Vote project by disseminating the open call to help us find brilliant Changemakers from far and wide. These members are ambassadors of the Pop the Vote project in each country they represent. You can find more about each of them by clicking on the links below:

- Bulgaria | [A25](#)
- Croatia | [Clubture](#)
- Cyprus | [D6 Culture EU](#)
- France | [Association des Centres culturels de rencontre \(ACCR\)](#)
- Germany | [Kulturpolitische Gesellschaft e.V. \(KupoGe\)](#)
- Hungary | [ProProgressione](#)
- Italy | [Biennale des jeunes créateurs de l'Europe et de la Méditerranée \(BJCEM\)](#)
- The Netherlands | [Kunsten 92](#)
- The Netherlands | [European Cultural Foundation](#)
- Poland | [Krytyka Polityczna](#)
- Portugal | [Mapa das Ideias](#)
- Slovenia | [Motovila](#)
- Spain | [Red de Espacios y Agentes de Cultura Comunitaria, REACC](#)
- Sweden | [Space-Time Works \(STW\)](#)



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