

## **Guidelines**

Culture Action Europe EP Elections 2019 Campaign

### **Table of Contents**

<b>What is this campaign about?</b> .....	<b>2</b>
<b>The Toolkit</b> .....	<b>2</b>
<b>Contents</b> .....	<b>2</b>
Culture Action Europe Appeal for the European Parliament Elections 2019.....	2
Ask the candidate: list of possible questions.....	3
<b>Actions</b> .....	<b>3</b>
Podcasts.....	3
Members Actions.....	3
Live online dialogue - 25 April 2019.....	3
<b>Graphic Tools</b> .....	<b>3</b>
Campaign logo .....	4
Campaign posters.....	5
Campaign stickers.....	5
Social Media Banners and hashtags .....	5
Document template.....	5

## What is this campaign about?

The Culture Action Europe EP Elections 2019 Campaign aims **to foster a stronger recognition of the cultural dimension of the European Union and culture's contribution to Europe** and to encourage voters to make their voice heard by participating in the European Parliamentary elections.

The campaign gives voters the ability to **make an informed decision about the role of culture** in the political party programmes and provides a basis for activists, CAE members and citizens in their own countries to **advocate for political parties to adopt a positive stance on the role of culture** in the future of the European Union.

It encourages them to organise events and debates with politicians, contact their politicians through letters and meetings and display the campaign's posters and stickers. In this way, we can **join forces** to campaign for culture's contribution to Europe as a necessary source of unity and a force for cooperation and mutual understanding.

The campaign will **bring together voters from all over Europe to take part in a live online dialogue** on 25 April 2019 on the fundamental role of culture in the progress of the European Union discussing the link between culture and identity, borders, human rights and education;

The campaign also provides activists, voters and citizens with a toolkit (CAE's political Appeal, posters, stickers, letter templates and more) to **enable them to take action**, as well as **building a community and alliances** in and outside the cultural sector.

## The Toolkit

This toolkit and guidelines are developed to provide CAE members and partners with the necessary elements to support the EU-wide campaign. Use the contents, action proposals and graphic elements of this toolkit to join forces and take coordinated action for a coherent, impactful campaign.

In each section of this document you will find information about how to use different elements to advocate at European and national level.

## Contents

In this section you will find the Appeal and a set of questions to be used during the Campaign.

### Culture Action Europe Appeal for the European Parliament Elections 2019

[Available in different languages [here](#)]

CAE's Appeal for the European Parliament Elections 2019 calls on the European Parliament's political party groupings and candidates standing for election to explicitly recognise the cultural dimension of the European Union. Without acknowledgement of this, the future of the EU as a common endeavour is difficult to imagine.

Voters must know in advance where each party and candidate stands, at a minimum, on support for culture, cultural diversity and cultural rights, freedom of artistic and cultural expression, as well as their proposals regarding welfare regimes and labour conditions for vulnerable cultural workers.

### How to use it:

The CAE Appeal is designed to send to your MEP candidates in order to raise their awareness of critical cultural issues and to urge them to take a positive stance on them. The appeal is already available in [several languages](#) (and you may translate it yourself into others) to send to your national MEP candidates.

## **Ask the candidate: list of possible questions**

This set of questions has been developed to collect the positions of candidates/political parties on the core cultural policy issues. **[available in different languages [here](#)]**

### **How to use it:**

Use these questions when meeting candidates at public meetings, debates or in social media interactions. Send them to political representatives, use them in surveys and/or in podcasts etc. If you get written responses to the questions, please send them to the CAE office. We will use these stated positions in the preparation of the live online dialogue on 25 April, 2019.

## **Actions**

In this section you will find different actions that CAE will take in the run up to the EP Elections. Are you planning your own actions related to the EP Elections? Share them with us [[sophie@cultureactioneurope.org](mailto:sophie@cultureactioneurope.org)] to multiply its effects across Europe. All the actions will need your support. We count on your active participation!

## **Podcasts**

CAE's office will produce three podcasts with MEPs from the different political parties. They will be published before the end of February 2019 on the CAE website. Get in touch with us [[sophie@cultureactioneurope.org](mailto:sophie@cultureactioneurope.org)] if you are planning similar actions.

### **How to use it:**

Share the podcasts widely within your network and community. When sharing them on social media, do not forget to use the campaign hashtags: #EPElections2019 #thistimeimvoting #actforculture

## **Members Actions**

This toolkit supports CAE members and partners actions in the run-up of European parliamentary Elections. Take action: organise meetings with and events involving candidates, send letters, ask questions proposed by CAE and feel free to adapt them accordingly.

Please, keep us informed of any actions you will be taking by writing to [sophie@cultureactioneurope.org](mailto:sophie@cultureactioneurope.org) in advance.

## **Live online dialogue - 25 April 2019**

**On 25 April 2019**, CAE will host a live online dialogue, bringing together MEPs and citizens to discuss the parties' views on the future of Europe. There will be various discussion threads on different topics, such as the link between culture and identities, education, borders, work and rights.

## cultureeurope we want is

### Graphic Tools

In this section you will find graphic elements related to the campaign.

#### Campaign logo

Rationale:

### Logo

---

Elements of composition

CULTURE/EUROPE |—————> Logo  
(campaign version)

Why the inverted "e"?  
It aims to enunciate the figure of the citizen, projecting an emoticon in the act of speaking.

"Face to face" stands for dialogue, diversity, meeting, debate. "Culture europe" generates a "symbol" that broadens the general graphic concept.

cultureeurope

It underlines the terms as it highlights the symbol without losing legibility.

The two-direction faces address the idea that culture is traditions, futures and talking back.

cultureeurope

### How to use it:

[Download](#) and use the logo with a reinforcement message: “GO VOTE! #EPElections2019 #thistimeimvoting #actforculture” in your email signatures. You can also use the logo as your social media profile picture, on the websites etc.

### Campaign posters

Campaign posters call for a democratic, diverse, fair, free, human, inclusive and vital Culture and Europe. It calls citizens to action. The poster is available in various languages (see [here](#)).

### How to use it:

The posters are A3 and can be printed with the background colour (RGB if you want strong colors), or in white, for a more eco-friendly version. Use it as you think best: at your offices, in your living room, in your building’s lifts, on your social media, on street display boards or anywhere else you can think of. All you need to do is print and distribute it!

### Campaign stickers

#### How to use it:

[Stickers](#) (in English) reinforce the campaign messages. Print and distribute them widely - in the streets and elsewhere.

### Social Media Banners and hashtags

Support the joint action on Social Media by using the campaign [social media banners](#) (for Facebook and Twitter)

#### Campaign hashtags:

#EPElections2019 #thistimeimvoting #actforculture

### Document template

Campaign document template includes the basic graphic elements of the campaign in the header and footer. There is only one version available [here](#).

#### How to use it:

Use this template to any written communication you want to relate to the campaign: letters to the candidates, press releases, etc. You might add your details and your logos to personalise it.