



Bruxelles, 22 January 2009

## Proposals for the PES European Days of Action (EDA)

The European Days of Action are an integral part of the European Election campaign plan agreed by the PES Presidency. The Days of Action provide each member party with a campaign tool with a European dimension never before seen in European elections. On each Day of Action Europe's socialists and social democrats are invited to campaign on the same day on one common theme.

The issue of each European Day of Action is drawn from the key themes of the PES manifesto. There will be five Days of Action:

- Saturday /Sunday **March 7/8** – Championing gender equality
- Saturday **May 9** – New Social Europe – giving people a fairer deal
- Saturday **May 16** – Making Europe the leading force against climate change
- Saturday **May 23** – Relaunching the economy
- Saturday **May 30** – People First: A New Direction for Europe

### 1. Defining a PES European Day of Action

Core idea: A European dimension for your campaign events

PES European Days of Action can give a European dimension to activities which are organised in the frame of your national campaigns.

The PES European Days of Action are an easy to implement and flexible tool, allowing you to campaign together with other PES parties. You decide which events and activities – from national to local level – of your campaign might fit into the common frame. By informing other PES parties about your events you benefit by obtaining a multiplying effect for your media work.

PES parties inform each other about all activities related to the theme of the Day of Action. You are asked to inform the PES at least a week in advance of all activities planned – by sending an e-mail to [actionday@pes.org](mailto:actionday@pes.org) – and a full list of all affiliated activities will be sent to all parties. It can be included in your media work related to your events and activities.

The PES also provides input which can be used for your activities.

### 2. Additional available PES input for your activities at European Days of Action

2.1. Several weeks before each Day of Action the PES will provide a briefing on the theme. The briefing will include the common position of PES parties on the theme, stories related to the theme, a “set of choices” for citizens which can be used for street campaigning activities.

2.2 The PES will make its President Poul Nyrup Rasmussen, President of PES Women Zita Gurmai and Secretary General Philip Cordery available for large scale events. For these occasions, the parties can also look up a longer list of potential speakers from other PES parties which is available on the extranet of the PES website.

2.3 The PES will organise ‘live’ reporting of Days of Action events on the PES website, social networks and blogs: with PES staff attending, or in contact with those attending. By doing so, the different events throughout Europe can multiply their media impact: PES parties can use the reports for their follow-up media work of their activities.





### 3. Benefiting from PES briefings for your campaign activities: Street campaigning

Several weeks before each Day of Action the PES will provide a briefing including a set of choices based on the record of the PES and their opponents in the European parliament and national government. The briefing will include a “set of choices” which you can use to organise street campaign activities during the Day of Action. Parties would then select the three or four most appropriate choices to put to voters in the street.

The “set choices” for Europe is a tool to debate our socialist political agenda for the EU with the voters. Your activists can present the different choices in the European elections and in which different directions voters can take Europe depending on whether they vote for your party or an opponent. The idea is to convince citizens to vote for the PES party. The choices will be based on the record of the PES Group and their opponents in the European parliament and national government.

Last but not least the briefing can give your grassroots members an overview about the socialist aims and commitments for political questions decided on EU level.

**We kindly ask you to consider the following working steps if you are interested in using the PES “set of choices” for your street campaigning activities**

*You can produce campaigning material based upon the choices set out in the PES briefing. You decide which choices are the most relevant to your voters. The briefing and the chosen questions could be translated into your language. You could also print information material about the choices to your voters. Or you might decide to rather produce a template that candidates and activists in your party can print for their activities during the European Days of Action.*

*As there are only a few weeks between the transmission of the briefing and the Day of Action, you should sort out who would decide upon the questions, who would translate the text and how many days before the action day material could be ready. As the first PES European Day of Action “Championing gender equality” is already in March, we can unfortunately provide you with the briefing and the “set of questions” only 3 weeks in advance. We will provide you with briefings for the other Days of Action at least 5 weeks in advance.*

*Please be aware that we will also inform our PES activists about the European Days of Action. They are invited to organise activities together with candidates of your party. We kindly ask you to check if the PES briefings for the European Days of Action should create a conflict with messages of your campaign.*

**Example for a street campaigning activity based on “set of choices”**

Three or four activists in the street, with a clipboard, could ask citizens if they would mind answering questions on which direction they would like for Europe. At the end the activist thanks the citizen, hopefully being able to inform the citizen that s/he has chosen the socialist direction and explaining him why it is the socialist direction. The activist asks the citizen if s/he is aware that s/he can make that choice in the European elections in June and give the date, and present a local/national leaflet on the candidate(s). The collated results could be used in a press release to the local media.

With more resources available the results could be visualised at a stand. The political choices could be displayed on panels at a stand.





#### 4. Using the PES briefing for speaking notes

Aspects of the PES briefing can serve as ingredients in speaking notes for politicians of your party. We invite your party to use the “set of choices” related to the Day of Action theme in a speech of a leading politician.

#### 5. Day of Action campaign exchange

If a PES party wants to host a campaign exchange for activists from other PES parties, they can publish invitations on the PES campaign website. Moreover on each Day of Action, the PES will support at least one bigger “Day of Action campaign exchange”, with PES activists coming from all over Europe to participate in a campaign rally. The PES will support the hosting party of the “EDA campaign exchange” by recruiting PES activists for the event.

**We kindly ask you to consider the following working steps if you are interested in organising an EDA campaign exchange:**

*We will inform our PES activists on the PES campaign homepage about all campaign exchanges that PES parties are planning during the 2009 EP election campaign.*

*Moreover the PES offers during the European Days of action the opportunity to recruit PES activists for a campaign exchange hosted by a PES party. If you would like to organise a Days of Action campaign exchange with our support, please send us a call of interest. As our resources are limited we can only choose parties who approach us on a first come first serve basis.*

*A PES party inviting PES activists over should define the role of those PES activists in the campaign. Which message and added value is provided by their presence? What activities and tasks should be done by PES activists from other countries? What kind of knowledge (language) should the activists have and how can they be briefed and trained on the political specifics of the country (if necessary)?*

*The party facilitating the campaign should pay the following costs for PES activists from other countries: accommodation, meals and transport at the place. In any case due to the limited number of available campaigners willing to go to other countries, not more than 40 activists should participate in an exchange.*

*The announcement about the EDA campaign exchange should be made to the activists at least 6 weeks in advance with a detailed project description ready at the time.*

#### 6. More information

If you would like to have more information on the PES European Days of Action and/or the EDA campaign exchanges, please contact Nils Woerner in the PES secretariat: [nils.woerner@pes.org](mailto:nils.woerner@pes.org).

