

Parallel session: “How the Finnish Greens achieved growth in local elections”
Kaisa Hernberg, Acting Secretary General of Vihreät - De Gröna, Finland

Starting point: looking into other Green parties, learning from Austrian Greens visual identity and communication.

Research conducted – rely on available data or own.

Aim: not to look in the mirror when we speak to the public, but to understand who are the people we are directing our messages to.

Important to know who are the core voters and more importantly who are the potential voters. Potential voters are very large groups – no need to focus on people with negative attitudes towards Green agenda or the Party.

Successful communication:

- Base it on understandable idea- value
- Build a story
- Frame it
- Make a great photo
- Stick to it

You cannot reinvent yourself from election to election – marketing is based on repeating. When you had enough of yourself, remember that some people are still seeing it for the first time.

Do not fall in the traps – control the “airspace”.

Get the whole party on board with the selected communication style.

Speak to the hearts of the people, not only their reason.

Presentation attached.