



Election campaign budget 2023: Notes & Proposal for adoption, and Outlook 2024

Introduction: election campaign budget 2023

The draft election campaign budget 2023 is presented alongside the actual expenses of the 2013/14 and 2018/19 election campaigns, which each had their own strategy and priorities with corresponding expenditure. The purpose of this presentation is not to compare individual budget lines but to show the development of EGP election campaigns overall.

Based on the draft revised EGP budget for 2023, which is submitted to this Congress for adoption, it has been possible to increase the amount available for (pre-)campaign activities in 2023 by 25.000 EUR to a total of 925.000 EUR, compared to the draft campaign budget presented at the Autumn Council 2022 for information. This is an increase of 67 % for the pre-election year compared to 2018.

As part of the total EGP budget 2023, the same requirements for co-financing (10 % own resources) apply as for the other parts of the budget. We are still awaiting the guidance on campaign expenditure from DG FINS, which is likely due to apply from the second half of 2023, as well as the outcome of some legislative processes and negotiations, which are under way at the time of writing and which may have an impact on what is or is not possible to do in 2024 (see Outlook below).

Proposal for adoption

The Committee proposes to the 37th EGP Congress on 2-3 June 2022 to adopt the election campaign budget 2023 with expenditure of 925.000 EUR.

Notes on the election campaign budget 2023

Category 1: Personnel Costs

The proportion of salaries and staff-related costs including travel of the total campaign budget is considerably higher than in previous election campaigns (500.000 EUR). The reason for this is the planned mix of physical and online meetings (compared to almost entirely in-person meetings five years ago) and the increase in digital activities. This means that staff can deliver more and different activities at lower cost than in previous campaigns. This enables us to go into the election campaign with an experienced team at pre-campaign staffing level, which is much higher than before 2018, and to top this up with specific campaign posts (e.g. campaign manager).

The agency fee and related costs are also covered in this category.

Category 2: Infrastructure and Operating Costs

Unlike in previous election campaigns, we do not need to rent additional office space. Translation costs related to the campaign (10.000 EUR) and some additional operating costs are foreseen here.

Category 3: Administrative costs

As in Category 2, little additional expenditure is expected, only legal advice on contracts.

Category 4: Meetings



The election campaign working groups (manifesto and campaign) will have a physical meeting, but mainly meet and communicate online. There is also provision for a meeting of communications staff from member parties and work on a data network. Based on identified needs, trainings with member parties will be offered.

Category 5: Information and Publications

We are foreseeing to produce pre-campaign materials, a campaign website, multifunctional digital products, social media and TILT activities totalling 125.000 EUR.

Outlook campaign budget 2024

As referred to above, there is still some uncertainty regarding the 2024 grant as well as considerable unknowns regarding potentially new legislation which may or may not be in force in 2024 (rules for European Political Parties generally as part of the recast of 1141 as well as online advertising, amongst others). These are processes on which we liaise closely with the Green Group in the EP, but which are ultimately largely out of our control. Therefore the drafting of the campaign budget for 2024 depends on the outcomes of the negotiations over the next few months. Having said that, we are well prepared for 2024 with the level of reserves held in the Campaign Fund.

Ute Michel, EGP Treasurer
3 May 2023