

# Campaign Plan

In 2018, the difference between the forces of progress and the forces of cynicism is existential. On the side of cynicism, we see the rise of the radical right who are either winning elections or managing to pull the conservative forces to their side. On the side of progress, we see movements standing up to fight for the same values as ours: empathy, environmentalism, equality.

The 2019 European elections are crucial in this 'battle'. The success of the Greens is crucial in what kind of Europe we will create: a Europe of more cynicism and divide or one of change and hope. Our campaign will therefore focus on the change and optimism that our potential electorates want to see right now. Our narrative will not be one of simply being *for* Europe. We will be for Europe *and* for change. And we will show what Europe could be.

We are confident that we will strengthen our positive cooperation (between the Group and the party, and between member parties) in the build-up to the elections. We are confident that we will run a campaign that will benefit all member parties, from those that are already large to those in a more modest electoral position. We are confident that we will grow.

We are proudly pro-European. We are confident to achieve more than the status quo in a stronger Union with more progressive policies. Together, we are fighting for a union with more progressive policies. We will show that a less-divided and more-inspiring Europe is possible. We will grow.

During the campaign, we will reinforce our strengths: we have few, if any, internal divisions; our values are close to many of the progressive movements that are rising up; and our politics are passionate and refreshing. We will focus on those strengths by publishing a common manifesto; by building up a movement; and by telling passionate, optimistic and creative narratives for social media.



# Overall

## Political landscape

Europe is ruled by governments and a parliamentary majority that represents the status quo; mainly Christian Democrats. Populist nationalists – the radical, xenophobic right – are questioning that status quo by fighting for an end to the Union. Currently, the EPP looks like remaining the largest party while a rise of the radical right is expected.

The Greens fall clearly into the category of those parties standing behind the Union (often more so than most parties on the left). Moreover, we distinguish ourselves by questioning the status quo. We want change (more so than most other liberal and left parties).

Currently, the Greens are weaker in some countries than in 2014, but are performing better in others. Overall, we have a chance to win more Green seats from more countries. The broader Greens/EFA group is looking to gain ground through wins from medium-sized affiliates such as the Pirates in the Czech Republic and the Farmers and Greens Union in Lithuania.

Most established European parties look like continuing with the leading candidate process and the media are likely to cover those leaders (to an extent). It is too early to tell, but looking at all the names currently mentioned as leading candidates for other European parties we might differ physically by having two candidates, one of whom (at least) is female.

## Target

Currently, the Greens alone hold around 40<sup>1</sup> seats, or 6%, in the European Parliament. We aim to grow in Western Europe – even with the loss of the United Kingdom and a weaker standing in some countries – with the help of significant growth in Finland, Belgium, Hungary, Germany and the Netherlands and reinvigoration in France. Furthermore, our goal is to strengthen our position in Eastern and Southern Europe.

Our goal is to acquire between 50 and 60 seats.

## Party's characteristics

Few people will vote for a party they believe cannot be taken seriously, which will not get things done, and whose members do not know what they are talking about. Therefore, it is important to reinforce idea of the Green Party as a party that is relevant, that emanates leadership, vigour, realism and vision. We exist because of our ideals and content, for which we are rightly proud.

---

<sup>1</sup> The exact number and percentage: 39 or 5.7% - EGP without United Kingdom; 42 or 5.6% - EGP with United Kingdom.



However, strengthening (or even establishing) our party's characteristics in the eyes of the electorate should play a significant role in our campaign.

We need to show that we are capable of seeing the change we need in Europe. We need to show that can come together, as Greens, to realise that vision. We need to show that we can successfully fight for that change and are capable of achieving it.

## Campaign characteristics

In the current campaign for Europe, and for change we need to be a symbol of that pro-European change. By being united cross-country as Greens we can show that there is an alternative to nationalism. By being (part of) the movement for progressive change, we are part of the hope that people are seeking. By showing continuing Green success (local, national, European), we are showing that change is both tangible and feasible. By standing among people and talking about people, rather than institutions, we can bridge the distance between the voter and the institutions which is making so many people cynical about the possibility of a different Europe.

## Campaign focus

During the campaign, we will reinforce our strengths and acknowledge our limitations. We will focus on those strengths by publishing a common manifesto; by building up a movement; by telling passionate, optimistic and creative narratives for social media. We acknowledge our limitations by not investing in the more traditional and expensive methods of advertising.

Specifically, we will not invest in traditional advertising (large-scale posters, aired advertisements); we will not invest in the large-scale production of paraphernalia (from gadgets to t-shirts); and we accept that we have limited means for (often expensive) orchestrated events (such as meet-ups).

## Priorities

The topics to campaign on often differ significantly by year and member party. Although the EGP does not dictate what member parties must campaign on, there are common elements within the campaign:

- With the Common Manifesto, we provide a list of clear and shared priorities for change;
- With Tilt, we will campaign on specific (often symbolic) issues such as biodiversity (bees), environmental protection (plastics) and others;
- Through EGP channels, we will campaign on the larger narratives that resonate emotionally with voters and lead to value-based priorities.

## Timeline

**Phase 1.** From 1 June to 1 November: *During this period, we have finalised our brand. Carried out Tilt campaigns. Supported the contenders for leading candidate in their campaign. Provide training for member parties.*



**Phase 2.** From 1 November 2018 to 1 January 2019: *In this phase, we will use the manifesto to claim our vision for Europe. We will present and promote our leading candidates. We will continue our Tilt campaigns. This is also the phase in which the council held and the vote for the leading candidates and manifesto takes place.*

**Phase 3.** From 1 January to 1 April 1<sup>st</sup>: *In this phase, we will strengthen the visibility of the Greens where member parties have limited means. We will build an attractive and strong European Green brand with social media content and our leading candidates. We will continue our Tilt campaigns. This is also the electoral rally phase.*

**Phase 4.** From 1 April to 26 May: *In the final phase of the campaign, we will continue along the path by strengthening both the visibility of the Greens where member parties have limited means and of the European Green Party as a whole. Moreover, we will initiate our Get-Out-The-Vote campaign. Finally, we will prepare and promote debates among leading candidates.*

## **Federation of Young European Greens (FYEG)**

FYEG has an ambitious plan to strengthen their member organisations for the elections. They aim to provide content for online campaigning, training and materials for offline campaigning, setting up cross-country actions, and supporting young candidates running for the office of MEP.

We will share our expertise and experience to help them improve their online content and provide insights into offline campaigning. Finally, we will help in assessing what kind of cross-country actions have potential to attract attention from the media.

## **Municipal, regional and national elections**

A number of member states have other elections just before, or on the same day as the European elections. If so requested, we will provide them with information on European legislation that (could) affect the issues being debated at the national, regional and local level. Furthermore, if so desired, we will try to facilitate connections with successful (local, regional and national) policies and politicians from other member parties.

Finally, we have provided content on change that is possible in cities (air quality; going green) for EGP purposes that has the potential to be of interest to member parties.



# Online

This campaign will focus heavily on online outreach. With Tilt, we aim to build a digital movement by disseminating actions via Twitter and Facebook. Our narrative will be spread purely organically through traditional press (interviews, press releases, parliamentary actions, Tilt successes) and advertised on social media (videos, texts, images).

We have adjusted our online strategy to accommodate member parties' different positions. In effect, this means that we strengthen our visibility where there is potential but member parties have limited means, and invest less where there is less potential or where these parties are already strong. It also means that we will communicate about the different content we produce with member parties: we will promote our content as and when this is requested.

## Strategy

There will be a few significant periods in the European elections when the media and/or the public will take more notice. Most notably, this concerns the last three weeks before the election (i.e. May 2019), which have also proven to be the most influential weeks in changing voters' minds. Therefore, most of the campaign products will be planned for the last few weeks.<sup>2</sup>

Other relevant periods include November, when most of the candidates on national lists are defined; January-April, during talks on forming future coalitions and the party congresses; and at any time when (really) major topics are discussed that concern the European Union. Our effort to tell the Green story will be more limited during these times than in the final sprint before the election but will remain noticeable.

With Tilt, we will have the means to try and influence the agenda and the debate at any point in the coming months.

In voters' minds, the branding<sup>3</sup> of the European Green Party is not the same as that of a member party. Where the brand and the means of a member party are stronger, the European Green Party will limit the extent to which the EGP brand Party is promoted. Where member parties (currently) have a weaker brand we will be more visible as the European Green Party. Where member parties have limited means, we will – to a certain extent – try to make products together which will strengthen both the brand of the member party and that of the EGP.

---

<sup>2</sup> Financial and organisational limitations, confronting all campaigns, also play a role in prioritising moments of impact.

<sup>3</sup> Here we speak of brands, not to imply commercial products but to acknowledge the fact that voters see parties as brands with a distinctive visual identity, values and characteristics.



## Products

We have multiple specific social media products planned for the campaign, along with Action days, Tilt actions and general material such as reacting to European events and celebrating Green successes from our member parties. We aim to make at least 15 amazing videos that have the potential to go viral.

We will make videos about the larger issues (such as hope versus hatred; climate change) and a few videos specifically for countries where member parties have limited means. Furthermore, we will make a specific video on the manifesto; a specific video for expats; a specific video to promote our leading candidates; and a Get-Out-The-Vote video. These videos will be of the highest quality you could expect from political parties in 2018/2019 and are optimised for Facebook and Instagram.

## Twitter

We will continue to use Twitter to help spread the Greens' successes and battles in local and national governments and legislatures, and those of MEPs. Closer to the European elections we will focus more on our leading candidates and tone down the number of tweets we send out.<sup>4</sup>

Twitter is all about actuality and reflecting on it. We will have quote cards, translated into multiple languages,<sup>5</sup> from our leading candidates when they speak up about what is happening in the European Union. We will not refrain from using humour<sup>6</sup> to reflect on the movements of competing parties and leading candidates, or of national governments in relation to the EU.

## Instagram

Instagram and YouTube draw huge crowds among millennials. YouTube will be used primarily to share videos for Tilt and EGP that have already been produced for Twitter or Facebook. We will probably refrain from advertising on YouTube because of the high costs.

Instagram is showcasing a steep growth in both the number of users and how much time they spend on it. It is becoming an increasingly important podium for political actors and societal engagement. However, Instagram is also an incredibly difficult place to grow a user base (i.e. get enough followers to have a real impact).

Our Instagram channel will continue to be filled with content including specific content (such as 'get out the vote') material that we will advertise on Instagram. We will not make significant investments in growing our own Instagram account or that of our leading candidates.

---

<sup>4</sup> Because of the new Twitter algorithms, you can adversely affect your position in the 'what you have missed' ranking when you tweet too much with too little interaction.

<sup>5</sup> Most notably English, French, Italian, German, Spanish and Polish; we envision using gif-quote cards that roll through the languages.

<sup>6</sup> Think of memes and gifs.



# Tilt

We believe that an essential part of a sustainable European Union is citizen participation and we will always try to contribute and innovate towards that goal. Europe clearly needs more direct citizen participation to build and preserve a strong European democracy.

For the 2014 election, we were applauded for our primary process. Even when transnational lists are out of the question, we let our members, cross-borders, decide who our leading candidate will be. In the run up to this election, and for the years to follow, we have decided to focus on engaging a broader audience than (just) our members and on a broader array of topics than (just) the leading candidate process.

Our contribution will involve investing in a platform for citizen engagement. Under the name 'Tilt!: The Changemaking Network', we aim to bring together changemakers across Europe, to collaborate in the fight for real change. From Movimiento 15-M to Black Lives Matter, from the Global Climate March to MeToo, citizens are standing up. We aim to foster this engagement by providing a platform for, and to participate in, such citizen engagement for much needed change.

We live in a time where multinationals cross borders to escape legislation and taxation. A time when our biggest challenges, most notably climate change, are affecting us all, regardless of borders. A time when autocrats and nationalists are attacking the very foundation of Europe: one of peace, freedom and democracy.

This is a time when citizens need to come together – regardless of national borders – and stand up in the fight for our future. The fight for a fairer, greener and progressive Europe has never been more important, or more urgent. Tilt will promote diversity, hope and people power.

In particular, Tilt will bring together activists within and outside Green parties in Europe through various actions. Via these actions, we can stand up for personal freedom and against discrimination, to preserve our environment and tackle climate change, for fair taxation, for consumer rights and democracy. Actions such as petitions, rallies, crowdfunding and more will allow our voice be heard while demanding we are listened to by governments and multinationals. Actions carried out by citizens. Actions that lead to change – with a network of European citizens.

- We aim to use our combined strength, i.e. including member parties, MEPs and friendly NGOs in our actions.
- We aim to work in conjunction with Action Days, i.e. to ensure that every action day<sup>7</sup> has a Tilt call-to-action.

---

<sup>7</sup> Whilst having the room for possible exceptions.



- We are digital first; i.e. we invest in social media as the platform to reach people and increase participation.<sup>8</sup>
- We will balance agreement with being agile. One of the greatest opportunities is to be quick to respond to new events. One of the greatest challenges is to get all stakeholders to agree. This will be a continuous trade-off.

## Actions

Tilt is a movement for people and a platform within which people can act. Tilt allows us to set up a wide array of different actions:

1. From *crowdfunding* independent research into (for example) glyphosate to *collecting signatures* for a European Citizens' Initiative (for example) for better refugee legislation.
2. From *petitioning* to demand the EU to speak up (for example) against when member states violate the rule of law, to *signing up for events* in multiple capital cities to protest against plastic waste.
3. From general *crowdfunding* for the movement to perhaps later during the campaign to *share* a 'get out the vote' video closer to the election.
4. From *speaking out* via Twitter or Instagram for quicker climate action during the COP to *crowdsourcing* examples of transgender abuse.

For every campaign, an action will be selected that best serves the cause of having people participate and making an impact. This demands that the organisation always looks at the 'Theory of Change': an action that feels both relevant in having an impact and trustworthy in that the individual's action will make a real contribution to that.

## Get Out The Vote

Closer to the election, we will make clear to Tilt supporters that change happens both outside of politics and inside. We will ask our supporters to participate in sharing Get-Out-The-Vote material. This could range from sharing a social media video or a selfie Instagram campaign showing people's intention to vote and take ownership of their future.

Possibly, but not certainly, we will also explain to our supporters how the Greens in parliament are not only supporting partners, but also the logical partners for the political action that change requires. This could mean asking our supporters to participate in, for example, sharing a 'Vote Green!' campaign video.

## Stakeholders

Tilt is unique compared to groups like Avaaz, SumOfUs and 38 Degrees because it is owned by a political party. Although this can be seen as an opportunity, as it gives the network a lot of political know-how and credibility, it also poses a challenge if too many stakeholders are involved in decisions that are best made by a smaller group – or if approval takes too long.

---

<sup>8</sup> That will be reflected in changes in our organisation and budget.



The GGEP and the member parties are our most important stakeholders. We have set up a Tilt Advisory Board, representing GGEP, FYEG and member parties, to facilitate cooperation with our stakeholders. We welcome all proposals from FYEG, GGEP and member parties and will seek to maximise cooperation when stakeholders invest in an issue.

## Approval

This approval plan is meant for non-urgent issues and, in general, larger campaigns, where the participation of as many member parties as possible is required.

The idea is to gather as many ideas as possible for Tilt:

- From EGP experience
- What is happening in the GGEP, EP, institutions?
- What is happening in member parties, and can we use this?

The EGP team will collect these ideas and record them in a document where they will be sorted according to which phase of planning the campaign or action is allocated. The EGP team will have regular meetings to go through these and add new ones, and will constantly update this document.

The EGP team will draft a plan around every promising idea or issue, and test whether or not it is a feasible option. This draft plan goes to the Tilt committee's working group and, if the idea was put forward by a member party, it goes to that party, too. At every committee meeting, the list of ideas and draft plans will be presented for committee approval and prioritisation of the campaigns.

Any other actors – Tilt advisory board, GGEP – may be involved in this part of the process, if the EGP team and committee working group deem it necessary.

When the plan is approved by all relevant actors, the EGP team will write a more specific proposal based on the draft. This will include detailed plan of action, the target group, the CTA, the timing, and the objectives. Input from the relevant member parties, or GGEP, will be very welcome at this stage.

The final plan will go to the committee working group, the relevant member parties and/or the Green Group in the European Parliament, for approval.

When it has been approved, the EGP team will start to execute the plan and will inform the campaigners and the communication staff in all member parties to ensure the best participation possible.

## Rapid response

This rapid response plan is used when a situation arises that requires immediate action. The time taken to get approval for a plan is key here, as it needs to be done very quickly. The closer



we are to the news, the more urgent and relevant a campaign will feel to potential supporters. We want to be ready with an approved plan in less than eight hours.

When there is an idea the EGP team will present this idea to the committee working group, the co-chairs and, if necessary, the GGEP. This must be done within a few hours, then these groups will have a few more hours to approve the idea.

In the meantime, the EGP team will start drafting a specific plan on the action and how it can be done. This plan will go for approval by the relevant groups: committee, advisory board, member parties involved, and GGEP. Time is of the essence, so final approval should be received within a few hours.

After final approval, the EGP team will disseminate the information among all member parties to determine if they want to participate.

## Digital activism

We will occasionally crowdfund our campaigns through Tilt.green. When a Tilt action is gaining traction or when the action itself requires funds, we will ask supporters to crowdfund for the campaign. The possibility of asking Tilt supporters to donate to the EGP remains open and will be discussed later during the campaign in the Campaign Working Group; it will not take place without consent. We will use crowdfunding in the form of so-called ambient fundraising – providing a donation page after a supporter goes through an action page – and via e-mail.

Tilt should try to find the fundraising angle for the campaigns being run, which means answering the question: where do we need more resources to create a greater impact? More concrete, tangible theory of change generally means a higher conversion rate – which does not imply that it is wrong to ask for donations to support a campaign without having something concrete in place.

Crowdfunding for the EGP is an acceptable option when opportunities arise. A format for this could be the digital version of 'buy your billboard': buy your postal code on Facebook/Instagram (supported in most European countries).

The most popular messaging app in the European Union is Whatsapp, although Facebook Messenger and to a more limited extent Viber also play a significant role. We will potentially invite our more engaged Tilt participants to join our list of Tiltivists. This will comprise a Whatsapp and/or Facebook messenger list through which people receive insights, updates and calls-to-actions (such as spreading a tweet or a video).

## Issues

Tilt will run campaigns on a wide array of issues, most notably under the umbrella of climate change, the environment, social justice, equality, personal freedom, transparency and democracy. These issues will reflect the values of the European Green Party, including but not limited to:



*Protecting natural heritage; fair treatment of animals; fossil fuel subsidies; food and chemicals; biodiversity; protecting the bees; air pollution; plastics; high emission practices; international and high-speed trains; bike safety; worker protection; income equality; tax justice; human rights in the production chain; fighting unemployment; youth unemployment; ethical banking; gender equality; sexual harassment; transgender abuse; solidarity with refugees; transparency; press freedom; fighting corruption; breaking up banks; cyberbullying; democratic legitimacy; fighting politics of hatred and scapegoats.*

## Monitoring

The EGP will actively monitor the news and social media to establish what new issues are gaining ground and where. If specific issues, or symbols that speak to those issues, gain ground and are in line with the Green values we will consider campaigning on them. Moreover, the EGP will monitor running campaigns to see if there are new developments to which we can give extra attention in those campaigns. We welcome tips and insights from stakeholders – for example, hearing about new developments that are confined to a member state but which we could use.

## Restrictions

- Since the EGP is financing Tilt, we have to limit our actions to issues of a pan-European nature. At least five member parties must be affected and participate.
- Another 'restriction' is that we can only campaign on issues that have broad public interest or a very invested interest from activists and NGOs. Participation from the public is not a given, but is crucial for success.
- We must prioritise because of financial and organisational constraints. In the future, some worthy issues and plans might not be pursued because of these constraints.
- We have to take all stakeholders into account: any strong reservations or risks for some can outweigh the potential benefits for others.

## Action days

Action days will – when possible and promising – involve Tilt actions. During these action days, member parties and the EGP will help to spread a shared message. Planned action days are:

- International Women's Day – 8 March 2018
- Earth Day – 22 April 2018
- Europe Day – 9 May 2018
- World Refugee Day – 20 June 2018
- Coastal Cleanup Day – 15 September 2018
- (COP – 3 December 2018)
- Anti-Corruption Day – 9 December 2018
- International Women's Day – 8 March 2019
- International Day for the Elimination of Racial Discrimination – 21 March 2019
- Earth Day – 22 April 2019
- Europe Day – 9 May 2019



# Member parties

## Collaboration

In the campaign, we actively seek to maximise the level of cooperation with the member parties. We have set up multiple bodies to structure the cooperation (the campaign steering group; the campaign working group; the Tilt advisory board, the Manifesto working group, the Editorial Group and the Communications working group).

Moreover, the EGP:

1. Will and has already organised European Ideas Labs to bring civil society and Greens together in participating countries.  
EILs in 2018:
  - Brussels, Belgium: 1-3 March
  - Copenhagen, Denmark: 4-5 May
  - Graz, Austria: 5-7 July
  - Madrid, Spain: 6-7 September
2. Organised a European summer camp, together with the Green Party in Strasbourg, France (23-25 August 2018).
3. Organises two councils a year:
  - EGP Council, Berlin, Germany (23-25 November)  
We will launch our Common Manifesto and elect our leading candidates.
  - Electoral Convention, Brussels, Belgium (Spring 2019)  
We will use this mainly for campaign purposes, close to the European elections.
4. Has set up action days to focus on exposure and a common narrative in correspondence with member parties:
  - International Women's Day – 8 March 2018
  - Earth Day – 22 April 2018
  - Europe Day – 9 May 2018
  - World Refugee Day – 20 June 2018
  - Coastal Cleanup Day – 15 September 2018
  - (COP – 3-14 December 2018)
  - Anti-Corruption Day – 9 December 2018
  - International Women's Day – 8 March 2019
  - International Day for the Elimination of Racial Discrimination – 21 March 2019
  - Earth Day – 22 April 2019
  - Europe Day – 9 May 2019
5. Has set up Tilt and will campaign on issues that are in line with the core values of the European Greens, and thus generally in line with the issues most member parties care about.
6. Will offer expertise and set up meetings where possible to strengthen member parties in their campaigning



7. Will set up the common European campaign, with a shared manifesto and two leading candidates.
8. Will, where possible, provide tools and training to quickly (and easily) improve the impact of national campaigning towards the European elections.
9. Will share best practices and videos or other content via a Slack channel. We will try to get the raw files so that we can change the language.

We hope that member parties will:

1. Generally participate in Action Days;
2. Generally participate in Tilt campaigns;
3. Share the manifesto on their website and social media;
4. Participate in the working groups;
5. Share the online campaign content.

## Campaign Working Group

The Campaign Working Group (CWG) is set up to provide member parties with insight into our campaign plans, in due time so that they can be discussed and EGP can improve upon them. Furthermore, it will find out what kind of tailoring is relevant for the campaign in order to address the different nature of the member parties. Finally, it aims to find out what kind of services that we can provide are either welcomed or wanted.

There are meetings (digital and face-to-face), complemented with emails providing the documents and minutes, and a Slack channel for easy access to one another.

## Campaign Steering Group

The Campaign Steering Group (CSG) comprises a group of experts (from FYEG, GGEP and some member parties) who exchange expertise for the campaign. Plans, strategies and results from the EGP campaign will be discussed in-depth. The CSG is a place where the expertise and insights from different Green parties come together to further improve and tailor the campaign.

There are meetings (digital and face-to-face), complemented with emails providing the documents and minutes, and a Slack channel for easy access to one another.

## Communication Working Group

Recently, the Green Group in the European Parliament (GGEP) has set up multiple meetings to bring together communications people from the different member parties with those in the GGEP. Furthermore, they have set up a Slack channel for:

- Easy and quick communication to share content and information on European information campaigns;
- As a living meeting ground to share ideas and communicate between social media and the media, either one-to-one or in a group.

The EGP has taken co-ownership of this Slack channel so as to streamline our communications and also to provide content and information on the European election campaign.



## Tilt Advisory Board

Different colleagues of member parties, as well as those from the FYEG and GGEP, have been invited to join the Tilt Advisory board, which has multiple goals:

1. Promote Tilt;
2. Find and discuss potential issues that could work as a Tilt campaign;
3. Give feedback on proposals for new campaigns, and on running campaigns.

They will advise the EGP on the member parties and the member parties on the EGP.

## Manifesto Working Group

About 20 member parties are actively contributing to drafting the EGP Manifesto. Multiple meetings are planned for this year: The Manifesto has been sent to the stakeholders and there will be a discussion and final vote at the council in November.

## Manifesto Editorial Group

This is made up of a smaller group of member parties with representation from the EGP and GGEP.

## European Ideas Lab

We will continue to cooperate on the organisation of regional European Ideas Labs which are a useful tool for getting closer to civil society. We will refrain from setting up additional EILs as this will demand too much from our organisation in light of campaigning for the elections.

## Materials

The EGP will not co-finance or subsidise the mass production or display of offline materials (i.e. posters, flyers, stickers). However, it will deliver designs for multiple online and offline materials, including:

- Campaign posters templates
- Pins/buttons
- Flyer template
- Tote bags
- Foam objects (1 to 2)
  - These “foam objects” (e.g. big hands or talk bubbles) are physical assets that can be used for offline activities and have high ‘Instagram-ability’.
- Stickers (1 to 2)
- Social media templates (4)
  - Provided in Facebook and Instagram formats
- Web display banners (4)
  - Provided in 3 to 4 formats for key AdWords formats

Providing translations will be discussed on the basis of the ambitions of the member parties wishing to use these formats, on a case-by-case basis.