



Welcome to the ENAR Campaign Toolkit on the 2014 European Parliament Elections!

The EU's official motto for the next EP elections is that "This time it's different." Some rules have changed and should cater to a greater power of the citizens to decide what happens next in Europe.

Since the first EP elections in 1979, the percentage of voters mobilizing to cast their ballot has drastically fallen from 62% to 43% in 2009. The democratic legitimacy of the current EP could be considered as weak, to say the least.

In such a context, those who mobilize the most can get a substantial share of the vote and seize a considerable amount of seats in the EP. In times of financial, economic, social, and industrial crisis, the chances that the election results will not fall on the progressive side of the fence are high. Recent studies¹ highlight that right-wing populist parties could make significant gains at next EU elections, with some polls suggesting that they could win up to 25% of seats in the next European Parliament.

Over the last 13 years in particular, the policies of the EU have not exactly been at the cutting-edge of social progress or wealth and power redistribution, especially towards the most disadvantaged of us. As democrats convinced of the power of rational political debates and votes, we cannot sit on the side of the ring, wait for the final showdown to happen, and propose turnkey recipes for racial equality.

"This time will be different" because the anti-racist movement, ethnic & religious minorities and migrants—about 30 million potential voters—are starting to take charge of their own destinies as candidates and as voters, and cast a vote in favor of candidates seriously taking their concerns on board.

Our message:

- (1) Block candidates, whatever their party/political affiliation, that support and propagate ideas, discourses and policies typical of the far-right, [under old and new guises](#).
- (2) Support candidates who fight for equality and against racial discrimination in all walks of life.
- (3) Push mainstream parties to take a stand for equality (and against populist sentiments).
- (4) Get your relatives, friends, and communities to register to vote where still possible, and vote meaningfully on D-Day.

¹ German Konrad-Adenauer Foundation – Europa ? Nein, Danke - http://www.kas.de/wf/doc/kas_36200-544-1-30.pdf?131202091119

- (5) Contact your candidates, discuss our equality demands, ask them to endorse them (and let us know about it!), organize debates in your city among candidates from different parties.
- (6) Get moving: together we are much stronger than all voters supporting toxic and divisive ideologies!

Yes, we can (too)!

In this package, you will find:

- 1) ENAR's Equality demands
- 2) A list of ENAR's activities from now until end of May 2014, either carried by ENAR as a network, ENAR in partnerships or by ENAR and its members
- 3) A campaign diary
- 4) An overview of the European elections.

It is a UNIQUE moment to show our strong and united anti-racist movement against inequality! A great test phase for future action!



7 Key Equality Demands for the New European Parliament



The European Network Against Racism (ENAR) is the voice of the anti-racist movement in Europe. We are a network of 130 NGOs across Europe which stands up against racism and discrimination and advocates for equality in European and national public debates.
Web: www.enar.eu.org - Twitter: @ENAREurope #Vote4Diversity - Facebook: <https://www.facebook.com/ENAREurope> and <https://www.facebook.com/ENAREurope>

ENAR Equality demands

Our Goal: to have progressive EP candidates promote equality during the elections and to have the commitment of European and national political parties to refrain from discriminatory discourses.

How: by having the endorsement of EP candidates to ENAR's 7 European anti-racism recommendations. So far, these are the candidates that have signed our Equality demands:

Can YOU help?

YES, YOU CAN (again)!

- 1) By asking the EP candidates in your country to endorse ENAR's equality demands
- 2) By tweeting ENAR Equality demands in the social media:
 - ✓ #EP2014 Fight discrimination by measuring equality in outcome @ENAREurope
 - ✓ #EP2014 Reinforce the EU and national legal basis to tackle public incitements to hatred @ENAREurope
 - ✓ #EP2014 EC to consult civil society on discrimination based on religion and develop guidelines for diversity in the workplace@ENAREurope
 - ✓ #EP2014 Ensure sanctions against racist discourses in parliamentary work@ENAREurope
 - ✓ #EP2014 Grant voting rights to legally-residing, long-term residents in local and European elections @ENAREurope
 - ✓ #EP2014 Ensure meaningful participation of ethnic and religious minorities in decision-making by putting them on voting lists @ENAREurope
 - ✓ #EP2014 Ensure meaningful participation of ethnic and religious minorities in party decision-making by quotas @ENAREurope
- 3) By promoting them on your website or social media
- 4) By liking and following our activities on <https://www.facebook.com/ivotefordiversity>

When?

From March to 22nd May 2014

Contact Person

Shannon Pfohman (shannon@enar-eu.org) /Julie Pascöet (Julie@enar-eu.org) /Claire Fernandez (Claire@enar-eu.org)



ENAR and ILGA campaign

Our Goal: to support a cross-community approach of advocacy for equality policies and human rights – joining forces again between the anti-racist and the LGBTQI movements.

How:

- 1) by supporting local initiatives from civil society organizations affiliated to ILGA-Europe and ENAR
- 2) by monitoring incidences of hate speech in the context of the EU election campaign in order to provide evidence of discriminatory and offensive speech

Can YOU join?

YES, YOU CAN! Of course!

- 1) By participating or supporting the actions of this project in Bulgaria, Slovenia, Greece and Lithuania
- 2) By reporting via our joint online form incidents that took place in your country (28 EU member states) that incite hatred or prejudice against individuals or groups because of personal characteristics such as ethnicity, religion, gender, sexual orientation, gender identity, etc. (online form soon available)
- 3) By promoting the project's activities in your website or social media

When?

From March to May 2014 – national/local calendar TBC

March 19th – Monitoring form

Contact person

Julie Pascöet (Julie@enar-eu.org) /Juliana Wahlgren (Juliana@enar-eu.org)



ENAR and UNITED Against Racism

Goal: Community mobilization for a racism-free European Parliament

How: by supporting local mobilizing campaigns in cities of France, Greece, Hungary and Italy to limit support for candidates in the upcoming European Elections who propagate racist and xenophobic views and policies. In some constituencies, canvassing days will be organized.

Can YOU join?

YES, YOU CAN!

- 1) By participating or supporting the actions of this project in your country (for organizations based in Italy, Greece, Hungary and France) as a local supporter or volunteer
- 2) By transferring this model of community mobilization to other countries, which are not directly involved in the project

When?

From March to May 2014 – national/local calendar TBC

Contact person

@ENAR Claire Fernandez (Claire@enar-eu.org) /Juliana Wahlgren (juliana@enar-eu.org)

- a. France: Davon Henry - davon@lesindivisibles.fr
- b. Greece: Vania Nedelcheva - atinagr@gmail.com
- c. Italy: Claudio Tocchi - claudiotocchi85@gmail.com
- d. Hungary: Marcell Lörincz - marcell.lorincz@szubjektiv.org



ENAR “I vote for diversity”

Goal: this Facebook page is a convening platform for all actions organised across Europe for diversity and equality and against discrimination and xenophobic discourses

How: by promoting ENAR, ENAR members and any civil society campaign in view of next European elections

Can YOU join?

YES, YOU CAN!

- 1) By liking our [facebook page](#)
- 2) By inviting your friends to like the page
- 3) By posting your actions in the timeline
- 4) By using our hashtag #ivote4diversity in your tweets and messages
- 5) By sending us a picture of yourself with our logo to support diversity

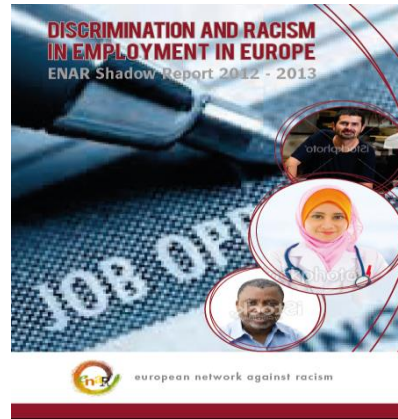
When?

From January to May 2014

Contact person

Georgina Siklossy (georgina@enar-eu.org) /Juliana Wahlgren (juliana@enar-eu.org)

Other actions/campaigns



ENAR EUROPE on March 21st

Goal: to seize the International Day for the Elimination of Racial Discrimination to promote ENAR's Shadow Report – Discrimination and racism in employment in Europe (2012 – 2013)

How: ENAR will organize a debate at the European Parliament with MEPs, representatives of the European institutions and civil society organizations and the role that the European Parliament might play in improving the situation of the most vulnerable communities in the labor market.

ENAR will also launch a video with the key findings of the European and National Shadow Reports.

Contact Person

Georgina Siklossy (georgina@enar-eu.org)

ENAR National Platforms on March 21st

Goal: To promote ENAR National Reports – Discrimination and racism in employment (2012 – 2013)

How: National Platform Coordinators are invited to organize actions or to promote the National Shadow Reports during the week of the International Day for the Elimination of Racial Discrimination.

What can ENAR members do?

YOU can support/ the National Platform Coordinators and other members' activities:

- a. National Platform Coordinators will organize local/national activities during the week of March 21st
 - i. Launch of National Shadow Reports
 - ii. Other actions linked to the week of the International Day for the Elimination of Racial Discrimination

Countries in which events are scheduled:

- **Italy:** On March 21st CIE Piemonte will launch the IT Shadow Report with a meeting on the importance of the EP elections with Martin Schulz, EP President and S&D candidate EC President, Cécile Kyenge, MP, Minister for Integration, Mario Calabresi, Editor of the daily

newspaper “La Stampa” and Piero Fassino, Mayor of Turin and Chair of the National Municipalities Association

- **Luxembourg:** CLAE will launch the LU National Shadow Report during its “Festival des Migrations” which will take place from March 14 to 16 in Luxembourg City.
- **United Kingdom:** UKREN is organizing a debate on the EP elections and the findings of the UK Shadow Report on March 21st

If you are also interested in organizing a debate within your community on the EP elections or promoting the ENAR Shadow Report, please contact your National Platform Coordinator or Juliana Wahlgren at Juliana@enar-eu.org

- b. ENAR member organization Fight Racism Now! is organizing a world-wide campaign against racism which will begin on 21 February and will culminate with demonstrations across the EU one month later. If you would like to support this campaign, please contact Michael McEachrane at mceachrane@gmail.com or +46-725-120202.

ENAR Foundation



#Vid4Div Video Competition

Goal: to promote “I vote for diversity” among young voters.

How: #Vid4Div calls for experienced or amateur filmmakers to help us foster a better Europe for all. The winning videos will be used for ENAR’s campaign throughout Europe on the social media, TV, websites, etc.

For more information, please visit: <http://www.ivote4diversity.eu/>

How can YOU help?

You and your organization can help the ENAR Foundation:

- 1) By promoting the video competition within your network and contacts
- 2) By advertising it on your website or social media

When?

From 17 February to 7 April

Contact person

Pascal Hildebert (p.hildebert@enarfoundation.eu)



vote for Diversity

Month	Sun	Mon	Tue	Wed	Thu	Fri	Sat
							1
Feb 2014	2	3	4	5	6	7	8
	9	10	11	12	13	14	15
	16	17 Launch #Vid4Div - Video Competition	18	19	20	21	22
	23	24	25	26	27	28	1
Mar 2014	2	3	4	5 Launch of ENAR toolkit to members	6 Voter registration Deadline in Finland	7	8

	9	10 Voter registration Deadline in Austria and in Italy	11	12	13	14 CLAE Event - Launch of LU Shadow Report (LU)	15
	16	17	18	19 Launch event: ENAR and ILGA Europe cross-community project (European Parliament - BE) Launch of ENAR and ILGA Europe hate speech monitoring form (online)	20 Launch: ENAR Shadow Reports - Discrimination in Employment (European Parliament -BE)	21 ENAR Press Release - International Day for The Elimination of Racial Discrimination (online) CIE Piemonte ENAR Shadow Report Launch (IT) UKREN ENAR Shadow Report Launch (UK)	22
	23	24	25 Voter registration Deadline in Romania and in Portugal	26	27	28	29
	30	31 Voter Registration Deadline in Malta	1	2 Voter Registration Deadline in Cyprus	3	4	5

Apr 2014	6	7 #Vid4Div submission Deadline	8 Voter Registration Deadline in the Netherlands	9	10 Launch of ENAR and UNITED project community mobilizing (GR) Voter Registration Deadline in Lithuania	11	12
	13 Voter Registration Deadline in the Czech Republic	14 Voter Registration Deadline in Slovakia	15 Voter Registration Deadline in Bulgaria	16	17	18	19
	20	21	22 Voter Registration Deadline in Denmark	23	24 Voter Registration Deadline in Latvia	25 Voter Registration Deadline in Croatia, Estonia, Slovenia and Sweden	26
	27	28	29	30	1	2	3
May 2014	4 Voter Registration Deadline in Germany	5	6 Voter Registration Deadline in the UK	7	8	9 Voter Registration Deadline in Hungary	10 Deadline voters registration in Ireland
	11	12	13	14	15	16	17

	18	19	20 Voter Registration Deadline in Poland	21	22 EP election day in the Netherlands	23 EP election day in the Czech Republic	24 EP election day in the Czech Republic, Italy, Latvia, Malta and Slovakia
	25 EP election day in Austria, Belgium, Bulgaria, Croatia, Cyprus, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Italy, Lithuania, Luxembourg, Poland, Portugal, Romania, Slovenia, Spain and Sweden Results: 22:00	26	27	28	29	30	31