



Developing Campaign Strategies for the 2009 European Elections – Challenges and Opportunities for Political Parties

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Structure

- The variety of campaign strategies
- Second-order campaigning
- The vicious circle of low turnout
- Campaigning in the 2009 EP elections – what's new?
- Campaigning at the EU level
- Conclusions


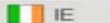

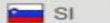









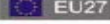






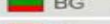







The variety of campaign strategies

- Between direct and mediatized campaigning
- Between on-line and traditional campaigning
- Between positive and negative campaign styles
- Between rebranding and establishing new parties
- Common points: focusing on leaders, ignoring the European themes, no clear divisions between ‘old’ and ‘new’ Europe

Second-order campaigning

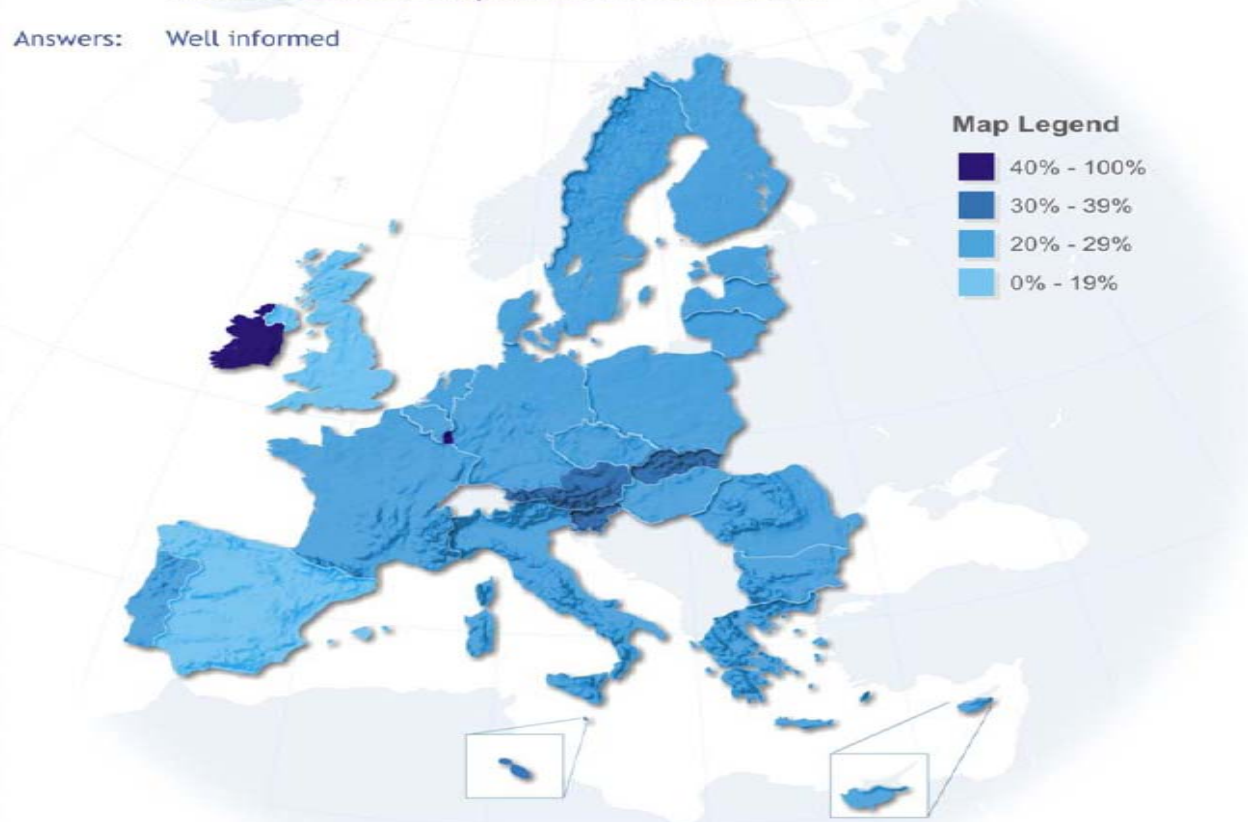
- the parties spend on average only from 10 % to 30% of the costs they usually appropriate on the national elections
- The campaigns are considered overall dull and generally low-profile
- Second-order media coverage follows

Feeling of being informed about the EP

| | | |
|---|------|-----|
|  | LU | 42% |
|  | IE | 40% |
|  | MT | 36% |
|  | SI | 34% |
|  | SK | 33% |
|  | AT | 31% |
|  | BE | 29% |
|  | DE | 29% |
|  | DK | 28% |
|  | LT | 25% |
|  | IT | 24% |
|  | CY | 24% |
|  | PL | 24% |
|  | EU27 | 23% |
|  | HU | 23% |
|  | LV | 23% |
|  | EL | 22% |
|  | FI | 22% |
|  | SE | 22% |
|  | EE | 22% |
|  | BG | 22% |
|  | NL | 21% |
|  | CZ | 21% |
|  | FR | 20% |
|  | PT | 20% |
|  | RO | 20% |
|  | ES | 19% |
|  | UK | 19% |

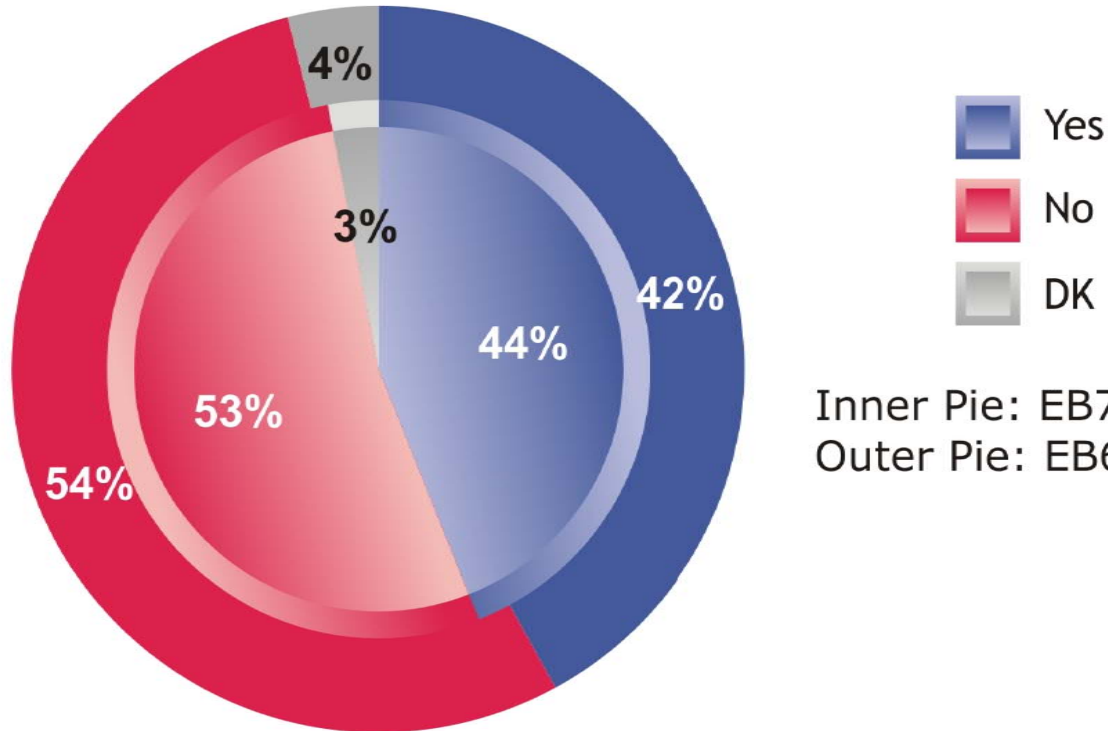
Question: QD2. In general, do you consider that you are very well, fairly well, fairly badly or very badly informed about the European Parliament's activities?

Answers: Well informed



The EP in the media

Question: QD1. Have you recently read in the press, seen on the Internet or heard on the radio or television something about the European Parliament?

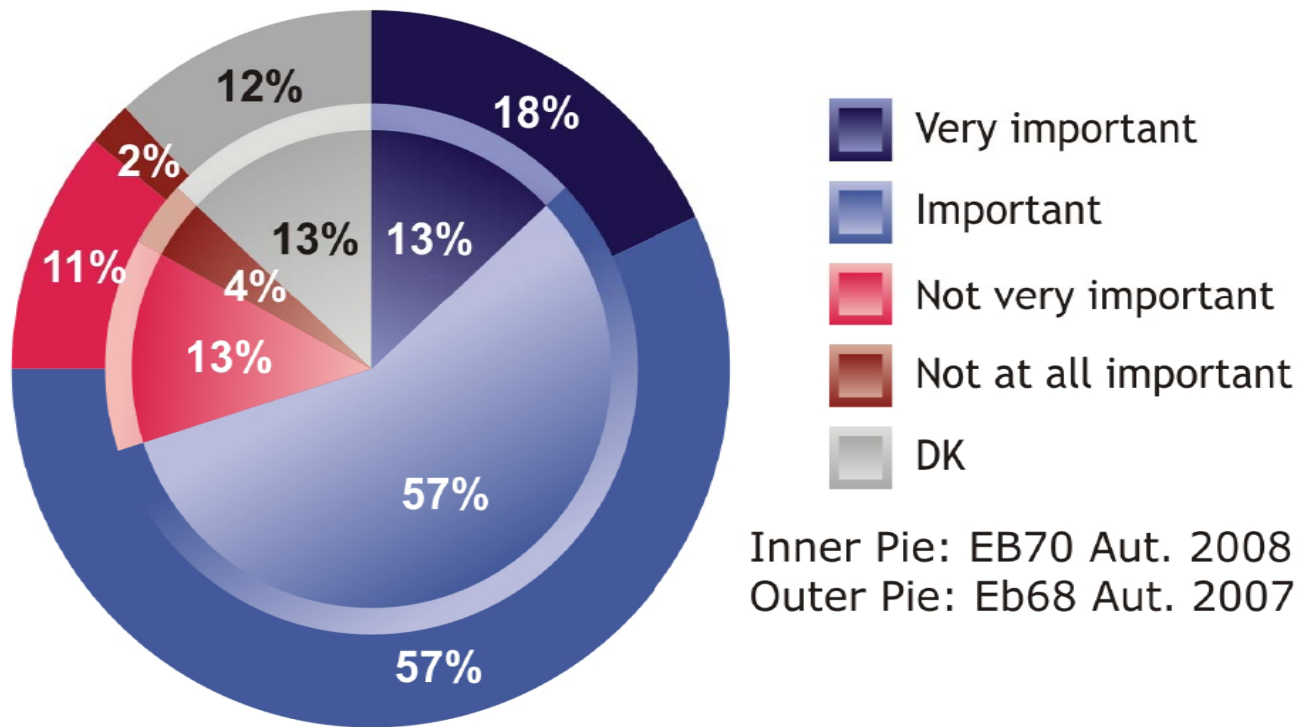


Inner Pie: EB70 Aut. 2008

Outer Pie: EB68 Aut. 2007

Role of the European Parliament

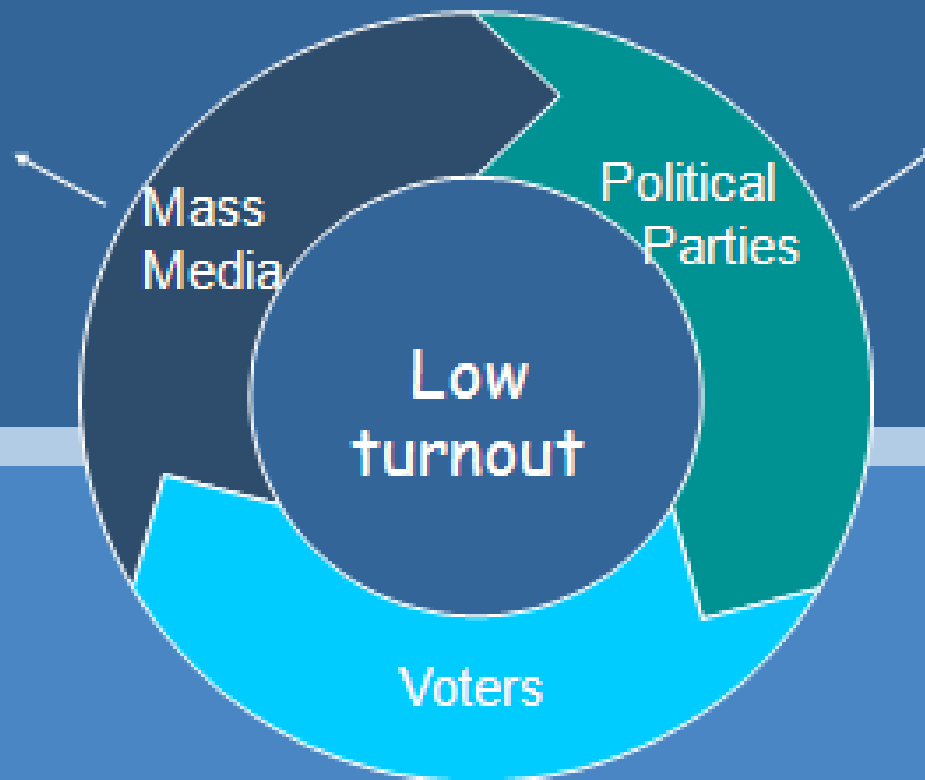
Question: In your opinion, is the role played by the European Parliament in the life of the European Union...?



Inner Pie: EB70 Aut. 2008
Outer Pie: Eb68 Aut. 2007

The Vicious Circle of Low Turnout

"The citizens do not pay attention to these elections, and the parties likewise. Why then inform about it?"



"Why bother, if the citizens are not interested, the media are not informing about it, and, whatever the outcome, we will not lose power?"

"We would like to learn more about these elections, but we are not informed by the media. How can we go to elections polls then?"

How to break this vicious circle?

An ideal scenario

- The responsibility must be taken by the political parties and by the media
- The lack of European *demos* and of the widespread European identity cannot be argued to be the main reasons for low turnout
- Is the emergence of the real European elections only be possible when a uniform procedure is introduced?

How to break this vicious circle?

An ideal scenario continues

- The EP campaign should combine the political and didactic messages.
- The high turnout and the greater awareness of the significance of the EP for citizens' daily lives is likely to increase the electoral chances of the mainstream parties
- A failure to convey an impression of urgency and the lack of clear political choices is likely to demobilize the voters (second-order campaigning)

The Europarties and the 2009 EP Campaign – what's new?

- The economic crisis has set up the major discussion themes for these elections
- Improving the process of manifesto drafting
- A growing political conflict between the EPP and the PES
- The challenge of Libertas

Libertas's campaign strategy

- Fighting the EP elections as a sort of plebiscite on the Treaty of Lisbon
- Borrowing some elements of Obama's campaign:
- On-line donations
- Key word 'change'

A new type of Europarty

- ▶ Libertas was not composed of the national member parties as corporate members, but of individuals
- ▶ Claiming to be the first truly pan-European party
- ▶ The declaration of building a truly European party did not come as a result of their real intentions, but out of necessity

Challenges

- Do the citizens want to listen again about the Treaty of Lisbon and institutional intricacies of EU integration?
- Can a pan-European party work well in the EP elections fought in each member states on a national logic?

Libertas 's ups and downs

- Failed to come up with any sort of political manifesto
- Problems with candidates' recruitment and the registration of electoral lists
- Rome Convention on 1 May with Lech Wałęsa as a special guest
- Reportedly spent 30 million EUR

Transnational campaign efforts

- ▶ Aim: become the largest group in the EP and nominate a candidate for the Commission Presidency
- ▶ PES leading a coalition against Barroso, although failing to propose its own countercandidate
- ▶ Greens coordinated their campaign to the largest extent
- ▶ The question of European party affiliations becoming a hot topic in some countries



Gdzie PiS ma dopłaty dla polskiego rolnictwa?



Najwyraźniej w poważaniu. Bo po wyborach do Europarlamentu ma zamiar wejść w koalicję z Brytyjską Partią Konserwatywną. A to właśnie ta partia domaga się zmniejszenia, a nawet zlikwidowania dopłat dla rolnictwa w mniej zamożnych krajach. Czyli także i u nas.

Co to oznacza? Że oddając głos na PiS, wzmacniasz koalicję, która popiera rozwiązania niekorzystne dla polskiego rolnictwa. Nie powinno Cię to dziwić. Przecież Jarosław Kaczyński już w 2006 r. mówił w wywiadzie dla brukselskiej gazety, że należy „odejść od rolnych dotacji”.

Zastanów się nad tym i zagłosuj zgodnie ze swoim rozsądkiem.



**Platforma
Obywatelska**

7 CZERWCA POSTAW NA POLSKĘ

Thank you for your attention!

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