

Political Mobilisation of Youth in Political Parties



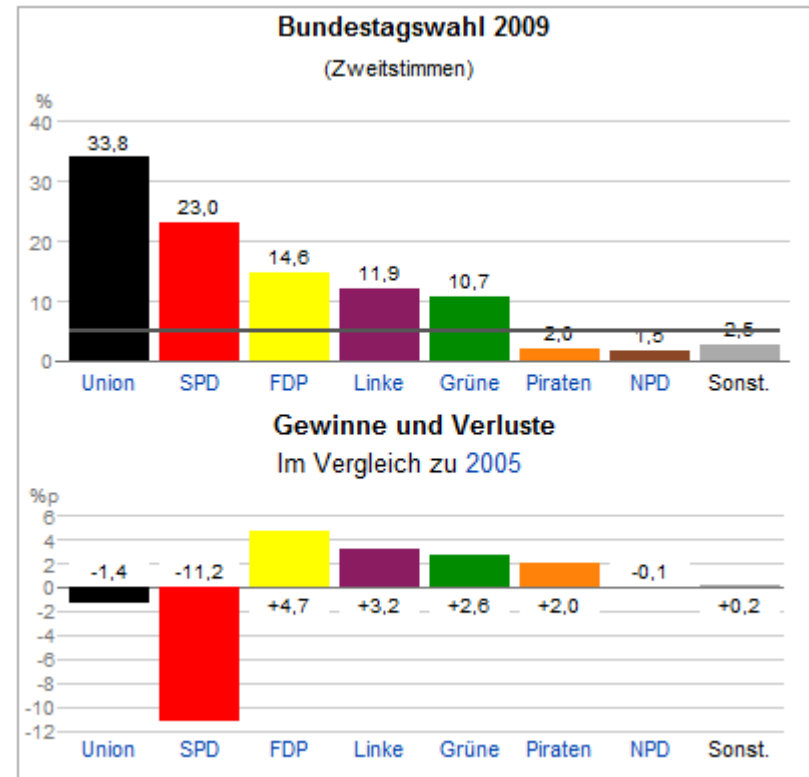
Conrad Clemens, Junge Union Berlin
ASIAN YOUTH FORUM, 12- 14 JULY 2012, BANGKOK, THAILAND

Agenda:

- Political Situation in Germany and Berlin
 - Organisation of the Junge Union (JU)
 - JU state organisation in Berlin
 - The Pirate Party in Europe
 - Key Points for Mobilisation of Youth in Political Parties
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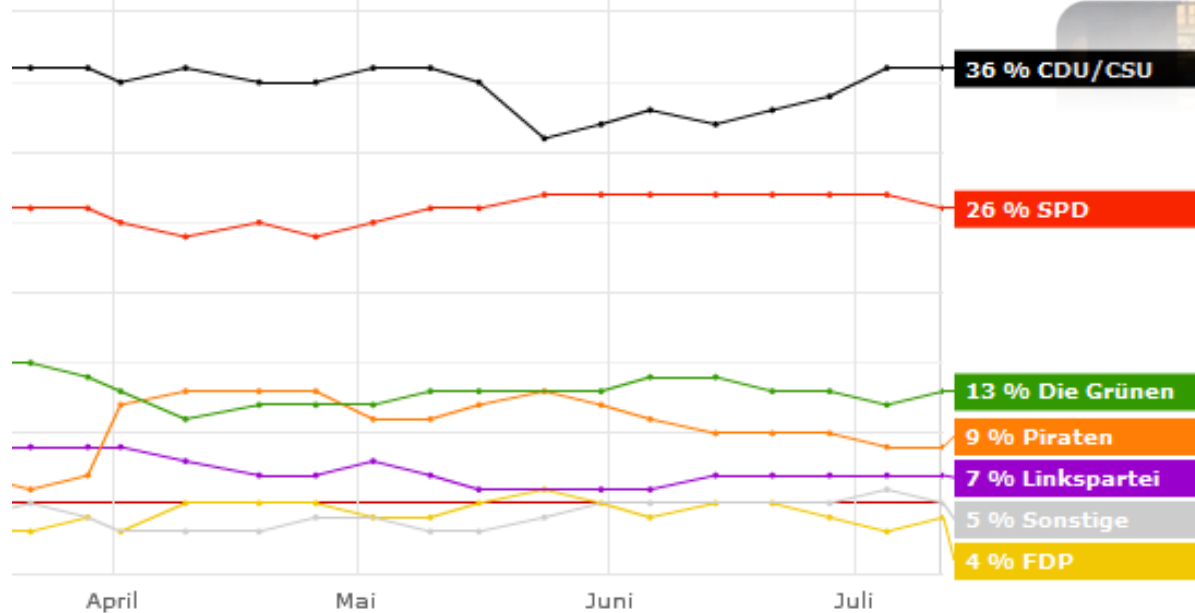
Political Situation in Germany

- Federal state with 16 states
- Federal elections every 4 years
- Last election 2009 won by Christian Democrats and Liberals, Chancellor Angela Merkel
- Multiple parties / new parties



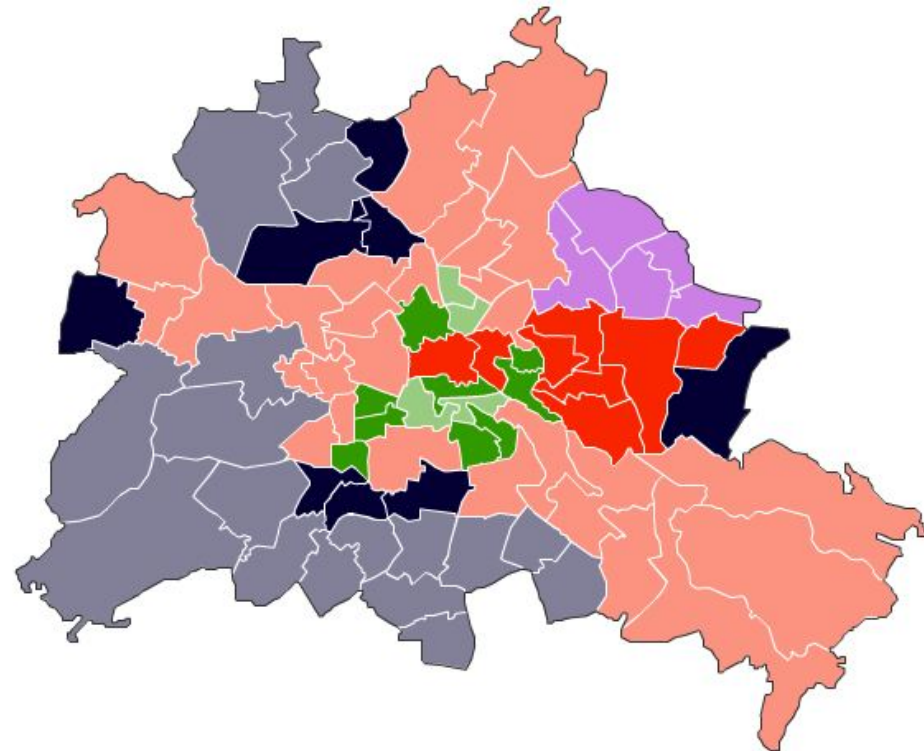
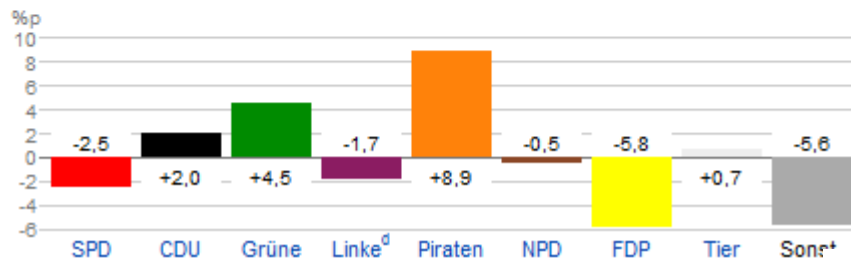
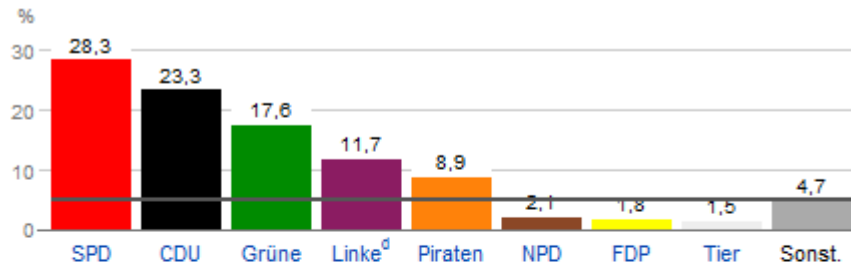
Recent Trends 2012

- Strong Support for Angela Merkel in the Eurocrisis
- Problems of the Liberal Party to position itself
- Rise of the Pirate Party
- Constant numbers for Social Democrats and Greens



Political Situation in Berlin

- Social Democrats and Christian Democrats have formed a coalition in 2011.
- One can still witness effects of the Berlin Wall in politics of our city.
- Green Party is strong in the lively city center.
- Pirate Party Success in urban environment.



The „Junge Union“ is:

- an independent political youth organisation associated to the parties Christian Democratic Union (CDU) [outside of Bavaria] and the Christian Social Union (CSU) [in Bavaria].
- the largest political youth organisation in Europe with 130.000 members in the age between 14 and 35 years.
- part of the CDU family, but only one third of its members are also CDU members.
- independent and has its own topics in relation to the CDU.





Organisation of Junge Union:

- 1 federal organisation
- 18 state (regional) organisations*,
- 466 district organisations

All organisations have an own executive committee (elected usually for 2 years) who meet usually once in a month

* There are two more regional organisations than states in Germany due to historical reasons

The ultimate committee of the „Junge Union“ is the national congress named „**Deutschlandtag**“.



The „Deutschlandtag“ meets every year with more than 300 delegates from all over Germany. Every two years the delegates elect the federal executive board.

The chairman is *Philipp Mißfelder MP* since 2002.

Furthermore the delegates discuss different topics, take positions to many political questions and formulate their ideas about the work of Junge Union.



Support and open discussions:

- The Junge Union is the backbone of the election campaigns of the CDU.
- Especially the local campaigns depend on young volunteers.
- However, there is also open criticism with regard to the established members of the party.
- Ways to discuss: committees, conventions or over the press.
- Example: Conflict with Angela Merkel especially on pragmatism vs. Idealism.



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JU Topics:

The basic idea of the Junge Union is to give a perspective for the future of our generation. Therefore one focus of Junge Union is intergenerational justice

Examples for this topic are:

- reduction of public debts,
- reform of the social system,
- better handling of natural resources,
- representation of the youth in the legislative.

The Junge Union is doing politics for the youth, but doesn't forget the interests of older people. E.g. in Questions about the pension system Junge Union works together with the Senior Union (organisation of older people associated with CDU/CSU).

Besides the political work Junge Union is engaged on a social level as well. Some examples of these activities are:

- clean up parks und public places
 - good parenthood of public places
 - blood donation to the Red Cross
-
- help less educated young people to find a job
 - signature collections in order to promote a useful claim



The „Junge Union“ is more than a political organisation.

In addition to our political work we also organise parties, sport events, barbecuing, trips to theme parks and so on.

That's why one feature of the „Junge Union“ is:

„Party and Politics“





The Berlin JU state organisation

- 2.700 members in 12 districts
- Most district organisations meet every week
- Largest increase in memberships of all state organisations in the last 2 years (+300)
- Only 20% are women
- 6 Members of State Parliament, 25 Members of Local Parliaments (0% women)
- Conferences and committees for discussions
- Press work
- Magazine “Schwarzlicht” (10.000)
- Black Is Beautiful Partys with over 500 people attending
- Webpage www.juberlin.de



**JU**

Hauptstadtverband Berlin

„Mach mit und
engagiere Dich
für deine Stadt“

**Mitglied werden**

online anmelden

**Terminkalender**

zur Übersichtsseite

**Online Spenden**unterstützen Sie
uns**JU Landesverband Berlin**Kleiststraße 23-26
10787 Berlin

info@juberlin.de

[Startseite](#)[Über Uns](#)[Kommissionen und
Themen](#)[Vorstand](#)[Kreisverbände](#)

JU: Kein Autoverbot Unter den Linden!

Zu den Vorschlägen der Grünen: Zu den Vorschlägen der stadtentwicklungspolitischen Sprecherin der Berliner Grünen, Antje Kapek, zur Umgestaltung des Boulevards Unter den Linden erklärt der Landesvorsitzende der Jungen Union Berlin, Christoph Brzezinski: „So richtig die Zielsetzung einer Aufwertung des historischen Boulevards Unter den Linden ist, so

[Social Media](#)



Die Junge Union protestierte im Abgeordnetenhaus mit Tischtennisbällen gegen die Schulreformen

FOTO: HUNGER

Blockade gegen Schul-Lotterie

■ VON FLORENTINE ANDERS
UND STEFAN SCHULZ

Zum ersten Mal wurde gestern im Abgeordnetenhaus das Gesetz zur „Strukturreform“ diskutiert. Die CDU-Lösung ist eine „Lotterie“.

lotterie an gefragten Gymnasien stehen. Die CDU lobt das Losverfahren ab.

Der SPD-Landes- und Fraktionsvorsitzende Michael Müller sprach amischen des Verfahrens. Er kritisierte die „Lotterie“ als „Zufallsprinzip“.

Auch die GEW will den CDU-Studienrat, die Reform verhindern zu wollen. „Näherlich gibt es hässliche Probleme – aber die gibt es in allen Bezirken. Es ist schon ironisch, dass ausgerechnet die CDU die Lotterie einführt.“

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The Pirate Party - a new phenomenon

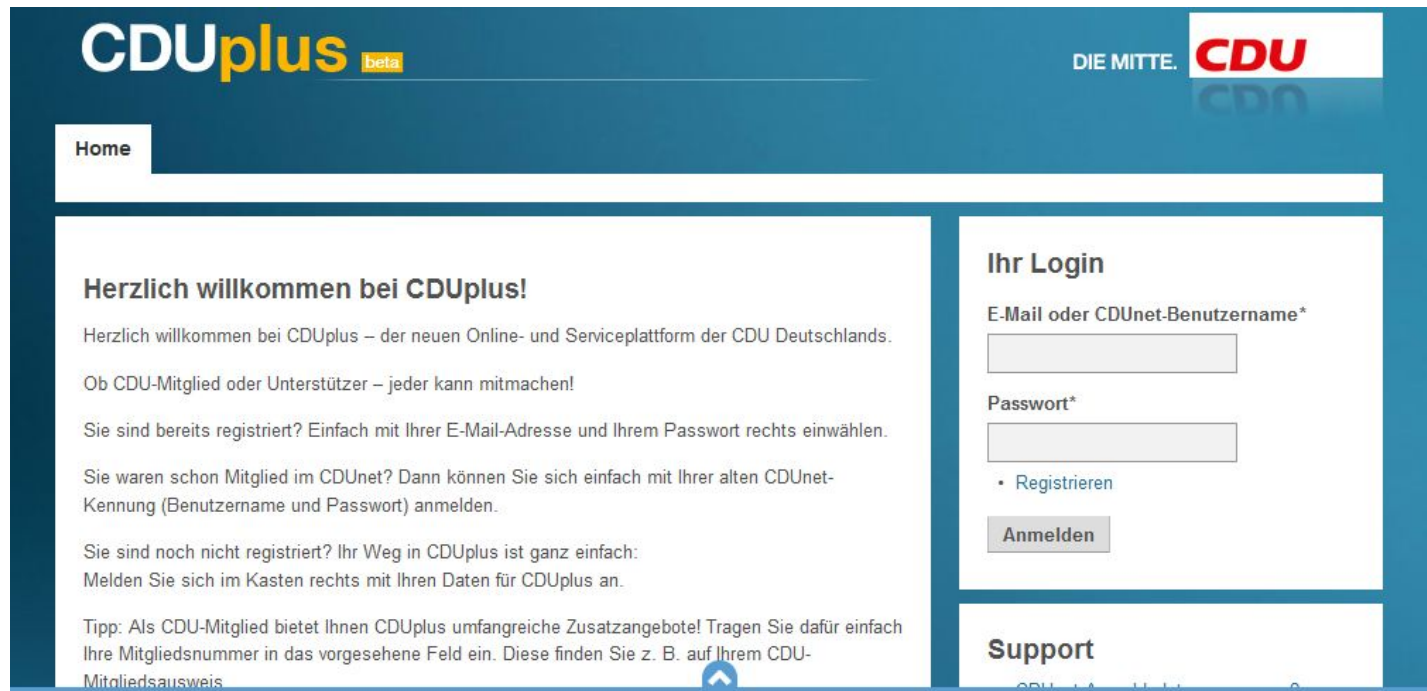


- The Pirates also have a new approach to politics called “liquid democracy”.
- 30.000 new members within five years.
- Freedom in the digital world is held to be a fundamental right.
- Censorship and persecution of copyright violators are intolerable.
- Positions on topics outside the digital world stay rather vague or unrealistic (e.g. travel on public transport should be ticketless).



Online-Forums – as reaction by other parties:

- Discussion of party positions, proposition and publications
- Exchange and networking



The screenshot shows the CDUplus website interface. At the top, there is a blue header with the "CDUplus beta" logo on the left and "DIE MITTE. CDU" on the right. Below the header, a "Home" button is visible. The main content area is divided into two columns. The left column contains a welcome message: "Herzlich willkommen bei CDUplus!" followed by text explaining the platform and providing instructions for login. The right column contains a "Ihr Login" section with input fields for "E-Mail oder CDUnet-Benutzername*" and "Passwort*", a "Registrieren" link, and an "Anmelden" button. Below the login section is a "Support" section.

CDUplus beta

DIE MITTE. **CDU**

Home

Herzlich willkommen bei CDUplus!

Herzlich willkommen bei CDUplus – der neuen Online- und Serviceplattform der CDU Deutschlands.

Ob CDU-Mitglied oder Unterstützer – jeder kann mitmachen!

Sie sind bereits registriert? Einfach mit Ihrer E-Mail-Adresse und Ihrem Passwort rechts einwählen.

Sie waren schon Mitglied im CDUnet? Dann können Sie sich einfach mit Ihrer alten CDUnet-Kennung (Benutzername und Passwort) anmelden.

Sie sind noch nicht registriert? Ihr Weg in CDUplus ist ganz einfach:
Melden Sie sich im Kasten rechts mit Ihren Daten für CDUplus an.

Tipp: Als CDU-Mitglied bietet Ihnen CDUplus umfangreiche Zusatzangebote! Tragen Sie dafür einfach Ihre Mitgliedsnummer in das vorgesehene Feld ein. Diese finden Sie z. B. auf Ihrem CDU-Mitgliedsausweis.

Ihr Login

E-Mail oder CDUnet-Benutzername*


Passwort*

• [Registrieren](#)

[Anmelden](#)

Support

Key Points for Mobilisation of Youth in Political Parties:

- **Open Discussions:** Joining a party does not mean you have to agree with everything the leading party members say or do. Online-Discussions are a way to integrating opinions.
 - **Gaining Influence:** Joining a party means you get in direct contact to many politicians and you can influence them through discussion and propositions. In a political system that is based on parties it is the most effective way for your voice to be heard.
 - **Empowerment:** New members should take over responsibility in smaller projects quickly.
 - **Longlasting Projects:** You will not only work together for a specific event or a single cause – party work is about continuous cooperation.
 - **Action and Social Events:** Being a party member means meeting people that are moved by the same topics – it's a network that can become friendship.
 - **Integration:** Political Mobilisation is weaker among immigrants who will play an important role in Germany's future
- 
- A decorative graphic at the bottom of the slide consisting of three horizontal bars: a dark blue bar, a grey bar, and a green bar.

Thank you!

Political Mobilisation of Youth in Political Parties - Workshop



Conrad Clemens, Junge Union Berlin
ASIAN YOUTH FORUM, 12- 14 JULY 2012, BANGKOK, THAILAND



Steps of Workshop:

1. Stakeholder Analysis
2. Develop Political Message
3. Conceptionalise Idea / Action / Project
4. Project Management: Assign Responsibilities
5. Choice of Media Mix
6. Follow-up Work

1. Stakeholders

- Identification of important actors for a certain issue
- Analysis of their stakes
- How highly are they involved?

2. Political Message

- Analyse status quo, analyse demand
- Set your political compass
- Formulate message
- Decide frame setting

3. Idea/Action/Project

- Focus on which headlines you want
- What are you doing to achieve these headlines?
- Actions are better than rhetoric
- Pictures, pictures, pictures

4. Project Mgmt.

- **Organise a team**
- **Define working packages and project phases**
- **Decide on milestones and dates**
- **Keep record of enforcement (monitoring)**


5. Choice of Media Mix

- **Determine Communication Strategy**
- **Social media vs. classic media channels?**
- **Press and public relations**

6. Follow-up

- **Present documentation of the project**
- **Market project**
- **Conduct reflection and final analysis**

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Example: Education

1. Stakeholders

- Pupils, students (highly involved)
- Teachers (highly involved)
- Parents
- Tax Payers
- Etc.

2. Political Message

- **Status quo:** Not all of the young population have access to the highest education
- **Political compass:** We want to enable socially weaker people to succeed
- **Formulate message:** „Equal opportunities in education!“
- **Frame setting:** state legislation

3. Idea/Action/Project

- **Headlines:** Young politicians care for equal access to education
- **Action/Idea:** Public teaching in a park/square in a socially weaker neighbourhood

Example: Education

4. Project Mgmt.

- Inform pupils / teachers (Marius)
- Select and organise proper park /square (Alex)
- Organise lots of people (Conrad)
- Inform Media and relevant Politicians (Dr. Hofmeister)

5. Choice of Media Mix

- Classic Press release
- Inform important journalists before
- Social media hype – try to create flashmob

6. Follow-up

- Present documentation of the project – press documentation
- Inform politicians by mailing including fotos from event
- Add some content: How do you want to finance your goals???
- Maybe repeat event

Group Selection

Group 1

***Social
Media***

Corruption

Group 3

Migration

Group ??

***Brain-
storming***

1. Stakeholders

- Beaurocrat
- Designer
- Construction Company
- Worker
- Supplier
- Businessmen
- Politician
- Contractor
- Tax payer
- Banker

2. Political Message

- Status quo: low quality of infrastructure and lack of utility
- Political compass: We want political transparency and accountability
- Formulate message: Stop corruption for better pubic service
- Frame setting: High level enquiry

3. Idea/ Action/ Project

- Headline: Young politician care about corruption in infrastructure construction
- Action/ Idea: collect coin in public to give to the politician

4. Project Mgmt

- Inform citizen (Soo)
- Fund coin raising (Swadest & Sanjay)
- Organize people to the parliament (Philman & Jaw)
- Inform media (Chung, Hahlmat)

5. Choice of Media Mix

- Press conference
- Facebook
- Twitter
- Public announcement
- Lobbying

6. Follow-up

- Report to public regularly
- Meeting of delegation with the concern of ministers
- Documentation the event
- Repeat the event
- Social audit