

# REFERENDUM CAMPAING, DEC. 2004 – FEB 20 2005



Movimiento Europeo  
Consejo Federal Español

## INTRODUCTION

- Situation: First Referendum, 5th country in the EU.October:

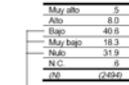
CIS

Estudio nº 2.877. Barómetro de octubre

Octubre 2004

Pregunta 3

¿Diría Ud. que su grado de conocimiento acerca del contenido de la Constitución Europea es...?



(a Pregunta 3a)

Pregunta 3a

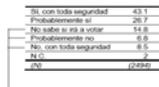
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Octubre 2004

Pregunta 8

Está previsto que el próximo mes de febrero se celebre el referéndum sobre la Constitución Europea, ¿piensa Ud. ir a votar?



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Pregunta 16

¿Y a Ud., personalmente, el resultado del referéndum le preocupa...?



## Our Role

- To mobilize and lead the Civil Society approach to the European Construction Process (Nowadays The Eu Constitution).
- To inform the citizens, to divulgate the text and its importance.
- To run a campaign that creates not only support, but interest and involvement.
- Based on Yes!

## Problematics

- Mobilize Civil Society Structures, NGO's, Opinion-Makers and Pop Icons.
- Guarantee the support and involvement from the major parties.
- Coordinate and structure the entities running a campaign.
- Lack of participation and the YES.

## The Spanish Campaign

- Three axis:
  1. "Testigo por Europa", collaborating with Lua Communications, Alegría-Activity and Sawa Representation.
  2. The Yes Campaigning with the IEM and our Member associations.
  3. The CFEME Campaigning

## TESTIGO POR EUROPA

REFERÉNDUM  
CONSTITUCIÓN  
EUROPEA



- Round Trip through Spain (Cities w/more than 50000 inhabitants) based on the Olympic torch idea.
- Our focus: provide political support, personalities and help to the media impact.
- Budget: 1.380.000 €.
- Networking and Synergies.
- Target: 8/10 million people.
- Dates: Jan/Feb 2005



- Webring idea. Guarantee the max. possible diffusion to the declaration.
- Participation from our member organisations. Meeting.
- Activities?
- Blogs and Forums



## Por la Constitución

- Agreements between MAEC and CFEME.
  - Leading Civil Society. Red Cross, University Chairmans Council, Elcano Royal Institute.
  - Activities:
    - Planned Budget: 150.000 €
      - Media Plan:
        - » Radio: short spots, popular voices supporting the constitution and reading paragraphs.
        - » TV: popular faces supporting the constitution.
        - » Newspapers: two options: sheets or ads?



## Por la Constitución

- Conferences/Seminars:
  - » Madrid Meeting on Campaigning.
  - » 5 Seminars on the Constitution?
  - » Conference plan: Is it worth doing?
- Running Ideas:
  - » Football Plan: stars with T-Shirt supporting Constitution.
  - » San Silvestre 2005 and Coca-Cola.
  - » Big Brother?
  - » TV debates/short series about the European Constitution.