

European elections in the NL

*By Hege Knaven-van Dijke
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EFF Secretary General*



EFF
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**WHAT
DO
YOU
EXPECT**



Europe Quiz

Testing your EU knowledge

Question 1.

When can a country become a member of the EU?

- A. When all current members agree (hands up)
- B. When 75% of the members agree (hands down)

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Question 2.

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- B. Cohesion (hands down)

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Question 3.

Which country is the EU's top trading partner?

- A. China (hands up)
- B. The United States (hands down)

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Question 4.

Which European country gets half of its energy from renewable energy sources?

- A. Sweden (hands up)
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Question 5.

What did the EU do in 2016 to better guard its borders?

- A. Build a wall at the outside borders (hands up)
- B. Create a European Border and Coast Guard Agency (hands down)

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Question 6.

The EU has more inhabitants than the United States. This statement is..

- A. True (hands up)
- B. False (hands down)

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- A. True (hands up)**
- B. False (hands down)**

Question 7.

How many stars does the European flag have?

A. 12

B. 28

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Question 8.

The first chairperson of the European Parliament was a...

- A. Man (hands up)
- B. Woman (hands down)

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Question 9.

Since when is the European People's Party (EPP) the biggest party in the European Parliament?

- A. 2014(hands up)
- B. 1999 (hands down)

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Question 10.

What is the name of the European anthem?

- A. Ode to joy (hands up)
- B. Together we stand (hands down)

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*Strategic considerations
in the CDA
European elections
campaign*



Strategic considerations in the CDA campaign

Strategic factors to consider:

1. Our own values and standpoints
2. What the public AND our electorate thinks
3. Our competitors

 Our strategy

Strategic considerations in the CDA campaign

Strategic factors to consider:

- **Our own values and standpoints**
- What the public AND our members think
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Values

1. Shared responsibility
2. Rule of law
3. Solidarity
4. Stewardship



Standpoints

1. Cherish traditions
2. Family friendly policies
3. Fair economy
4. Good healthcare
5. Strong civil society



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11 regional Europe events



CDA 500



Result

1. The EU is highly important for our economy, we can't do without
2. The euro and open borders are convenient
3. The EU is not perfect; it needs to be more efficient
4. The EU brings peace, security and stability
5. Migration, environment and economy are most important topics



Asking our country



Electorate study

Only 18% is happy with how the EU functions.

Reasons why they are not happy:

1. The EU wastes money (38%)
2. Brussels has too much power (28%)
3. The EU doesn't connect to people's daily life (25%)
4. The EU cares too much about little things (19%)
5. The countries in the EU are too different (19%)
6. The EU is not transparent (10%)

Electoral study

Most important issues:

1. Economy
2. Climate change
3. Safety
4. Migration
5. Healthcare

Asking our country



Electoral study

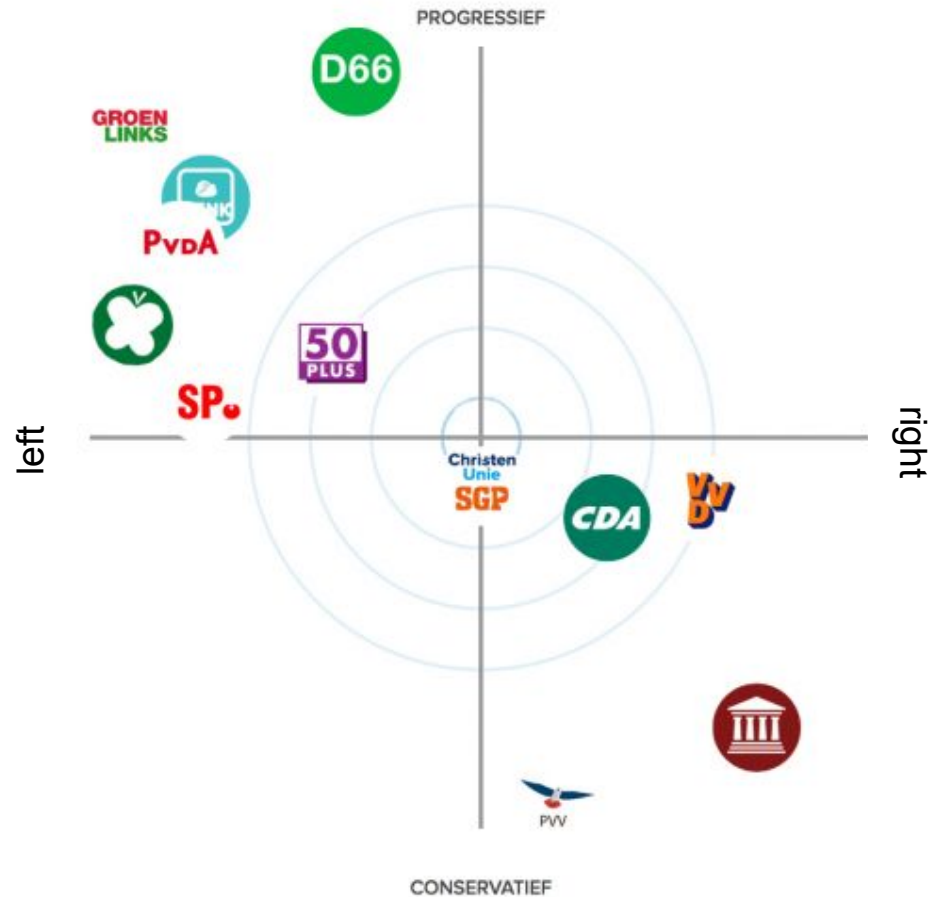
1. EU membership brings economic benefit:
 - a. 48% agrees
 - b. 57% of our potential voters agree
2. We need the EU against China, Russia and the US:
 - a. 46% agrees
 - b. 59% of our potential voters agree

Strategic considerations in the CDA campaign

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- **Our competitors**

Our competitors



Analysing our
biggest
competitors:
voting
behaviour and
election
programs



Strategic considerations in the CDA campaign

Strategic factors to consider:

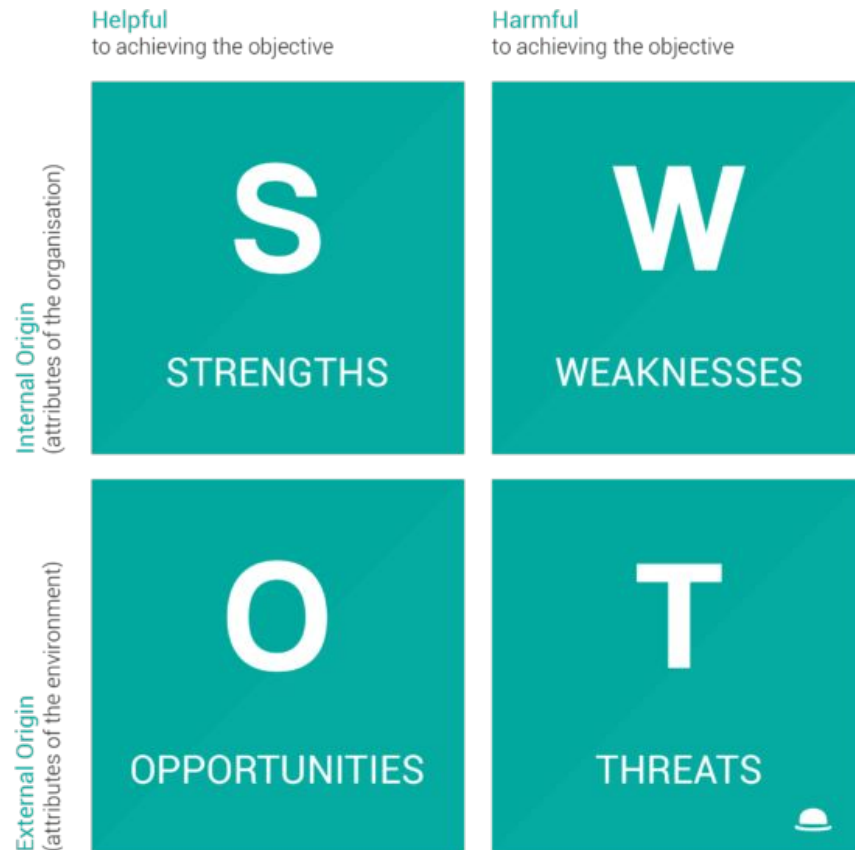
1. Our own values and standpoints
2. What the public AND our members think
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➔ Bringing it together into a strategy

The strategy

- Focus on what our competitors don't have: strong (family) values
- Focus on our potential voters, not **all** voters
- Address most important concerns in our **own** way

1. Economy
2. Climate change
3. Safety
4. Migration
5. Healthcare



1. Economy
2. Climate change
3. Safety
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5. Healthcare

“The EU needs to work together with companies in the energy transition. Together, we should define concrete and achievable goals.”

Helpful
to achieving the objective

Harmful
to achieving the objective

Internal Origin
(attributes of the organisation)

Good track record in the EP

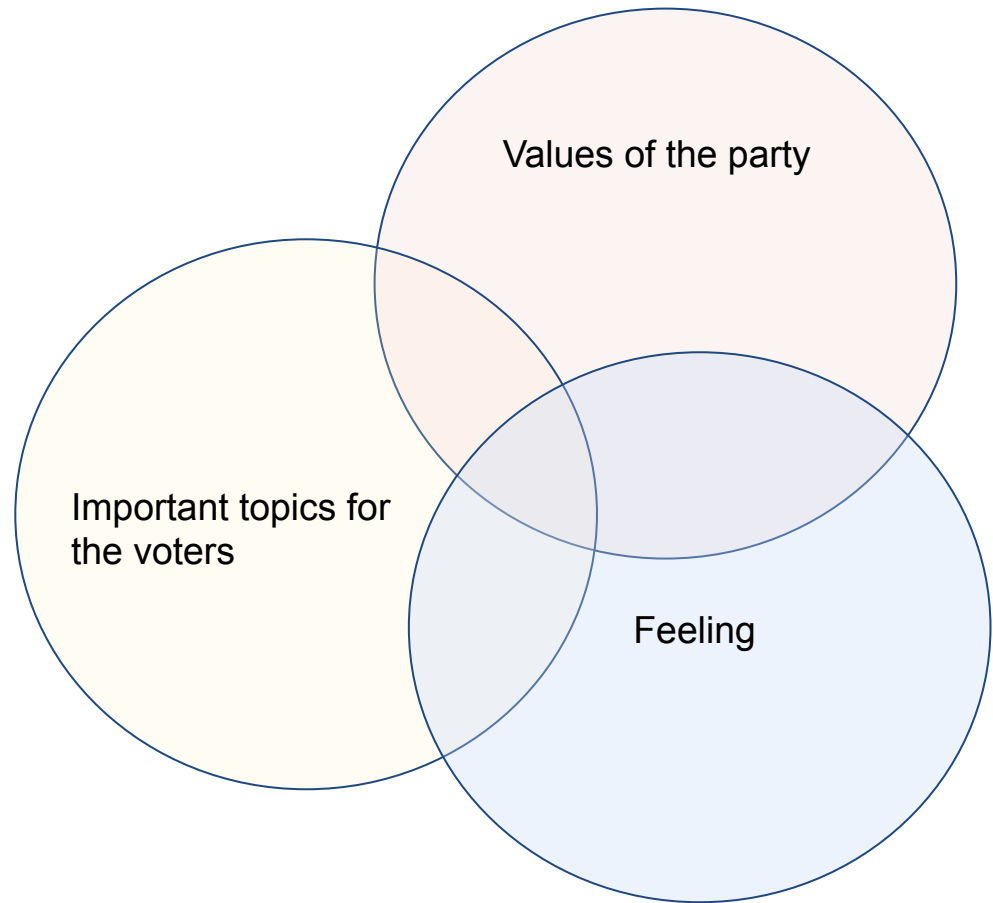
Companies only think about their own success

External Origin
(attributes of the environment)

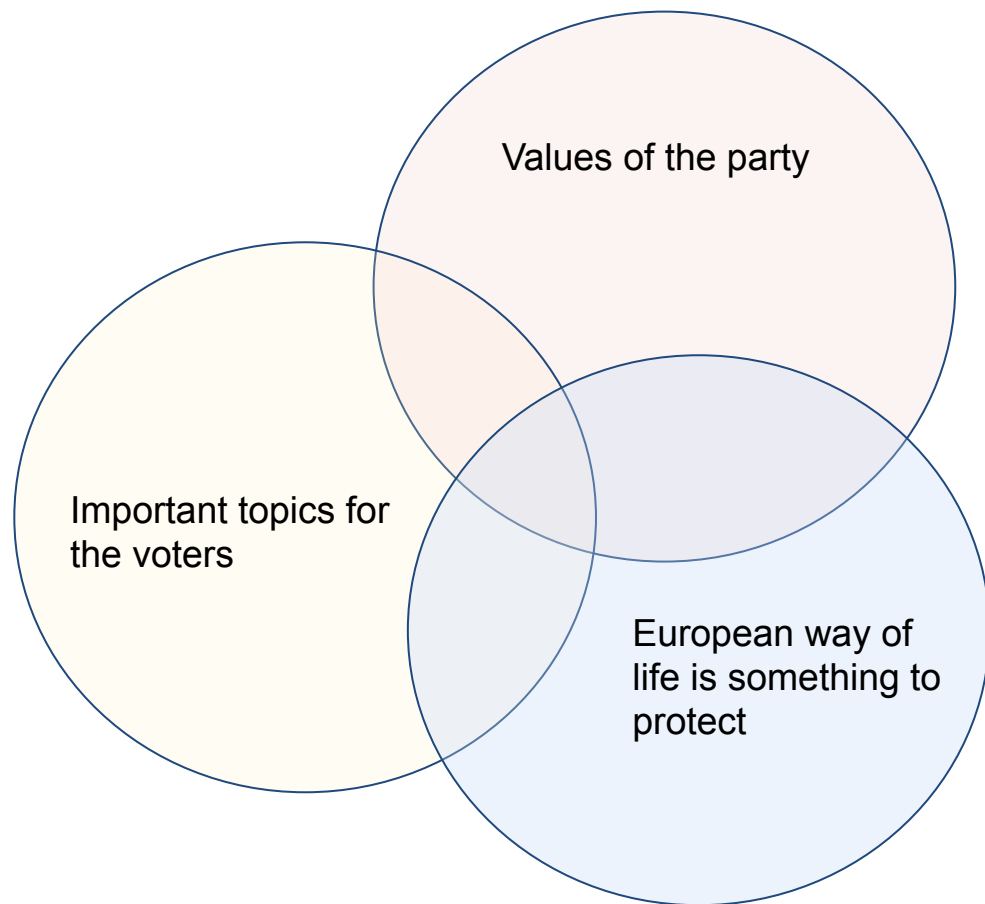
Our potential voters want a fair, achievable energy transition

Other parties have standpoints that are more clear

*Theory to
practice:
Strategy to
campaign*



*Theory to
practice:
Strategy to
campaign*





de heer Hoekstra

NOS
NEDERLAND KIEST

de heer Timmermans

NOS
NEDERLAND KIEST

NEDERLAND

Questions?

