

2024 EUROPEAN ELECTIONS: TALE world café

7th June 2023 in Brussels | 14:00 – 15:30

Location: Maison Hap, Maison Hap 508-510 Chaussée de Wavre, 1040 Etterbeek
(Room Orangerie and Parc of Maison Hap)

CONCEPT NOTE

Background

The European Parliament elections of 2019 showed the highest turnout of the last 25 years – over 50% of EU citizens voted - mostly strengthening pro-European parties, and mainly driven by the EU's young and first-time voters in the age range of 18 – 39. At the same time, increasing democratic backsliding with strong autocratic tendencies and a steep rise in populism - even in the heart of the EU – have been registered.

Therefore, it is necessary to act on citizens who did not vote, involving the hard-to-reach groups in order to confirm the positive trend of the last EU Parliament elections; this will positively affect the democratic setting in the national contexts too. Based on these considerations, the “**TALE - Take the Lead in the EU Elections**” project aims to reach and engage a greater number of voters, reduce the gap of voters' turnout among the various EU member states, and, through participatory processes, activate and empower them to play an active role and thus vote in the next European parliamentary elections in 2024.

ALDA is the coordinator of the TALE action, funded by the European Parliament and carried out in Bulgaria, Italy, Austria, Portugal, Slovenia, Croatia, and France thanks to the commitment of ALDA's affiliated partners and members.

Several activities are planned by the TALE project, among them the capacity building programme which intends to make the participants, called change-makers, more aware and gain capacity building tools about political activism, the creation of communication campaigns, the importance of news and active democratic citizenship.

Thus, TALE also plans to organise workshops in the form of “TALE world café” (small workshops), facilitated by our experts about the European elections 2024, with a focus on: participation in elections and the importance of voting; the participatory process: voting as a contribution to democracy. The objective is to facilitate constructive dialogue and the sharing of knowledge and ideas, in order to create a network of exchanges and actions among the participants, and to encourage citizens to actively participate in the voting process at EU level.

Presentation of the event

ALDA plans to organise this dissemination event in the framework of the TALE project on June 7 at 14h CEST, as a side event of the General Assembly of ALDA (June 7-9, 2023). The event will be an opportunity to invite relevant stakeholders and citizens, raising their awareness on the EU priorities, values and institutions, and to actively involve them in the democratic process. The event will also be the opportunity to promote the project, present the ongoing activities, and discuss its training programme, local events, and online campaign.

Indeed, it will be a great occasion to divulge the capacity building programme which will consist of three online webinars intended to provide change-makers with concepts and techniques related to political activism, including campaigning methods for the European elections of 2024, ways to empower participants to reach out to their target groups and how to increase their followership and raise awareness for the most pressing issues of today.

World café and workshops will be organised, discussing relevant topics and promoting participants' interaction.

Finally, the event will also promote the European Parliament's campaign and the use of the Together.eu platform, aimed at fostering citizens' participation in the next EU elections.

AGENDA

Moderator: Laura Thomas, Liaison Officer, European Capital of Democracy (ECoD)

European Elections 2024: the European Parliament communication strategy

De La Guardia Sol, Officer responsible for Communication in the Civil Society Outreach Unit,
Direction-General for Communication, European Parliament

European Elections 2024: the TALE project

Dafne Sgarra, Project Manager, ALDA

TALE World Café

Facilitators: ECoD and ALDA's experts

Plenary session

Presentation of the World Café discussion by the rapporteurs

Conclusions and Q&A session