



Empowering
young people

#IVoteForEU

EU elections collaborative campaign

Instructions to join and contribute



Co-funded by
the European Union

Content

Why this campaign

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Why this campaign

The **European elections on 6 – 9 June 2024** are a big opportunity for young people across Europe to make their voices heard, and they should not miss it! Through their vote they can have an active role in shaping a more social and inclusive Europe.

By voting they **have a say and will decide who will represent them and** hence influence policies that directly impact their lives and ensure their concerns are included in the political agenda. Voting enables them to **participate in decision-making processes** that govern their countries and the European Union, ultimately fostering a vibrant and inclusive democracy.



1. Aim & approach

With the **#IVoteForEU** collaborative campaign we seek to encourage young people to **mobilise their peers to** take a step forward and **actively participate in the elections** and cast their vote. How?

Young people encouraging young people!

We want young people to shoot their **own videos in which they explain why they are voting** in the elections, **why do they think it is important to participate** or if they are not eligible to vote (due to age or citizenship, etc.), why they would want to vote.

5. Instructions to produce videos

Make a video **explaining** why you will participate in the European elections **or take a picture and send a written statement.**

Feel free to spread the word among your friends!



5. Instructions to produce videos

The **videos** should be:

- **Vertical (1080px x 1920px, 9:16).** They will be shared mainly on Instagram! You can use your smartphone to make them.
- **Short (max. 60 seconds).** Go straight to the point! Try to use only a sentence.
- **In your own language.** Explain your reasons in your own language (but make sure you send us a transcription in English!)
- The video should start with the sentence "I will vote in the European elections because..." (not mandatory)

5. Instructions to produce videos

Some **guiding questions** to promote reflection:

- Why are you voting in the European elections?
- Why is important to vote in the European elections?
- If you cannot vote, why would you vote?
- If you did not vote in last European elections (even though you could have done it) and you will participate in this year's, what made you change your mind?

Choose one and try to answer it in a sentence!

6. Send the videos

Send your organisation's videos to olatz.alonso@yes-forum.eu making sure that:

- **The clips are named as: [Organisation]_[YoungPerson'sName].** If more than one person appears in the video, please include their names in the transcription.
- **You have attached an English transcription** of what it is said in the video.
- **All the people filmed** have signed the [media consent form](#) and that you are sending it to us.

Thank you!



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