



#CoopsInspireChange

23-26 May  
European Parliament Elections

**campaign guide**  
[elections.coopseurope.coop](https://elections.coopseurope.coop)



## Campaign guide

Cooperatives Europe - European Elections 2019  
April 2019

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## Cooperative future for Europe – will you be part of it?

This May 23 - 26, European citizens will make a choice, determining the direction the Union will take by voting in the Elections of the new European Parliament.

#CoopsInspireChange is a **cross-cutting campaign of the European cooperative movement** including all sectors, led by Cooperatives Europe. The campaign brings together our members, cooperatives, cooperators, supporters and candidate MEPs from all over Europe to. The #CoopsInspireChange social media campaign will be continued following the election results.

Cooperatives Europe has also joined the European Parliament's campaign #ThisTimeImVoting to encourage the cooperative communities to make their voices count.

**Members of Cooperatives Europe are encouraged to share the campaign with their advocacy and communication officers to ensure diffusion of information at all levels.**



With support from its members and allies, Cooperatives Europe aims to:

### 1) Create a network of #CoopSupporters

A new network of Members of European Parliament (MEPs) supportive of cooperatives will be crucial to highlight and support the cooperative contribution in Europe over the next four years.

We ask you, as members and co-operators, to contact candidates, inform them of Cooperatives Europe and ask them to become [#CoopSupporters](#), joining our members in building a more sustainable, fair and inclusive Europe that puts people first, with cooperatives. CoopSupporters can join directly at [elections.coopseurope.coop](https://elections.coopseurope.coop)

**See section 1 below to find all the resources and the steps to follow for contact with candidate MEPs**

### 2) Encourage cooperative communities & allies to vote

With democracy in our DNA, we have gathered all resources on our website [elections.coopseurope.coop](https://elections.coopseurope.coop) where you will find information about voting and #CoopSupporters you could support.

We also ask you to join the European Parliament's campaign and pledge to vote in elections through the link: [www.timv.eu/cooperatives](https://www.timv.eu/cooperatives) as well as encourage others to do so.

**See section 2 below to find out how to encourage people around you to vote for a more cooperative Europe**

### 3) Showcase how #CoopsInspireChange

A [social media campaign](#) **#CoopsInspireChange** will showcase examples of cooperative contribution across Europe directly through the citizens and communities.

We ask you to use the [fill-in printable postcard](#) and tell us how #CoopsInspireChange for your communities, and why you will be voting in this year's elections. Don't forget to involve your networks and use our numerous [resources](#) to spread the word online and offline.

**See section 3 below for printable postcard and online resources and all the steps to follow**

## Who can join?

**Everybody supportive of cooperatives in Europe may join the campaign. Members, cooperators, communities, schools, political parties etc. etc.!**

The campaign is meant to be a shared and common campaign for the whole European cooperative movement. This is why it can be adapted – documents and images can be adapted to your own logos, colours and messaging while keeping the structure and the main campaign message. See the resource guide for details.



How can you contribute? See the sections below to find the easiest way for you as a member, as a cooperator, or as a candidate MEP to contribute.

## #CoopsInspireChange – about the messaging

Cooperatives and their values inspire change in the lives of the citizens, communities and the way we imagine our future. It is now up to the citizens and the cooperative supporters to build a new Parliament that will put its people first, giving cooperative enterprises ground for the next four years to change the course towards a more democratic, sustainable, fair and value driven Europe.

We are asking our members, cooperators, and citizens to share how **#CoopsInspireChange** to show the new European Parliament the change that can be achieved when people come before profit, and when citizens have a say in shaping their own communities, work and lives.

## Campaign break-down

The following section will tell you more about each objective of our campaign and propose a number of steps and resources for you as a member, cooperator / ally or a candidate MEP to join.

### 1. Creating a network of #CoopSupporters

A new network of supportive Members of the European Parliament (MEPs) - or known as **#CoopSupporters** - will ensure representation and promotion of cooperative enterprises and their contribution in fields like sustainability, education, youth, energy, entrepreneurship and more.

**Who is a #CoopSupporter?** A candidate who shares our vision of a European economy that puts people before profit, supports cooperatives and commits to realise coop priorities (outlined in our strategy paper).

**What do we do for #CoopSupporters?** We will promote #CoopSupporters on our website, put them in touch with national members and inform them of all the important coop news on EU level. We will also invite them to take part in our events and work.

#### What you can do

##### As a candidate MEP

- Discover our website [elections.coopseurope.coop](https://elections.coopseurope.coop) and read our strategy paper “Cooperative future for Europe – will you be part of it?”
- Sign up as a [#CoopSupporter](#) and send us a supportive message / your view of cooperatives in EU
- Contact Cooperatives Europe to get in touch with our national members or to discuss specific topics that we are active on. Contact email: [elections@coopseurope.coop](mailto:elections@coopseurope.coop)



## As a member of Cooperatives Europe

- Introduce Cooperatives Europe and the cooperative strategy to candidate MEPs in your area. You may present Cooperatives Europe's strategy paper and / or transform it to present your own organisation / recommendations.
- Ask candidate MEPs to become #CoopSupporters directly or through [elections.coopseurope.coop](https://elections.coopseurope.coop). Include a request for a short 1-2 sentence quote on their view of cooperative enterprises.
- Send us the MEP #CoopSupporter candidate contacts.

**Find the strategy paper, our flyer and a letter from President Jean-Louis Bancel in the [media pack](#). Don't forget to share on social media with images from the media pack.**

## As a cooperator / citizen / supporter

- Do you know a candidate MEP that could be supportive in your area? Let us know by email: [elections@coopseurope.coop](mailto:elections@coopseurope.coop)
- Send candidates the [strategy paper](#) of Cooperatives Europe and ask them to become #CoopSupporters.

## 2. Encourage the coop community and supporters to vote

With self-responsibility and democracy as some of the main cornerstones for cooperatives, this election we will encourage our communities and networks to have their say in the future of Europe and vote in the European elections.

[elections.coopseurope.coop](https://elections.coopseurope.coop)

This website will house all the information for the citizens and cooperators and for the candidate MEPs. You can learn more about cooperatives, read Cooperatives Europe's strategy paper, find voting information, become a #CoopSupporter, discover candidate MEP #CoopSupporters, join #CoopsInspireChange campaign with all its resources and follow the campaign.

[timv.eu/cooperatives](https://timv.eu/cooperatives)

This link is to be used by the cooperative movement and cooperatives across EU. Here you can discover European Parliament's campaign #ThisTimeImVoting and sign up to receive news about voting. When using the link above, Cooperatives Europe gets an overview of the number of people signed up thanks to the cooperative movement.

## What you can do

### As a member of Cooperatives Europe

- Promote [elections.coopseurope.coop](https://elections.coopseurope.coop) to your members, particularly the opportunity for cooperators and citizens to join the campaign (sample tweets & images in [media pack](#))
- Ask candidate MEPs to become #CoopSupporters through the [candidate MEP area](#) on the website
- Include a banner #CoopsInspireChange ([in media pack](#)) on your website
- Host events and include the materials from #CoopsInspireChange campaign
- On the election day: take photos of your voting location and a poster/speech bubble/printable postcard with hashtag #CoopsInspireChange
- [Send us](#) any relevant and interesting content about cooperator voters and what cooperatives do to encourage voting in your area, to be shared by CoopsEurope's social media channels.

### As cooperator / citizen / supporter

- Use the website [elections.coopseurope.coop](https://elections.coopseurope.coop) to find out more about joining the campaign, voting, and discover #CoopSupporters you could consider giving your vote to.
- Promote the website to your friends and networks, as well as any candidate MEPs you might know.
- Use the [resources](#) on the website for any events you may organize to promote cooperatives and the elections.

### As a candidate MEP

- Discover our website [elections.coopseurope.coop](https://elections.coopseurope.coop) and read our strategy paper "Cooperative future for Europe – will you be part of it?"
- Discover how #CoopsInspireChange through the social media campaign

### 3. Showcase how #CoopsInspireChange Social media campaign

Cooperatives are moving forward in the ever-changing Europe. The European Parliament elections are not an end, but a starting point. We want to show that #CoopsInspireChange – in our communities, in our work places, in Europe. For enterprises, for youth, for sustainability, for consumers, for workers, for new forms of economies.

Use the hashtag **#CoopsInspireChange** and tell us your story through photos and videos, which we will promote to the European institutions.

Discover a range of [resources](#) available to you, which you can use either in their original form or adapt the text, colours and logos to your organisation or cooperative.

Resources include social media images, printables, stickers, pins, tweet examples and more.



## What you can do

### As cooperator / citizen / supporter

- Use #CoopsInspireChange social media campaign [resources](#): take a photo with a printable postcard, change your FB / Twitter cover photo, post images, gift stickers etc!
- Take a photo with the #CoopsInspireChange [printable postcard](#) – write with a marker how #CoopsInspireChange for you and the reason why you will be voting. Use also speech bubbles and your friends, colleagues and family to support your message.
- Even better – take a video with the [printable postcard](#) and read it out! Make it a personal story or something more general, for example how coops have influenced your community.
- Post in on social media using hashtag **#CoopsInspireChange** and tag @coopseurope. You can also use the European Parliament’s campaign hashtag #ThisTimeImVoting.
- Ask your friends and colleagues to do the same! Use some sample tweets and images from the resource pack to support your social media posts.

#### PRO TIP: get creative!

Print out different resources and use them in your office, at your events, in your coop, put a coop poster up in your house. And of course, tweet/Instagram/fb post it! As always, you can adapt the resources.

[#CoopsInspireChange PRINTABLE POSTCARD GUIDE](#)

## As a member of Cooperatives Europe

- Use #CoopsInspireChange social media campaign resources in your organisation. Join the #CoopsInspireChange campaign with your own campaign.
- Promote the campaign in your own image and your language – you can use the original resources or use the editable files to add own colour, logo etc.
- Send the #CoopsInspireChange campaign to your members, local cooperatives, citizens etc. Encourage them to join in and tell us how #CoopsInspireChange for them.
- Involve your Board, Presidency and secretariat – take a photo or video with #CoopsInspireChange printable postcard and post in on social media. We want all sectors and languages to be represented!

### [#CoopsInspireChange PRINTABLE POSTCARD GUIDE](#)

## As a candidate MEP

- Fill out the [printable postcard](#) and tell us why you think #CoopsInspireChange.
- Share the posts of the cooperative movement from [www.elections.coopseurope.coop](http://www.elections.coopseurope.coop)

## Useful accounts and hashtags

### 1. #CoopsInspireChange

For all the social media posts use the hashtag **#CoopsInspireChange**.

This will help us have an overview of the campaign, ensure your posts are visible on our elections website ([elections.coopseurope.coop](http://elections.coopseurope.coop)) and help us promote you.

It can be used in any relevant context – How do #CoopsInspireChange for our communities? The economy? The local schools? Women? For peace-building? Spin it to showcase the wide impact that we know cooperatives have not only in Europe, but worldwide.

### 2. @Coops Europe

When possible, tag (in text or under photo) Cooperatives Europe. Another way to ensure we can follow your activities to the minute.

Our accounts: [Twitter](#) | [Facebook](#) | [LinkedIn](#) | [Youtube](#) |





### 3. #ThisTimeImVoting

You may also use this secondary hashtag of the European Parliament's campaign [www.thisimeimvoting.eu](http://www.thisimeimvoting.eu). Pair it with a post encouraging your followers to vote.

### 4. #EUElections2019

Hashtag that European institutions are using for the elections.

## Resources

A resource pack is made available [here](#)

These are the documents you may download:

- Advocacy documents
  - Strategy paper: "Cooperative future for Europe – will you be part of it?"
  - Letter to candidate MEPs
  - Flyer of Cooperatives Europe
- Print promotional material
  - Printable postcard with hashtag (fill-in page)
  - Stickers
  - Speech bubble posters
  - Posters
  - Pins
- Online material
  - Images
  - Headers for social media
  - GIFs
  - Sample social media posts & guide
  - Banners for your website
- Website
- Visual identity

## Contact & requests

Do you have any other requests or questions about the campaign? Do you need help with the resources?

elections@coopseurope.coop  
+32 2 213 00 82

*End*