



#CoopsInspireChange

23-26 May
European Parliament Elections

resources guide



Resources & media pack guide

Cooperatives Europe - European Elections 2019
April 2019

In this document you will find short explanations for:

- i. Advocacy material: strategy paper, letter to MEPs, flyer
- ii. Print promo material: #CoopsInspireChange printables, stickers, posters etc.
- iii. Online material: images, sample posts, gifs, headers etc.
- iv. Website
- v. Visual identity
- vi. Requests & contact

In this complementary document you will find an overview of physical and online resources presented in the media pack, and how to use it. These may be used by all supporters of cooperatives and cooperators (unless otherwise stated).

Every document and many of the resources of the #CoopsInspireChange come with their own explanations and directions. These you may find directly in the folders of the media pack.

Please take your time to read the 'Read_me' note documents as they contain important information such as copyright, use of logos etc.

The media pack includes advocacy documents, online media, printables, promotional materials and social media guides.

Style your own: Important to note: you may adapt the resources to suit your organisation's colours, logos, style etc. however the structure or the 'skeleton' of the resources must remain the same.



3. Cooperatives Europe flyer

Action

You may use the flyer to promote activities of Cooperatives Europe.



ii. Print material

1. Printable postcard: #CoopsInspireChange (editable)

The main printable postcard to take part in #CoopsInspireChange social media campaign.

Action

1. Fill in the gaps and **take a photo or a video** (encouraged) or a GIF with the postcard telling us how #CoopsInspireChange.

Get as many people involved as you can and use the speech bubbles to make sure your photo looks colourful, lively and has plenty of messages supporting coops.

2. **Share on social media** with hashtag #CoopsInspireChange and (if possible) #ThisTimeImVoting. Don't forget to tag / mention @coopseurope and your candidate MEPs.

Example post:

“For my community, #CoopsInspireChange because we now have a local care home where every voice matters – from patients, to carers, to families. #ThisTimeImVoting for a #PeopleCentred Europe that cares, with cooperatives. And you? #EP2019”

For a video:

- Video: 1 min
- Read out both sides of the printable postcard
- At the end of the video say: coops inspire change!
- If not in English, send us the subtitle text.
- Speak naturally and tell your story as if you would to a friend 😊 Get creative!

For a photo:

- Take the photo horizontally
- Fill in the printable postcard with a marker
- Get creative with the photo location 😊



2. Speech bubbles (editable)

Use the speech bubbles together with the printable postcard! Or why not use them at events and conferences – they are a great addition to any photo or video, adding colour and the support to coops in EU in the framework of the European Elections.

You can edit the sentences to make sure they reflect what's important to you. You may also add your own logo and change all the colours.

We have included empty speech bubble – these you can print and fill in with a marker.



3. Posters (editable)

Use the posters in the similar way as the speech bubbles – these you could also put on your wall at home or in the workplace. They are also editable



4. Stickers (editable)

You can print the stickers and distribute to supporters, event attendees, your board, your cooperative, your customers etc...

We encourage the use of eco-stickers.



5. Pins

We have provided some templates for printing of pins to go on your favourite t-shirt or dress.



iii. Online material

1. Social media info & sample posts

This document will outline the hashtags, websites and the accounts to mention on social media.

The document also has a number of sample tweets that you may use with the other resources such as images provided in the media pack.

2. Header photos (editable)

During the election period why not change your Twitter / Facebook / LinkedIn header to one of the #CoopsInspireChange campaign to show your support.

You may edit it with your colours / logos as long as the 'skeleton' remains the same.



3. Social media images (editable)

Use the images to support your #CoopsInspireChange posts on social media. Here you find some encouraging candidate MEPs to become #CoopSupporters, some general campaign images and also images with a list of who coops inspire change for.



4. GIFs

Currently there are 2 gifs you may use.

iv. Websites

www.elections.coopseurope.coop

The website will 'house' election information, showcase candidate MEPs and the citizen campaign #CoopsInspireChange.

Action

Promote this website to your networks and encourage cooperators to visit it to join the #CoopsInspireChange campaign.

Promote it to candidate MEPs and ask them to sign up to the **#CoopSupporter** list – either through the online form, through our members or directly with Cooperatives Europe through the following email: elections@coopseurope.coop

Main elements of the website

Section 1: Candidate MEPs

Here the candidates will learn about cooperatives, about Cooperatives Europe, read the strategy paper 'Towards a people centred Europe,' they will be able to sign up as #CoopSupporters and also discover the latest social media posts from the citizens & organisations using hashtag #CoopsInspireChange

Section 2: Cooperators & supporters

Here cooperators and supporters can discover election dates & important websites for voting, see the latest candidate #MEPs who have pledged to become #CoopSupporters, find information about how to join #CoopsInspireChange campaign and some information on how to introduce Cooperatives Europe to candidate MEPs.

Other elements

- Coop sector websites with their campaigns
- #ThisTimeImVoting website and What Europe Does For Me website



www.ttimmv.eu/cooperatives

Encourage others to vote! Use this link (which is meant for the whole coop movement in EU) to 'recruit' others to receive important voting information. Organisations with most 'recruits' are displayed weekly in the campaign overview emails.



v. Visual identity

Font:

Text Me One

Colours:

Orange: #fcb732

Blue: #5e71b0

vi. Requests and contact

Want a sentence and a colour that has not yet been done? Want to have it in a different language? Write to us and we will happily help you out!

For further information you may contact:

elections@coopseurope.coop

+32 2 213 00 82

END

