



[www.european-referendum.org](http://www.european-referendum.org)

# BASIC PRESENTATION



**democracy  
international**

Host of the

European Referendum Campaign



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## *democracy international*

### ***Profile***

- ➔ Activists' association with special interest in observing and improving „democracy“ and instruments of direct citizens' participation such as initiative and referendum.

### ***Butterfly***

- ➔ Symbol of metamorphosis from the (ugly) caterpillar to the beautiful butterfly, which loves freedom and helps to create a colourful world.

### ***European Referendum Campaign***

- ➔ *democracy international* is hosting the campaign, is building up the campaigning network and provides coordination and umbrella services

### ***Further goals***

- ➔ After ending up the campaign *democracy international* will live on, searching for new challenges in the field of „democracy“.



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## Basic Situation

### *on EU level*

- ➔ serious deficit of democratic legitimacy on EU-level
- ➔ simultaneously a high velocity of development
- ➔ upcoming EU expansion
- ➔ people cannot influence anything
- ➔ awareness of EU/Europe is very small

### *on country level*

- ➔ people are tired of politics in ALL European countries
- ➔ there is a deficit of practised democracy everywhere
- ➔ "There is nothing you can do about it...!"  
is a proverb describing the lethargy
- ➔ many citizens do not feel to be represented by their parliamentarians



## Basic Idea

### *Convention on the Future of Europe*

- ➔ The „Declaration of Laeken“ asks the Convention to find an answer to „increase the democratic legitimacy and transparency of the present EU-institutions.“
- ➔ The Convention’s answer will be a draft EU-constitution
- ➔ WE SAY: There is no better way to „increase the democratic legitimacy“ than to adopt or reject a possible constitution by a European referendum .

### *Criteria of the referendum*

- ➔ This referendum must have the INTENTION to get a *real answer* - from the people - on a *real question*.
- ➔ Therefore that referendum has to be OPEN in its result.  
And the ones who pose the question must be open to ACCEPT its result. If the INTENTION is not of this *quality* a referendum is no referendum but only another step to further pseudo-legitimacy.



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## Basic Guidelines

### ***Broadest possible coalition***

- ➔ The demands of the campaign must enable the broadest possible coalition from the „left“ to the „right“, from pro EU to EU-critical positions, Environmental/Women/Peace/Social etc. Sportsclubs/Cultural Associations/Companies (?) etc.

### ***Single point movement***

- ➔ The European Referendum Campaign will not provide a platform for any discussion BUT the topic of the campaign.

### ***Everything is possible***

- ➔ No final statements concerning „What if...?“ and „How to...?“ questions. We all know: „If there is a (political) WILL there will be a WAY...!“



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## Appeal

### The European Referendum Campaign demands

- 1.) that an EU Constitution or Constitutional Treaty must be submitted to the citizens in a European referendum in all the countries concerned.
- 2.) that the Parliaments of the states concerned make the appropriate legal and constitutional provisions for a binding referendum.
- 3.) that the EU Constitution or Constitutional Treaty can only be adopted in countries in which a majority votes in favour of it.
- 4.) that the referendum takes place simultaneously with the European Elections in 2004 in all countries concerned.



## Cornerstones of the Campaign

### Phase 1

Fully capable of acting  
NDDIE-Conference

➔ Nov 15, 2002

### Phase 2

Responsible and ACTIVE  
organisations in at least 10 countries

➔ Mar 2003

### Phase 3

First Europewide coordinated event  
at the conclusion of the convention

➔ June 2003 (?)

### Phase 4

Phase of increased mediawork  
with coordinated press conferences

➔ Jun - Oct 2003

### Phase 5

Coordinated (spectacular) event  
in the framework of the IGC

➔ Dec 2003

### Phase 6

Putting all efforts into lobbying  
the national parliaments & EP

➔ until June 2004





# Organisational Structure

*democracy international* office in Frankfurt  
**European Referendum Campaign**

## Coordinating Team

Coordinators of the ERC from AK Europa of Mehr Demokratie

**PLUS**  
Office in Frankfurt

**PLUS**  
members of the responsible and *ACTIVE* organisations in the countries

**PLUS**  
representatives of potential *ACTIVE* cooperation partners

## Service Provider on European level

### Homepage with

- + interactive tools
- + for internal communication
- + e-cards
- + basic data base
- + country data base
- + latest updates
- + links

### Basic Materials

- + corporate design
- + leaflets
- + brochure
- + ERC-Exposé
- + postcards
- + newsletter
- + action package
- + presentations
- + mailing lists

### Coordinated Events

- + creating network
  - + conferences
  - + „days of action“
  - + postcard-fun
- Media work**
- + press conferences
  - + press releases
  - + media mailing list

### Lobbying (EU-level)

- Know-how**
- + seminars
  - + workshops
  - + speeches
  - + background materials

### Exchange of ideas

## National Partners

- + building up ERC-network in their countries
- + Lobbying parliamentarians
- + media work
- + taking part in events

## Cooperation Partners

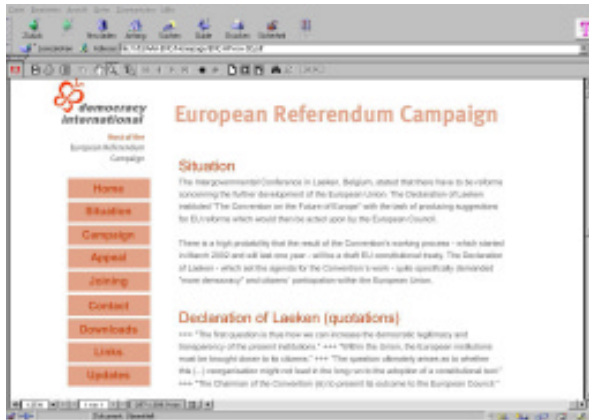
- + media partners
- + international organisations
- + VIPs
- + sponsoring partners
- + Internet portals





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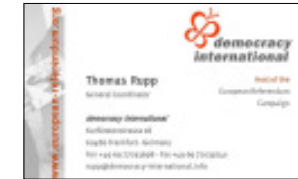
# Corporate Design, Materials...



Homepage



Folder



Business Cards



Press Releases



Postcards



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## Main Activities

### *Expanding the supporter network*

- ➔ We are looking for organisations all over Europe who support the appeal of the European Referendum Campaign. The goal is to get a supporter network which is representing millions of members.

### *Postcard campaign*

- ➔ There will be several possibilities for individuals to send postcards - physically and electronically - to the responsible actors.

### *Media Work and coordinated Events*

- ➔ Media Releases and press conferences on a regular basis as well as events which take place simultaneously in all European countries.

### *Lobbying*

- ➔ All the „power“ we collect out of the network and from the media coverage we have to carry to the individual politicians in face-to-face meetings to make very clear what we expect from them.



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## Join the campaign!

- ➔ *democracy international* can provide an infrastructure, coordinate services and set things in motion... but it cannot run the campaign by itself
- ➔ Without committed organisations in the several countries - who make it their OWN TASK to fight for the referendum - the campaign won't succeed.
- ➔ The supporters and responsible organisations in the countries decide by themselves HOW they want to participate in the campaign...
- ➔ Therefore they can use all the services, materials and the supporter package. But they can also create their own strategy - as long as there are synergies...
- ➔ Organisations who support the campaign will also benefit from its dynamic, making contacts all over Europe, using their participation for PR-reasons, getting new impulses and know-how for the work in their countries...



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## Next Steps

### *Contact us!*

- ➔ If you have the slightest interest in the campaign, please subscribe to our newsletter. This is the best way to keep informed.

### *Become a supporter of the campaign!*

- ➔ Carry the information into your organisation and make a personal effort to win your organisation as an official supporter of the campaign. We will help you with the needed information.

### *Let's organise a campaigning workshop!*

- ➔ If you think about becoming an active campaigning partner in your country we will be glad to take part in your campaigning workshop.

### *Get active in your country!*

- ➔ If you will take responsibility as a cooperating- or active campaigning partner it will be our pleasure to welcome you in the coordinating team.



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