



## 1. Introduction

Going into 2024, the outlook for the Greens was challenging. The climate crisis had fallen down the agenda amid the rising cost of living and multiple international crises. The 7<sup>th</sup> October terror attack and the subsequent destruction of Gaza dominated the headlines. This war joined Russia’s war against Ukraine as a second dangerous global conflict.

Adding to an emerging push against green policies, farmers’ protests spread across Europe. Both Europe and the “green agenda” were often blamed as the source of the sector’s economic woes. Unlike 2019, the climate movement was not on the streets and the succession of crises had forced core green issues down the political agenda.

It is in this difficult context that the European Green Party launched the most ambitious and far-reaching campaign that it had ever ran. In its core messages, its range of activities, resources and innovation, and its geographic spread, the EGP provided invaluable support to the European Green family at the 2024 European elections.

While the elections ultimately saw a loss of seats for the Green Group, the European Green campaign, and the previous EGP enlarging strategy, were pivotal to the expansion of Green representation in many regions where we were previously absent. A slick and responsive central operation and strong Lead Candidates allowed the European Greens to make the most of EU-level political dynamics, out-performing our European political party competitors in the press and online and setting the ground for post-election scenarios.

## 2. The Strength of “Courage”

“Courage” was the motif of the European Green campaign in 2024 supported by a visual identity based around bright green diagonal stripes

Courage became the theme of EGP messaging and was reiterated in slogans such as “the courage to put people and planet first” and “the courage to fight fascism”. The diagonal stripes of the visual identity recalled hazard stripes to underscore urgency, included different shades of green to identify our political family, and were styled in bright shades to retain a fresh and hopeful look.



In the face of war, a rising far right, the continuing climate crisis, and the cost-of-living crisis, “courage” was a stronger call than one of “hope” or “action”. Moreover, courage lent itself to being applied to multiple issues that were relevant to voters, rather than narrowly addressing a single issue such as climate or the far right.

A crucial guideline for the campaign was that our voters are most concerned with the climate crisis, as well as social inequalities and fundamental rights. The manifesto, press work, and other campaign



content combined demands aiming to address the climate crisis with demands to fight cost-of-living crisis.

The campaign was flexible by design. Recent years have seen a succession of crises and the ability to respond to emerging topics was built into the campaign plan. Following the Russiagate revelations,<sup>1</sup> the far-right government formation in the Netherlands, and the flirtations between the European People's Party and the European Conservatives and Reformists, fighting the far right and protecting our fundamental rights became more dominant in communication.

The tone for our communications aimed to be courageous, sincere, conversational and direct:

- Courageous, as in embracing bold expressions and tackling challenging topics head-on
- Sincere, as in displaying genuine emotions in communication
- Direct, simply by addressing voters
- Conversational, by opting for clear, simple language and interacting with listeners

The translation of this tone can be most clearly found in speeches and social media content, from Terry Reintke talking about her personal connection with freedom to Bas Eickhout talking about his fire for the fight against the far right. Similarly, the social media videos produced for our Digital Action Days captured sincere emotions (fear, anger, hope).

Through a sustained effort to react quickly, creatively and strategically to the news, both in press and on social media, the campaign positioned the Greens as leaders on two of the three key European topics of the elections, Russiagate and possible cooperation between the centre-right and the far right (the third being farmers' protests).

While fundamental rights and the rise of the far right dominated the campaign elections, the climate crisis and social inequalities did not gain significant media interest. These topics, however, formed the core of the manifesto, which fundamentally connected the two issues in its call for a Green and Social Deal. Although the climate issue received little press interest and civil society engagement (especially compared to 2019), it continued to be a major ingredient of our social media messaging.

### 3. Bas & Terry – Green Lead Candidates

The Lead Candidates were crucial to the 2024 Common Campaign. Putting forward two Green candidates as part of the Lead Candidate process confirmed our political commitment to the Europeanisation of the European elections and generated our most media interest. From the outset, a competitive internal election generated excitement among member parties about the process.

Bas Eickhout and Terry Reintke, our Lead Candidates were the faces of our campaign, embodying our collective movement for a greener Europe. They played an important role in debates, the press, and social media, personalising our political vision for Europe. As figureheads, they humanised and personalised our political message.

During the campaign, we built on the personal profiles of our candidates to combine them with our core messages:

1. The continued need for an ambitious Green and Social Deal
2. The fight for democracy against the far-right

Both candidates campaigned on both core messages. In the fight against the far-right, Terry Reintke often referenced the failures of conservatives and liberals in Germany in the 1920s, while Bas Eickhout

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<sup>1</sup> In March 2024, [Belgian and Czech authorities](#) opened an investigation in a cash-for-influence operation implicating MEPs in Russian state propaganda campaign. The investigation uncovered a wide-ranging influence operation and was covered closely by the press in the run-up to June.



highlighted the threat posed by Geert Wilders' far-right in the Netherlands. On the Green and Social Deal, Terry Reintke drew on her origins in the industrial Ruhr area, while Bas Eickhout emphasised the need for a green transition for economic prosperity and the importance of the Just Transition Fund.

Since its introduction in 2014, the Lead Candidate process has resulted in debates broadcast across the EU and an increasingly transnational debate among European political parties. However, the Lead Candidate process in 2024 did not meet its full potential due to weak or multiple candidates from other mainstream political forces.

Nevertheless, the Lead Candidates process provided a centre piece for the European Green campaign, personifying our offer in two effective and inspiring politicians. As a pro-European party that wants to deepen EU integration and generate interest in European politics, it is a political investment that plays in our favour.

## Lead Candidates Tour

The European Green campaign organised a Lead Candidate Tour to many EU countries. Our Lead Candidates took part in European debates and signed pledges about their political priorities for the coming mandate.

As part of the Lead Candidates Tour, Terry Reintke and Bas Eickhout made 24 tour stops across 18 countries. Visibility was a key goal for all tour stops so each visit had press moments as well as photo opportunities for social media. Some visits had public events; others had invitation-only events. Some tour stops were organised entirely by the EGP, while others were co-organised with member parties.

In parallel to the main tour, the campaign also organised the Right to Abortion Tour featuring EGP co-chair Mélanie Vogel and visits by Secretary-General Benedetta De Marte and other EGP Committee members (Małgorzata Tracz, Rasmus Nordqvist and Vula Tsetsi).

There was a total of 41 campaign visits. For each stop, our campaign communications told a story with a clear message that was catchy, concrete, easy to understand, and relevant to Europe. Examples include:

- Croatia: [Vote for a feminist future.](#)
- Czech Republic: [Transition to a Green economy.](#)
- Germany/Czech Republic/Poland: [Phase out fossil fuels.](#)
- Austria: [Make public transport cheaper](#)

The European Green Party's Lead Candidates Tour successfully gained visibility for our lead candidates across Europe and campaigned alongside our member parties. This result is reflected in the diversity of local activities and strong media interest.

The tour offered significant opportunities to address nationally trending topics within the Common European campaign, directly engage with voters and stakeholders. Similarly, joint activities with Green ministers were also very successful.

## European Lead Candidate Debates

There were two main debates for the European Elections. Organised by Politico, the first took place six weeks ahead of the vote, in Maastricht, on April 29<sup>th</sup>. Bas Eickhout participated in this debate. Organised by the European Broadcasting Union, the second debate, the Eurovision Debate, took place two weeks before the elections on May 23<sup>rd</sup> in the European Parliament. Terry Reintke participated in this debate.

Following the Maastricht debate, it was clear that Eickhout had successfully framed many issues. Most coverage focused on Eickhout's questions about von der Leyen making agreements with the far-right



European Conservatives and Reformists. His remark on von der Leyen’s only getting halfway towards putting a “man on the moon”, referencing her backtracking on the European Green Deal, was well received.

Following the Eurovision debate, Reintke’s performance, such as her effective pressure on the Liberals following their collaboration with the far right in the Netherlands, also made a clear mark. The [Guardian](#) noted, “While the Greens are not doing well in the polls, their candidates tend to perform well in debates, where they appear polished and appeal to a younger crowd.”

The debates are significant opportunities to profile the candidates and frame the election. While their reach to voters is limited, they are closely followed by journalists in the EU and national press. For Greens, as a pro-European force with a clear vision, they are opportunities to be taken.

## 4. The Courage to Change - Common manifesto and priorities

The common manifesto and the priorities were the two main pieces of the EGP political platform. Going into the campaign, the objectives for the manifesto were to:

- Advance our shared green policy positions and promote them through member parties
- Present the most concrete and comprehensive platform yet and demonstrate our readiness to take responsibility

The primary target audiences for the manifesto were: member parties; civil society organisations, social movements, trade unions, and interest groups; and journalists.

The manifesto was structured around three thematic chapters:

1. **The Courage to Put Planet and People First** – the opening chapter dealt with climate, environment, social and economic policy in an integrated way, emphasizing the links between increasing prosperity, improving living standards and protecting the climate and environment
2. **The Courage to Stand Up Against the Far Right** – the second chapter addresses the future of the EU (including accession), democracy, the rule of law and rights (including anti-racism and reproductive rights), and asylum and migration
3. **The Courage to Take Responsibility** – the final chapter dealt with peace and security (emphasizing defence to a much greater extent than previous manifestos, reflecting the post-2022 context) as well as global justice, which covered climate diplomacy and trade reform

The manifesto was published with professional graphic design and as a mini-site integrated into the main campaign website. It was translated into Bulgarian, Croatian, Czech, Danish, Dutch, Estonian, Finnish, French, German, Greek, Hungarian, Italian, Latvian, Lithuanian, Polish, Portuguese, Romanian, Slovenian, Spanish, and Swedish.

### Member parties – Strong engagement and major take up

Member parties were successfully engaged in the manifesto drafting process throughout one entire year. This involvement is demonstrated by their high level of participation in the editorial working group, the manifesto working group and the amendments process at the Extended Congress in Lyon.

The manifesto represented a successful Europeanisation process within the EGP family. The Green family has grown and diversified but still presented a comprehensive platform that tackled issues from defence to tax coherently. The manifesto will serve as a reference of shared and agreed positions for the years ahead. Furthermore, the manifesto is clearly useful for newer member parties but also longer-standing member parties with fewer internal resources.

## Civil society engagement

Strengthening ties between the EGP and civil society was a key campaign objective and the manifesto was a definite success here. Over 90 NGOs, civil societies and trade unions participated in the manifesto process, as well as green businesses. Civil society figures and trade unionists spoke ahead of the manifesto's adoption in Lyon.

The civil society consultation process enriched the manifesto itself and built enduring connections within civil society. These actors are important green allies going forward and their recognition was reflected in rankings that were excellent communications opportunities.

## Priorities and European Citizens' Choice

The priorities were a short campaignable political highlights drawn from our overall programme. Going into the campaign, the objectives for the priorities were to:

- Put forward policy priorities that can be campaigned on effectively and that resonate with our electorate and journalists
- Increase citizens' participation in the elections by involving the Tilt! community in shaping one priority

The EGP Committee put forward 10 priorities based on commissioned political opinion surveys and political relevance. These were adopted by member parties in Lyon.

The European Citizen's Choice was an online campaign to engage people by crowdsourcing and then voting on an 11<sup>th</sup> priority for the European Green campaign. The European Citizens' Choice campaign was run through the EGP citizens' mobilisation tool, Tilt!. A total of over 13,000 votes were cast and "Clean water for all" was chosen as the 11<sup>th</sup> priority.

## 5. On the pulse – Press and media in the campaign

Our strategy toward the press centred on earning media coverage about our Lead Candidates and our green priorities through press releases, interviews, building relationships with media, and events. In particular, we aimed to react in a timely manner to relevant political developments and profile the EGP as a relevant, responsible political actor with its "finger on the pulse".

Our media strategy centred around press releases sent to European and national-level media. These press releases took the news of the day as a starting position. They were grounded in the positions outlined in our manifesto and crafted to align with the campaign's key messages.

Our approach included leveraging "newshacks", where we used the new stories to inject our campaign messages into the media discourse. This tactic proved particularly effective in several instances:

- Russiagate: Our messaging aligned perfectly with ongoing news, resulting in high media traction.
- Liberals, the EPP and the Far Right: Our framing of the European People's Party (EPP) as flirting with the far right became a dominant narrative, significantly shaping coverage of the entire elections.

The press releases resulted in over 23,000 mentions of our lead candidates Terry Reintke and Bas Eickhout in more than 16,000 news articles demonstrating the reach and influence of our communications across various European media outlets. The media monitoring tool Meltwater estimates that the press coverage was worth the equivalent of 187 million EUR for the keywords "European Greens" and "European Green Party", and 349 million EUR for articles mentioning lead candidates Terry Reintke or Bas Eickhout, leading to a total of 536 million EUR in advertising value.





We organised several interviews for the Lead Candidates to raise their profiles and use their prominence to align with member parties and candidates in their campaigns. On top of that, we aimed to generate significant media buzz around our two major European events: the Extended Congress in Lyon and the Electoral Rally in Brussels.

The EGP Lead Candidates gained significant press attention in the hot phase of the campaign. The press coverage of the Green Lead candidates surpassed that of the Socialist, Liberal and Left candidates in the decisive final three weeks. Press attention for Terry and Bas rose throughout the last 50 days of the campaign, peaking around 4500 mentions in print and online articles during the final week.

## 6. Amplify and activate – Digital communications

One year ahead of the elections, the EGP conducted an analysis of the digital media landscape. Four major changes were identified:

- Facebook has become much less important for the Green electorate, who have mostly moved to Instagram
- TikTok has become very important for the younger electorate
- Twitter no longer permitted political advertising (in the EU)
- The influencer market has developed significantly in most countries

As video on the one hand and influencers on the other were the two key trends, the EGP digital campaign was geared to target these two strategies. The digital campaign had two main arms: Digital Action Days and the final Get Out the Vote phase.

The campaign plan for digital media introduced the concept of Digital Action Days where high-quality content videos were to be shared by influencers, activists and Greens on internationally recognized thematic days:

- International Women’s Day (8th March)
- International Day for the Elimination of Racial Discrimination (21st March)
- Earth Day (22nd April)
- International Workers’ Day (1st May)
- Europe Day (9th May)
- International Day Against Homophobia, Biphobia and Transphobia (17th May)

These Digital Action Days were followed by Get Out the Vote content during the last weeks of the campaign. Moreover, content on the priorities and the manifesto was planned, including Instagram and TikTok explainers.

In total, campaign posts generated circa 4 million organic impressions (= our content appeared on screens 4 million times without the use of ad budget). Instagram was the by far most successful platform with 2.2 million organic impressions, followed by Twitter with 1 million and TikTok with 414k organic impressions.

Most social media posts during the campaign period focused on campaign-related content: the Lead Candidates tour, debates and GOTV content. The most frequent policy topic was climate change. Every fifth Instagram post was related to climate. About 10% of all content was related to the far right, including the promotion of the Russian Roulette landing page. Other topics we often communicated about include the wars in Gaza and Ukraine and feminism (mainly reproductive rights).

Our amplification strategy aimed to extend the reach of our campaign messages. Recognizing the increasing cost and diminishing returns of traditional digital advertising, we aimed to leverage high-reach social media accounts to share our core messages.

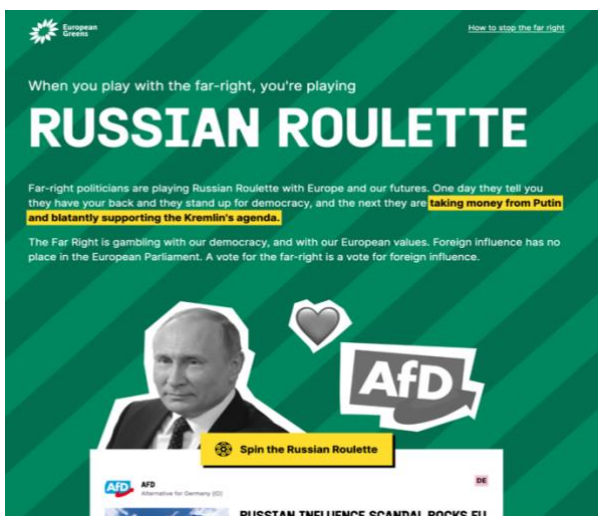


## Planned content

For the European Greens, the campaign started after the election of the lead candidates and the adoption of the manifesto and priorities in Lyon. From February until June, an increasing amount of content was produced in combination with an increasingly ambitious effort to advertise and amplify. Over a dozen videos were planned, produced, advertised and amplified. These videos were mostly shared on Instagram. However, significant resources were dedicated to advertising the Voters Abroad video and the Get Out the Vote content on YouTube.

Amplified content was shared by over a hundred influencers, many of the 5000 volunteers mobilised through the Courage Club, Tilt! Subscribers, volunteers, Members of European Parliament, candidates for the European Parliament, member parties and other prominent Greens at local, regional and national level. The videos were translated into close to all European languages (on average 25 languages, including Maltese and Catalan).

## Reactive Content



The campaign guidelines acknowledged that we operate in “tumultuous times” and that the campaign would have to remain flexible. This setup allowed us to quickly respond to relevant developments in our communications. The response to the Russiagate story is a good example.

The digital team meanwhile worked on a “Russian Roulette” website that playfully highlighted the significant ties between Putin’s Russia and Europe’s far right. This website was disseminated through advertising and social media posts. Advertisements for Russian Roulette ran in Italian, French, German, English and Dutch. This campaign led to 3.5 million ad impressions via Meta and Google ads, yielding 90,000 link clicks.

## Digital advertising and marketing

The digital advertising campaign focused on a combination of organic distribution, collaborations with influencers and digital activists, and digital ads. By allocating part of the campaign budget to advertisements, we aimed to reach our audience with specific mobilisation messages. It included Google Search Ads, YouTube video ads, Instagram story, reel, and feed ads, and digital banner ads.

Our advertising campaign ran from 8 March to 9 June 2024.



## Keys takeaways from the digital campaign

The campaign on social media demonstrated that Instagram continues to be a stronghold and, if it continues to be a relevant platform, should be central in future campaigns. The high engagement rates and content sharing validate this.

Formats that are visual, entertaining, and easy to digest (memes, infographics) resonate well with our audience and should be prioritised.

Collaborations with lead candidates boosted engagement and follower growth. However, our content strategy on TikTok did not yield the desired results and our content generally performed poorly on Facebook despite our large number of followers.

The influencer activation campaign successfully allowed our campaign to engage a broader audience and amplify our campaign messages. Despite some limitations, the strategic use of influencers enhanced the visibility of the EGP and contributed significantly to our campaign objectives.

## 7. Together for Europe – Work with member parties

Ahead of the elections, the EGP developed a detailed member party mapping, focusing on the potential to Europeanise the EU campaigns of member parties and engage with their national EU campaigns and its candidates through our common EU campaign.

To ensure the common campaign was as relevant and useful for member parties as possible, exchanges and consultations were organised at different levels. Party leaders met to discuss the strategy and framing of the campaign and the Manifesto and Campaign Working Groups were set up to consult and work with parties on our common electoral programme and different campaign elements and activities. Direct contact with member parties, relations in which the team invested strongly over the past years, was crucial during the campaign preparation and execution phases.

As part of the common campaign, the EGP had a larger focus on and capacity for developing political resources than in 2019. This manifesto was more substantive than the previous one, written in consultation with parties, partners, and civil society. Another cornerstone of the common campaign was the tour of our lead candidates across Europe. Member parties were eager to engage and host Terry or Bas.

Other campaign resources that proved extremely useful for campaign teams and candidates themselves included assets on key messages, counter-strategies to far-right frames, Green successes, and voting behaviour of other EUPPs.

These strategic documents such as the Green Successes, the Counter-Frames, the Voting Behaviour document, and Key Messaging document proved to be highly effective tools during the 2024 campaign. These documents provided member parties with clear and actionable insights and messaging strategies that were well received and widely used.

To achieve our goal of a consistent European campaign, we made it as easy as possible for our member parties to use common campaign material. We achieved this by providing high-quality videos in all relevant languages and formats as well as common campaign designs.

The campaign also produced gadgets to Europeanize the campaign with common slogan and branding, engage with members during EGP events and raise awareness about the EU elections.





## 8. Get Out the Vote – Mobilizing our support

Mobilisation is key to success at the European elections. The parties who turn out their electorate, tend to win. In 2019, the turnout amongst first-time voters and millennials rose sharply. In 2024, turnout remained high although the far right appears to have made inroads into younger demographics.<sup>2</sup>

For the 2024 elections, EGP invested heavily into reaching out to EU voters abroad using targeted ads on Instagram and YouTube. In addition, a “Voter Aid Application” (an online tool allowing users to answer questions on their political preferences and match with political parties) was set up to help voters understand which party to vote for in a light-hearted and funny way.

The campaign reached millions of people in the final month, the period when most voters make up their mind. The EGP promoted Get Out The Vote videos on climate and freedom, yielding more than 51 million impressions. In addition, EGP ran two short (around 12 seconds) unskippable ads with different Get Out The Vote messages highlighting our “All you need to know about the elections” landing page. These videos were seen more than 13 million times and yielded 32.6k clicks to our landing page.

In the final phase of the campaign, EGP focused on promoting the Voter Aid Application (VAA) mainly through Google Search. This VAA – [votingfordummies.eu](https://votingfordummies.eu) – was promoted in German, Italian, English and French in all countries where EGP was allowed to run ads. In total, it generated 86k clicks through these search ads, with especially good performance in Spanish, Italian and French. Overall, this search campaign was very successful.

Using our Tilt! mobilization community, mailings about the European elections were sent from December 2023 onwards, starting with the European Citizen’s Choice crowdsourcing campaign. Regular mailings about the elections were sent throughout the European Citizen’s Choice campaign from February to April. After the vote was closed and the winner announced, Tilt! switched to a Get Out the Vote campaign.

Get Out the Vote mailings were a change from the usual mailings about Tilt! petitions. The importance of voting, the projected far right success and key EU climate policies were emphasised. The six main mailings were sent out between 22 May and 11 June in 16 different languages, totalling 1,204,088 e-mails.

### Volunteers

Mobilising volunteers was a key aspect of the European Green campaign. Over the campaign, the European Green Party mobilised around 5000 digital volunteers across Europe to enhance our social media presence, support Digital Action Days, and contribute to the overall campaign.

Volunteers worked on translations, memes, disinformation, community management, the EU voters abroad campaign, and amplification during Digital Action Days. Both online and in person, they also supported events, including the rally, the Maastricht debate, and the Eurovision debate.

Three platforms were used to organise volunteers based on their engagement levels:

- Volunteer email list (1200 subscribers)
- “Green Team” Slack channel
- “Courage Club” WhatsApp groups and Instagram Broadcast channel (3600 subscribers)

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<sup>2</sup> More definitive analysis will only be possible after the publication of the European Elections Studies data in late 2024.

The number of volunteers exceeded expectations and proved invaluable during the campaign. Volunteers were recruited through various channels, including the website, newsletter, in-person events and Tilt! mailings.

For the last week before the election, volunteers were asked to “make 5 friends vote green”. These messages and visuals were shared over 4000 times.

## Events

Though it was a milestone and a highly successful event, the Extended Congress in Lyon was not part of the campaign. The main campaign was the Electoral Rally in May. In addition, an election night event was organised.

The 2024 Electoral Campaign Rally of the European Green Party (EGP) kicked off the 2024 European elections hot phase. The rally took place on 3 May 2024 in Brussels.

The programme was designed to inspire and mobilize the EGP membership, volunteers and campaigners ahead of the June 2024 European elections. It aimed to underpin an overarching narrative of courage, freedom, and an anti-fascist motif.

The rally was a success, attracting over 500 participants, close to the planned number. It featured prominent appearances by the two Lead Candidates and ten national candidates from nine countries, alongside three influential speakers from civil society and other significant Green politicians.

## 9. Budget

In preparation for the 2024 elections campaign, the European Green Party had saved and set aside means from previous years. No additional funds (on top of the annual budget) were made available by the European Parliament. About half of the budget was spent on staff and support from agencies. Close to a third was spent on advertising and production of content and materials. Most of what remained was spent on events, meetings and the tours across Europe. Budget management processes were improved compared to the 2018-2019 election campaign.

## 10. Conclusion

The 2024 EGP campaign was a complex undertaking aimed at consolidating and expanding the Green movement and its influence across Europe during a period of multiple crises. Although voter turnout was slightly higher than in 2019 and citizens living abroad were well engaged, there was more difficulty reaching first-time voters. Despite gains in northern, southern, and eastern Europe which create a more geographically balanced group, the overall number of MEPs in the Greens/EFA group fell significantly below that of 2019.

The drop in numbers can be especially attributed to losses in the 2019 Green strongholds, Germany and France. As of October 2024, the Green/EFA Group in the European Parliament has 52 members of whom 44 are Green MEPs (39 from member parties and 5 signed up individually).

The campaign’s branding centred around the theme of “Courage,” symbolized by green diagonal stripes that evoked both urgency and hope. The theme of “Courage” effectively encapsulated the EGP’s message, resonating with the electorate during a time of widespread uncertainty and challenges.

The adoption of a flexible messaging framework, exemplified by the “Courage” theme, was a key innovation of the 2024 campaign. This approach allowed the EGP to maintain a consistent core message while adapting to emerging issues and contexts. Future campaigns should continue to develop such flexible frameworks that can accommodate a range of topics without losing the coherence of the overarching narrative.



The campaign was able to pivot quickly to address topics that gained prominence during the election period, such as Russiagate and the centre right's flirtations with the far right. The rapid response team ensured that the EGP remained at the forefront of critical discussions, particularly through social media and press engagements.

The EGP succeeded in further Europeanizing the campaign thanks to the strong focus on Lead Candidates travelling across Europe and influencing the media agenda in debates and through events and press releases.

Despite these successes, certain messages, such as the Green and Social Deal, and certain issues, most notably the climate crisis, did not achieve the desired media penetration. Although the cost-of-living crisis lost most of its salience during the campaign period, the strong connections made between the Green promise and social policies – the Green and Social Deal – should be continued in the future. As the environmental crisis and social inequalities are deepening in mutually reinforcing ways, finding ways to effectively focus on fighting for the benefit of both people and the planet is essential.

The involvement of civil society in the drafting of the Common Manifesto was a major contributor to the campaign's success. This collaboration ensured the manifesto was comprehensive and aligned with the concerns of a broad coalition of stakeholders. Future campaigns should continue this path and deepen these relationships.

Social media was a critical component of the 2024 campaign, with content designed to be both engaging and shareable across multiple platforms. The campaign's digital strategy successfully reached millions, particularly through Instagram and YouTube. The investment into amplifying messages on Instagram through activists and influencers paid off in the reach of millions of Europeans with very engaging content.

While digital advertising remains important, the 2024 campaign highlighted the potential of amplification through partners, activists and influencer partnerships. The involvement of over a hundred influencers significantly extended the campaign's reach. Future campaigns should further explore the balance between paid advertising and both paid and organic amplification, leveraging the credibility and reach of activists and influencers to enhance message penetration. In the future, an even higher investment can be made in reaching out to individual politicians and building relationships with influencers and content creators.

Strategic documents such as the Green Successes, the Counter-Frames, the Voting Behaviour document, and Key Messaging document proved to be effective tools during the 2024 campaign. These documents provided member parties with clear and actionable insights and messaging strategies that were well received and widely used.

Volunteer engagement was a highlight, with the Courage Club and Green Team playing essential roles in content creation, translation, and grassroots mobilization.

The campaign was executed according to a well-defined timeline that structured the efforts into distinct phases: preparation, branding, and visibility. This phased approach allowed the EGP to prepare and build momentum gradually, culminating in a strong push during the final weeks before the election.