



Long Report

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| MO responsible for the project | Centre Party International Foundation and Stichting IDI |
| Title of the project | A Liberal European Leadership after 2019 |
| Dates, place and titles of events (if applicable) | 19-21 February, Högberga gård, Lidingö, Sweden |
| Targeted audience | Top political representatives from EU member states |
| Number of participants | 35 |
| VIPs present | Annie Lööf, leader of the Centre Party Michael Arthursson, secretary general of the Centre Party Fredrick Federley, MEP and vice president of the ALDE Party Kerstin Lundgren, Swedish MP and deputy Speaker of the Swedish parliament |
| Media presence and media response (add links if applicable) | <p>As the event was considered mainly an internal affair we did not have an outspoken strategy regarding getting media attention. However, a press release was sent out by the Centre Party which can be found here: https://www.centerpartiet.se/press/pressmeddelande/nyhetsarkiv-2019/2019-02-20-annie-loof-talar-infor-liberaler-fran-hela-europa</p> <p>The Centre Party also published an opinion piece in Aftonbladet, Sweden's biggest newspaper. It did not directly reference the event but was inspired by it: https://www.aftonbladet.se/debatt/a/e1VIRK/centern-tar-fajten-mot-populisterna</p> <p>It is also worth noting that the Swedish public broadcaster Sveriges Radio came to the event to interview Camilla Appelgren, as she is the first Swede who is an EP candidate in another European country. You can find this interview here: https://sverigesradio.se/sida/artikel.aspx?programid=83&artikel=7159123</p> |
| Applied media strategy. Please give examples. | A strategy for social media and a strategy to inform the members of the Centre Party was developed. Since the event was mainly an internal affair and not meant to attract attention, our media strategy was mainly concerned with internal channels to reach people already within the European liberal sphere. Posts were made on the Centre Party Instagram and Facebook-pages (see links below). A short article will also be featured |

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| | <p>in the next number of the Centre Party membership magazine “Tidningen C” which is distributed in about 40 000 copies.</p> <p>The Centre Party also uploaded a short article about the event on their website.</p> <p>A press release was sent by the Centre Party that Annie Lööf attended an event along with liberals from all over Europe. No external media picked up on this.</p> |
| <p>Short summary for social media (150 words max.)</p> | <p>On social media, our strategy was to use the Centre Party leader Annie Lööf and use her as the spokesperson for the event. Updates were made by the party on both Facebook and Instagram. Participants were also invited to use their own channels to spread the event under the #elfevent hashtag.</p> <p>Some of the posts are available here:</p> <p>https://www.instagram.com/p/BuE2KICBVXw/</p> <p>https://www.facebook.com/centerpartiet/posts/10157421782189341?__xts__[0]=68.ARCO-Cm4uPU-p0oFCCiaumE9nPtYxcCmPYSGPhwt_trikiVKOquVrj8zZ6TFrmhA_CeF4G4hSytIrfRs-dKJGLHWjL26tjwIMhDlxIt08nQsZ87azQ7YGmGczSolnyalrbjgbcBJl4sEMFb7rghdOHO66nL84vBuwV6_w-g9rIPJVFhkah4xV7xqZ2nw_kZpXmcaFOAfNPaxIRS-McJwYlviNmW5AHA4TNjZYsspG9p4hAstlavI9_ZaxlwGIPCbNTQ_qaczyN7Q56U4cXob5m8thQ7g-0UYObbN_CktNX6ly2IKfl0dT0tPDePbAz-0lxPjxObG93QWxwEIQ&__tn__=-R</p> |
| <p>Narrative report of the project (1,500 words max.– also used for publication on website), including:</p> <ul style="list-style-type: none"> • relevant quotes, • conclusions; • policy recommendations. | <p>This event gathered participants from about fifteen different European organisations, in total representing eleven European countries. From Finland to Malta and from France to Poland the participants gathered for two days at scenic Högbera Gård outside Stockholm to share experiences and build stronger links between liberal organisations from all over Europe.</p> <p>The event programme began during Tuesday afternoon. The participants were welcomed by a keynote speech from the secretary general of the Centre Party, who also participated during the remainder of the afternoon and evening. The first workshop of the event, before breaking for networking and dinner, was facilitated by ALDE party campaign consultant Ian Marquardt who led an inspirational session with ideas and examples from all over Europe to set the tone for the coming days. The first day ended with a four course dinner in the beautiful main hall of the historical</p> |

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| | <p>mansion where the event was held. Almost all participants had arrived at this time, and we had the privilege to be joined by Kerstin Lundgren, Foreign Policy spokesperson for the Centre Party and deputy Speaker of the Swedish Parliament. The dinner provided opportunity for the participants to network and socialise, and the room was full of lively discussions when the participants shared experiences from their home countries.</p> <p>The second day of the event opened with Carla Allenbach from the Swiss Operation Libero who gave the participants a crash course in value-based framing of liberal messages. Ian then took over and ran interactive sessions with plenty of group work and best-practice sharing for the rest of the day. In the evening, we were joined for dinner by MEP and ALDE-party vice president Fredrick Federley, who gave a speech. After dinner, the participants were welcomed to enjoy a picturesque view of the Stockholm archipelago from a heated outdoor pool or to socialise elsewhere in Högberga Gård's sea spa.</p> <p>On the third day of the event, which ended at lunch, communications experts Anna Vetter and Johan Mossberg ran a session on social media with plenty of tips and tricks and both inspirational and deterring examples for the participants.</p> <p>On the whole, the event was very successful and several participants expressed great satisfaction with what they took with them from the discussions and workshops. Many of them were very grateful for the opportunity to meet their peers from other European countries and will take with them new valuable networks and contacts for their future political work.</p> |
| <p>Present the output and outcomes of the project. Please connect this to the expected outputs and outcomes that were submitted in your project proposal</p> | <p>Expected outputs:</p> <ol style="list-style-type: none"> 1. Best practice-sharing workshops on for example liberal values, how to respond to populism and nationalism, successful policy ideas, etc. European public policy issues relevant for a more liberal Europe will be analysed (e.g. the Alde Party Manifesto). 2. Workshops on argumentative techniques, story-telling and online communication. 3. Networking activities, e.g. interactive personal presentations, speed-dating, mingling, etc. 4. Evaluation of the European Parliamentary elections. We ask questions such as: What can we learn from the result? What liberal ideas did the voters like/dislike and why? Which liberal campaigns were un/successful |

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and why? Based on this, what is the best way forward?

Comments:

As the event was changed from two events (one before and one after the European elections) to one (before the elections), the fourth output lost its relevance for the event and has not been achieved.

The other three outputs, however, have guided the planning of the event and were very much a part of its design. We had several best practice workshops, most notably the workshop led by Carla Allenbach which revolved around sharing her experiences from Switzerland. Regarding output 2 Ian Marquardt's workshops as well as the session by Johan Mossberg and Anna Vetter were centred around how to most efficiently present your story and use social media.

The event was also especially catered for output 3, where the social activities of the event were planned to ensure plenty of space for networking between the participants. We also had a specific session on this at the start of the event.

Expected outcomes:

1. The participants have been equipped with new liberal policies and ideas that can be implemented in their respective organisations,
2. The participants have acquired concrete skills in how to counter populism and nationalism,
3. The participants have access to a network of liberal politicians and professionals.

Comments:

The event was not policy-focused, so the first expected outcome has partially not been achieved. Our focus was more specifically on the participants themselves, so the outcome is on a smaller scale than the expected outcome indicates. However, the participants did bring with them several concrete ideas and strategies that can be implemented in their home organisations.

The second outcome was very much the focus of several of the sessions, and was certainly achieved. The participants were introduced to several different aspects of this, from using social media to shaping a story and

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| | <p>building an image. They also had the chance to share best practices on how populism and nationalism expresses itself in different European countries.</p> <p>Finally, as have been addressed in the previous discussion of outputs, most of the participants expressed great satisfaction with the networking aspects of the event. They were provided with each others' contact details after the event and many new friendships were formed and others were reinforced.</p> |
| Were further goals reached? | The goals corresponded well with the expected outcomes. |
| Additional comments/difficulties experienced/ lessons learned | This event was a continuation of a similar project last year, and we take with us the same lesson again: participants always want more group work and peer-to-peer experiences. We made an effort to extend this part of the programme from last year, but it could have been extended even further. |

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