



## Long Report

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| <b>MO responsible for the project</b>                              | <b>Stichting IDI &amp; Projekt: Polska</b>   |
| <b>Title of the project</b>  | <b>Voice of Europeans</b>  |
| <b>Dates, place and titles of events (if applicable)</b>           | <b>2-3 June 2019, Amsterdam, 9-10 June 2019, Warsaw</b>  |
| <b>Targeted audience</b>   | Participants should be members of liberal organizations who focus on membership and structure development, on national or regional level (secretaries, recruitment officers, volunteer coordinators, etc.).  |
| <b>Number of participants</b>                                      | 39   |
| <b>VIPs present</b>  | Joseph Lentsch (author of Political Entrepreneurship, former ELF Board Member)   |
| <b>Media presence and media response (add links if applicable)</b> | n/a  |
| <b>Applied media strategy. Please give examples.</b>               | n/a  |
| <b>Short summary for social media (150 words max.)</b>             | <p><b>Amsterdam workshop</b><br/>Looking back on an inspiring workshop (3 June) on building strong foundations in society and engaging new supporters. With our colleagues from Finland, Sweden, Hungary, Spain, Ukraine, Slovakia, Bosnia-Herzegovina, Austria, Poland, UK, Ireland, Croatia and The Netherlands we shared ideas, tools and best practices. Thanks to all for the amazing energy and openness. Already looking forward to the 2nd session in Warsaw next week. Special thanks to <a href="#">@European Liberal Forum</a> and <a href="#">Projekt: Polska</a> for the support <a href="#">#ELFevent</a></p> <p><b>Warsaw workshop</b><br/>We survived a heat wave and Warsaw mosquitos... ☀️ ...and we finished the Warsaw part of the "Voice of Europeans" project. One more day of absorbing knowledge from practitioners from all over Europe about party membership. <a href="#">#ELFevent</a> 🇪🇺🇩🇪🇮🇹🇵🇱🇮🇪🇸🇨🇷🇦🇹🇸🇰🇺🇰🇮🇪🇳🇪🇪🇨🇪🇫🇮🇩🇪🇸🇪🇪🇩🇪🇵🇱</p> |



Narrative report of the project (1,500 words max.– also used for publication on website), including:

- relevant quotes,
- conclusions;
- policy recommendations.

How can liberal political parties ensure their continued relevance in the 21<sup>st</sup> Century? This was the overarching question to which participants of the Voice of Europeans workshops aimed to find answers. To do so, the focus in the workshops was on membership and outreach. More specifically on attracting new members, engaging and working with civil society.

Close to 40 liberals participated in the workshops, of which one took place in Amsterdam and the other in Warsaw. The setup of both workshops followed the three focus areas of attracting new members, engagement and outreach. Before the sessions, participants were asked to prepare at least two examples of each of the three topics. This ensured that all participants brought best practices to the workshops, as well as taking fresh ideas back home.

In the Amsterdam workshop, we found Josef Lentsch available to bring food for thought on political entrepreneurship. Starting out, five societal megatrends were identified: Dutchification (pluralisation), digitisation, disruption, re-politisation and lateralisation. He then distinguished between traditional parties (for example Centre Party, D66), centrist political startups (NEOS, Nowoczesna, Momentum and the like) and web-based movements (as the 5 Star Movement), each acting and reacting on - and profiting from - the megatrends differently. Diving deeper into the types, the participation ladder was explored, from information, consultation and co-operation to co-decision. Josef also touched on the systemic approach in which culture, structure and strategy, and political organisational design. Then he set the group to work creating different tools for the different organisations.

In both the Amsterdam and Warsaw workshops, parties known for their success in certain areas were asked to host a part of the workshop. Fianna Fáil was able to contribute in both, taking the participants on a journey through membership engagement in Ireland. The most iconic example is the party's participation in the National Ploughing Championships, an annual showcase of Irish Food, Farming and Culture. The entire party, especially the chapters in the area which hosts the Championships that year, is geared up to make the event a success. The litres of tea consumed and literature handed out is immense, and the events is both great for outreach to civil society and to engage the members. Other sessions were hosted by Ciudadanos and OpenVld. The Youth of Ciudadanos took the participants through all the activities organised on both a local and national level. OpenVld shared their extensive experience in party organisation and engagement.

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|  | <p>In both workshops and for each of the three focus areas, party reports were shared among the participants. All representatives joined in to elaborate on two best practices from their party. This led to recognition, additions from other countries and a lot of note taking from other participants. During the sessions, more ideas came across than were prepared.</p> <p>In general, all parties agreed that personal and targeted approaches are the best for signing up new members both online and offline. Sometimes simple things as using your members as ambassadors are overlooked and can be used more. Working with civil society on a local level tends to be easier than at the national level; the topics can be very tangible and the stakes of being seen together not as high as on national levels. Campaigning and personal development opportunities are a great way of binding members to a party. The sessions were also a great reminder of things tried in the past but not followed up which might be dusted off again, and a few brave souls shared examples of initiatives that were tried but should not be repeated.</p> <p>The workshops were concluded by collecting the best practices in a reference guide, which is added to this long report in a separate document. This included ideas like getting out onto the streets the day after elections to sign up new members, training digital ambassadors within the party to share news quickly, and organising petitions to team up with civil society. During the meetings, contact details and concrete ideas were already exchanged among participants, as first steps to action across the parties.</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> | <ul style="list-style-type: none"> <li>- The participants shared ideas on how to work with civil society and engage a greater audience, plus generate support for the party in a wider voter base.</li> <li>- Concrete and practical examples on attracting and engaging members to parties were exchanged. Participants have taken this home and can implement it in their own organisations, which helps to get more voices from society heard within the parties.</li> <li>- A best practice reference guide is shared among all participants to use for brainstorming in their organisations.</li> </ul>   |
| <p>Were further goals reached?</p>   | <ul style="list-style-type: none"> <li>- The network of staff working on membership and engagement is strengthened.</li> </ul>   |
| <p>Additional comments/difficulties experienced/ lessons learned</p>   | <ul style="list-style-type: none"> <li>- The interactive format worked very well, as did the homework that was given beforehand. All participants came prepared and could thus equally contribute to the workshop, which stimulating learning for all.</li> </ul>  |

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|  | <ul style="list-style-type: none"><li>- Civil society actors (certainly NGOs) are hesitant to be directly involved with one political party. Although the NGOs we invited were interested in the topics of membership and outreach, they in the end opted out of active participation for this reason.</li></ul> |
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