

## TELL ME YOUR STORY

### EVENT 2: GDAŃSK, 14-15.07.2019

The main objective of this project is to exchange knowledge and experience of liberal parties in building a permanent engagement with citizens and a successful permanent campaign based on storytelling and emotions. More precisely, a well-established political party – which has proven to be successful in advocating liberal solutions nonstop – will be matched with a rather new start-up party. Hence, both will be in the position to learn from each other, in terms of developing strategies to effectively engage with citizens and keep on doing so throughout election cycles.

The event in Gdańsk started with a visit to the M3 Crain in the historical part of the Gdańsk Shipyard. The visit was organized by Dominik Kwiatkowski from Projekt: Polska, whose efforts got opened the Crain to the public. Dominik explained how the city of Gdańsk is using emotions and storytelling for building its brand of an open and free city. It was followed by a dinner.

On Monday morning the project started in the European Solidarity Center, symbolic museum and library devoted to the history of Solidarność, the Polish trade union and civil resistance movement, and other opposition movements of Communist Eastern Europe. After the words of welcome and introduction by Debbie Van de Wijngaard (VVD Internationaal) and Milosz Hodun (Projekt: Polska) the first session was run by Anna Makówka-Kwapisiewicz from the National Democratic Institute (Cracow branch). She gave a presentation on the NDI's newest study on Central European youth's attitude towards politics and society. It was an outcome of a long-term study in Poland, Slovakia and Hungary that showed many interesting similarities between the youth in region but also key differences that may be useful for creating liberal parties' agendas about targeting youth. The presentation was followed by a discussion about engaging youth in politics.

Later all participants presented best and worst examples of emotional campaigning in EP elections in their home countries: Austria, Croatia, Hungary, the Netherlands, Poland and Slovakia.

After the country reports Jakub Chabik, political advisor to Ewa Lieder MP explained the role emotional campaign played in EP elections in Poland. He focused on two examples: (1) the murder of Gdańsk mayor Paweł Adamowicz in January this year and how his wife built a campaign on anti-hate speech platform and (2) the limited success of former mayor of Słupsk who established a progressive Wiosna party that won 3 EP manadates.

After lunch Boudewijn Beukers, a policy adviser for the VVD at the Parliament, run a workshop sharing his experience from last EP elections. It was an interactive simulation called "Winning from Populists" where all participates were playing roles of liberal policy advisers.

The last point of the agenda, after an evaluation and follow-up session, was a visit at the European Solidarity Center exhibition. Participants visited seven different halls with an exhibition that combins traditional display methods with some truly impressive state-of-the-art technology, the interactive displays offer a wealth of authentic documents and artefacts, 3D projections, photographs and film footage.

On Tuesday organizers met to evaluate the programme to improve two upcoming “Tell Me Your Story” event Reykjavik.