



// Why VoteEuropa

We know what the problem is. While Europeans say they appreciate the EU more than ever, only half of Europe's adult population say they are interested in the European election. In fact, the May 2014 EU election saw **the lowest voter turnout on record.**

For the 2019 European elections, a major target group for voter turnout is young first-time voters. However, **this focus on young citizens misses the large number of 'mobile' first-time voters.** Nearly 5 million immigrants—or 2% of the European electorate—naturalised as national citizens over the past decade. Add to that the record number of EU mobile citizens living in another Member State—over 11 million or 3% of the electorate that can vote in either their country of residence or citizenship.

Research shows that immigrants are actually much more likely to identify as "European" than native-born Europeans are. These pro-European mobile voters should be getting better information and support. Naturalised EU citizens are rarely targeted in EP campaigns, while mobile EU citizens receive little-or-late information from government websites. As a result, **the foreign-born & 2nd generation have much lower levels of awareness of EP elections and much lower voter turnout than non-immigrants.**

// Objectives

The Migration Policy Group (MPG), headquartered in Brussels, has a long-standing commitment to immigrant political participation and extensive experience of training and pilots, including our recent **VoteBrussels** doubling the voter registration rate in Brussels local elections. With our EU-wide experience and networks, MPG will use its well-tested mobiliser approach to get first-time voters to vote in their country of residence or citizenship.

Under the umbrella of **This time I'm voting** campaign of the European Parliament, VoteEuropa will increase the registration and voter-turnout in 8 EU countries (**Belgium, Denmark, France, Germany, Greece, Italy, Netherlands, Poland**) among **mobile EU citizens, naturalised migrants and refugees and young people of diverse backgrounds.**

// Methodology

Interpersonal contact—face-to-face or online—has proven the most effective and cost effective among first-time voters including immigrants. Through **VoteEuropa**, MPG has recruited EU Democracy Fellows across the 8 countries to train 50 volunteers from the target group as election ambassadors. MPG will assist the fellows and interested EU networks to recruit volunteers from the target groups and conduct 'train-the-trainers' trainings. These volunteers will then work with online and face-to-face trainings, social media actions, videos and multilingual media.



The VoteEuropa project is co-funded by the European Parliament. This project reflects only the views of the Migration Policy Group; the European Parliament is not responsible for any use that may be made of the information it contains.