

# Campaign Guidebook

# IMPACT EURODE

## ONLINE COURSE FOR CURIOUS MINDS

EUROPEAN UNION TRADE ENVIRONMENT MIGRATION

[WWW.GEF-LEARNING.EU](http://WWW.GEF-LEARNING.EU)



The platform has been created with the financial support of the European Parliament.

# Impact Europe

## Campaign Plan

The campaign for Impact Europe is designed to get young people between 16-35 to sign up and complete the course. The campaign idea derived from one idea that flows as a bottom line of the visual deliverables – what are the questions, which young people want to hear the answers to? With this campaign, we would like to frame Impact Europe as the space, where young people's curiosity will be satisfied; the space, which challenges their uncertainty about their own future and empowers them to keep looking for answers.

Throughout the campaign, we ask questions corresponding with the content of the online course, regarding 4 topics: Environment/Health And Food Safety; Migration and Refugee Rights; Trade and Democracy and the Future of Europe. These questions will be tackled during the curriculum, so the campaign provides the potential learners with a flavor of what is to come if they progress within the course.

This is going to be a cross-platform campaign, with most intensive presence on social media.

The visual aesthetic of the campaign is youthful, fresh, simple and legible at the same time.

### **The objective of Impact Europe is to:**

Provide accessible and interactive education on the European Union, keeping in mind a critical and Green perspective, in order to encourage active citizenship, potential Green votes or Green activism.

### **The objectives of the campaign are to:**

- Get 1000 people enrolled in the course, out of which 2/3 majority will commit to completing the course.
- Create youthful, relatable visual ecosystem around Impact Europe, which will encourage our target groups to not only register, but also to share it with their circles.

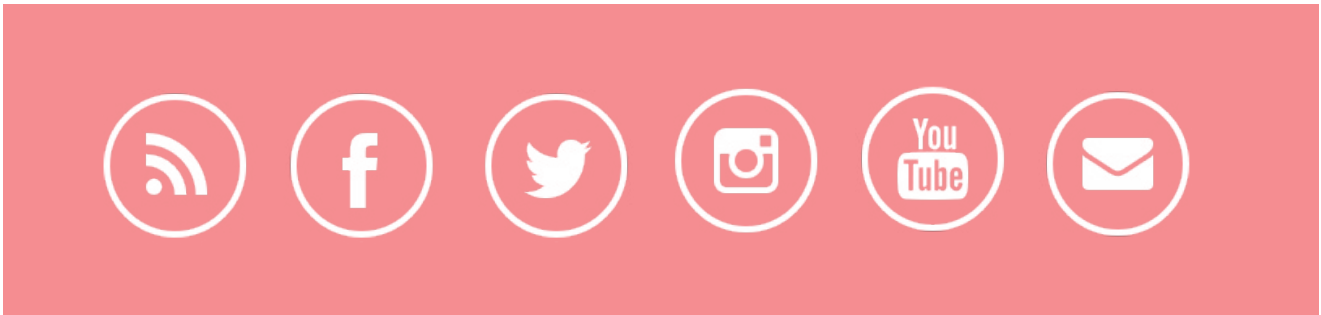
## Campaign Items

- Impact Europe typography and other visual items
- Promo videos
- Endorsement videos
- Flyers, posters and banners

In the pack, you will find ready-to-use social media elements titled according to their destination.

The pack can be accessed and downloaded [here](#).

**The campaign is taking place on the following domains:**



GEF website - [www.gef.eu](http://www.gef.eu)

GEF Facebook - [www.facebook.com/greeneuropeanfoundation](http://www.facebook.com/greeneuropeanfoundation)

GEF Twitter - [www.twitter.com/GEF\\_Europe](http://www.twitter.com/GEF_Europe)

GEF Instagram - [www.instagram.com/gef\\_europe](http://www.instagram.com/gef_europe)

GEF Youtube - [www.youtube.com/user/greeneuropeanfdn](http://www.youtube.com/user/greeneuropeanfdn)

GEF Newsletter - [Monthly news](#)

## Article On Your Website

Within the framework of the Capacity Building programme, the Green European Foundation, together with the Green Group in the European Parliament, developed an online educational platform, which is currently hosting the Impact Europe module – an online course, primarily for young, green-minded citizens, who want to influence the decisions made at European level and shape their own future. Throughout this course, we analyse the past, present and future of the EU, the battles Greens carry continuously at European level and why they matter, as well as ways in which you can become engaged in order to shape the future of Europe – the Europe you want to live in.

### WHAT IS THE COURSE ABOUT?

Based on unique content, this course serves as a stimulating learning environment which provides a critical understanding of the EU and the functioning of its institutions. Impact Europe addresses some of the most pressing issues in Europe: the Future of the European Union, Trade, Environment and Food Safety, Migration etc. as well as giving insights into Green political movement and an opportunity to discover ways to be part of a European network of activists. You can watch our campaign video below.

Link: <https://www.youtube.com/watch?v=FwGLOh5xCtE>

### WHO CAN TAKE PART?

The course is free and open to everyone. All participants who complete the course will be rewarded with a certificate co-signed by the Green European Foundation and the Greens/EFA in the European Parliament. Furthermore, they will get a chance to become a part of the Alumni Network with access to other exciting opportunities, such as internships, traineeships and vacancies.

Teo Comet from the Federation of the Young European Greens explains why Impact Europe is a useful programme for the European youth.

Link: <https://www.youtube.com/watch?v=EbSiFo-H2R8&t=14s>

### HOW TO SIGN UP?

It's easy – sign up on this page: [www.gef-learning.eu](http://www.gef-learning.eu)! In case you have any questions, feel free to get in touch with us at [learning@gef.eu](mailto:learning@gef.eu).

## Impact Europe An Online Course For Hungry Minds



First promo video has already been published. It can be easily found and shared from the Green European Foundation Facebook page and the Green European Foundation Youtube channel.

### Text for Facebook post:

If you are still not concerned about your food safety, think twice! @Green European Foundation's Impact Europe online course is designed to address these and other important issues, which shape our societies and have an impact on our future.

What are you waiting for? Get in formation! Go on [www.gef-learning.eu](http://www.gef-learning.eu) to sign up for the Impact Europe: An Online Course for Hungry Minds  
#GEFlearning #ImpactEurope #CuriousMinds

Link: [www.facebook.com/GreenEuropeanFoundation/videos/1531162010295952](https://www.facebook.com/GreenEuropeanFoundation/videos/1531162010295952)

### Text for Twitter:

GEF online course Impact Europe is open to new learners. Sign up for free!  
#ImpactEurope #CuriousMinds

Link: [twitter.com/GEF\\_Europe/status/920572392853909505](https://twitter.com/GEF_Europe/status/920572392853909505)

## Poster

This image is used as a visual representation of what Impact Europe is and who it is for.



## Timeline

The dates below represent some of the milestones throughout our Impact Europe campaign. Please, mark them in your social media calendars.

### 30 October

Teo Comet, FYEG - Endorsement video

Facebook - share from [this link](#).

Twitter - Retweet from [this link](#).

Instagram - heart [this post](#).

### 2 November

Impact Europe Poster

### 8 November

Terry Reintke, MEP - Endorsement video

### 13 - 18 November

Sharepics, testimonies from learners

### 21 November

Campaign video pt. 2 (Trade) premiers

### 24 - 25 November

E-learning booth at the EGP Council, Karlstad

### 24 December

Campaign video pt. 3 (Migration & Refugees) premiers

### 1 - 7 January

New Year's resolutions sharepics



# IMPACT EUROPE

Should there be any questions please contact Gio Megrelishvili  
Email: [gio.megrelishvili@gef.eu](mailto:gio.megrelishvili@gef.eu)  
Phone: +32 (0)2 234 65 77