

What is this pledge campaign about?

The aim of the pledge campaign is to encourage citizens to contact candidate MEPs and call on them to pledge that once in office they will work to defend the public interest against unethical lobbying and ensure transparency of the EU's decision-making process.

The pledge campaign is a chance for your organisation to:

- Lead the debate on transparency and lobbying and raise your public profile
- Work together with other organisations in Spain and across Europe that campaign for transparency and lobby regulation
- Make your organisation known to candidate MEPs, the public and the media
- Establish working relationships with candidate MEPs so that once they are in office you have an ally to work with on both EU and national issues

Why is this important?

The EU takes decisions that affect our everyday lives: which banks need to be bailed out, what food we are allowed to harvest and eat, which medicines we can take, and which chemicals are allowed into our environment.

The European Parliament is the only EU body that citizens directly elect and so far it seems to be the only body that actually stands up for citizens and the public interest: the European Parliament blocked ACTA (the Anti-counterfeiting trade agreement that sought to combat 'online piracy') and has defended our right to access EU documents against the Commission and some Member States who are trying to make the EU less transparent.

For the first time ever, the MEPs we vote for will be able to choose the next Commission President, who will lead the future of Europe and define priorities for at least the next 7 years. Now is your chance to have an impact: contact an MEP candidate today and tell them what you think!

Ideas for what we can work on together

Before the elections:

- Finding out who the candidates are and what their contact details are
- Planning and preparing the detail of the campaign via preparatory meetings in Madrid or over Skype

During the elections:

- Promote the pledge campaign prominently on your website and via e-newsletters
- Promote the pledge campaign prominently on your twitter and facebook
- Encourage individual members, supporters and local groups/ branches to approach MEP candidates to sign up to the pledge
- Approach MEP candidates directly to sign up to the pledge
- Organise events or election debates to discuss the pledge and other issues relevant to the election campaign
- Outreach to national and regional media

- Liaise with Brussels-based campaign HQ to ensure that the central database of candidates' pledges is up-to-date

After the elections:

- Join the ALTER EU coalition and keep up the fight for lobby transparency in the EU!

What will be provided for you:

- Logos, widgets and other tools for your website
- Action packs with practical campaign ideas including draft letters and emails to candidates
- Possibility of small funding to support the holding of events etc
- Solidarity and the opportunity to be part of an exciting pan-European initiative!