

# #DontTouchMySchengen

## *The (almost) final report*

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## **PART 1 - PREPARATION**

### **1.1 - Conception**

The #DontTouchMySchengen campaign has been conceived during the EB meeting of 4-6 December 2015 and further developed in the following weeks.

### **1.2 - Timeline of communications from the EB to the sections**

19/12/2015: announcement of the action to the sections

27/12/2015: sending of [the brief outline on the action](#) and setting of a poll regarding a Skypecall in which sections could have asked the EB about the action

06/01/2016: communication of the date of the Skypecall (10/01/2016)

10/01/2016: Skypecall

12/01/2016: sending of [the minutes of the Skypecall](#)

19/01/2016: beginning of the communications [on the group on Facebook](#)

23/01/2016: sending of [the final infokit on the action](#) and formal announcing of [the Thunderclap campaign](#)

31/01/2016: final reminder

01-07/02/2016: daily report on the development of the action week



### 1.3 - Materials prepared by the EB and the FC

- *visuals*: a [logo](#), a [social media coverpicture](#), a [flyer](#);
- *texts*: template texts for flyers, Facebook and Twitter posts (retrievable in the final infokit);
- *writings*: a [pamphlet](#), written by EB and FC members (whose articles were published also on The New Federalist);
- *press*: a [press release](#) released by the EB during the first day of the action week.

### 1.4 - Other provisions

- *the Thunderclap campaign*: the EB set up a [campaign on Thunderclap](#). This meant that supporters agreed to let the Thunderclap software use their social media profile(s) to post the same message at the same time. The message was

*"Open borders are one of Europe's greatest milestones. Let's keep it that way.  
#DontTouchMySchengen"*

with 1'327 supporters, for a total of 1'564'377 of social reach.  
The message was posted at 11.00h CET on 6 February 2016.

## PART 2: IMPLEMENTATION

### 2.1 - Street actions

The EB was informed about actions taking place in 25 cities from 8 European countries, according to the following table (actions sorted by chronological order)<sup>1</sup>:

COUNTRY	CITY	DATE	COUNTRY	CITY	DATE
Italy	Ventotene	30.01.2016	France	Paris	06.02.2016
Italy	Rome	30.01.2016	France	Strasbourg	06.02.2016
Germany	Frankfurt/Main	31.01.2016	France	Rouen	06.02.2016
Germany	Konstanz	01.02.2016	France	Bordeaux	06.02.2016
Germany	Berlin	01.02.2016	France	Lyon	06.02.2016
Italy	Avellino	01.02.2016	Belgium	Brussels	06.02.2016
France	Marseille	04.02.2016	Italy	Naples	06.02.2016
France	Aix-en-Provence	04.02.2016	Italy	Pescara	06.02.2016
Spain	Barcelona	05.02.2016	Ukraine	Kiev	06.02.2016
Denmark	Aalborg	06.02.2016	Ukraine	Lviv	06.02.2016
Germany	Münster	06.02.2016	Germany/Luxembourg	Perl/Schengen	07.02.2016
Italy	Florence	06.02.2016	France	Orléans	postponed

<sup>1</sup> Please note that the table may be incomplete. It comes from the result of the [registration table](#) that the sections were asked to fill plus the reports that the sections were asked to submit. If some sections failed in reporting their action, we could have partial information.



Moreover, “photo actions” were performed by JEF-Macedonia, JEF-Milan, JEF-Verona and JEF-Bruges (College of Europe).

You can find all of the pictures submitted, sorted by city, [here](#). If you don’t find your pictures there, please add them **by creating an album in that position** (i.e., click on “Create album”).

JEF-Tuscany also released a video of the street action in Florence, which you can find [here](#).

### 2.1.1 - Reported press coverage of street actions

From the reports submitted so far by the sections, we know that:

- the action in **Ventotene** was documented by (Italian) national media, mainly because it was performed during the visit of Matteo Renzi, Italy’s PM, to the island. Therefore, the coverage was about Mr. Renzi’s visit rather than JEF’s campaign itself, but the appraisal for saving Schengen was quoted in “[Corriere della Sera](#)” (Italy’s main daily newspaper), as well as [TG3](#) (a national newscast) and “[Gazebo](#)” (a national TV program);
- the action in **Florence** was reported by the webzines “[L’Eco del Nulla](#)” and “[Cafèbabel](#)”;
- the action in **Münster** saw the participation of the mayor of the city, Mr. Markus Lewe, and was reported by the regional newspaper “[Westfälische Nachrichten](#)”.

### 2.2 - Social media action

The action on social media, mainly Facebook and Twitter, aimed to gather as many posts as possible under the hashtag #DontTouchMySchengen for the 1-7 February week. These posts would have talked about JEF’s views about the issue.

On Twitter, the hashtag was included in 1’700+ posts, generating 2’000’000+ impressions.

On Thunderclap, the campaign was one of the most successful of the period among the political ones, and was also featured on Thunderclap’s main page as “featured” one.

#### 2.2.1 - Notable supporters

Thanks to the work of sections and members at all levels, it was possible to spread our appraisal to the attention of notable supporters in the political sphere. Some of them decided to join our campaign directly or indirectly (i.e., by re-tweeting):

NAME	ROLE	SUPPORT
ALBRECHT Jan Philipp	Member of the European Parliament (MEP)	<i>direct</i>
BENIFEI Brando	Member of the European Parliament (MEP)	<i>direct</i>
BISSCHOF Gabriele	President of the Workers' Group at the European Economic and Social Committee (EESC)	<i>direct</i>
COSTA Silvia	Member of the European Parliament (MEP)	<i>indirect</i>
FAJON Tanja	Member of the European Parliament (MEP)	<i>direct</i>
JAHIER Luca	President of the Various Interests' Group at the EESC	



KYENGE Cécile	Member of the European Parliament (MEP)	<i>indirect</i>
MORGANO Luigi	Member of the European Parliament (MEP)	<i>direct</i>
PAUNOVA Eva	Member of the European Parliament (MEP)	<i>indirect</i>
ROTH Michael	Minister of State for Europe at the German Federal Foreign Office	<i>indirect</i>
SCALFAROTTO Ivan	Member of the Italian Parliament	<i>direct</i>
VIOTTI Daniele	Member of the European Parliament (MEP)	<i>direct</i>

### **PART 3 - CONCLUSIONS**

JEF-Europe's EB considers the action as very successful, and wishes to thank all of the sections and individuals that participated!

In order to get feedback on the action so as to make the most of it for further actions, the EB warmly invites all the interested sections - both the ones that participated in the action and the ones that did not participate - to fulfill [this anonymous feedback form](#).

Finally, the EB underlines that its intention is also to give a political follow up to the message that was spread during this action week. The exact outcomes of this will be shared with the sections as soon as possible.

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