

**Give blood
for change**

Starting point.

Throughout history people were willing to die for the ideals they believed in. The EU is actually the only union that came to be without war. But people don't care about the EU anymore. At least that's what they think.

By taking issues that effect everyone on a personal level we will show that, in fact, people still care about the EU . Enough to even give their blood for it. In a European manner, of course - we're not ones for war.



The idea.

We find the three most controversial/outrageous topics the EU has control over. Then we ask people to sign the petition of the most important issue for them in an equally extreme manner: by donating blood.

Each blood donation will equal to a signature on a petition that will go in front of the European Parliament when enough signatures have been collected. We will continue until all three causes have enough support. The drama of people giving their blood will not only give us extra PR opportunities, but will also place bigger pressure on the European Parliament.

We organize “voting events” in every major city in Europe in cooperation with the European Red Cross.

Give Blood for Change: a project about European issues, values and change, in cooperation with the Red Cross.



How do we reach people?

Give blood for change is first and foremost a PR story, so it's the European media that will help us reach people.

We will kick off the campaign with a European press-conference where we invite leading media from all over the EU. We'll also prepare local press-kits for every country that local journalists can use.

Secondly, since this is a project in cooperation with the European Red Cross, we will also use their infrastructure and communication channels to reach out to people.



reach

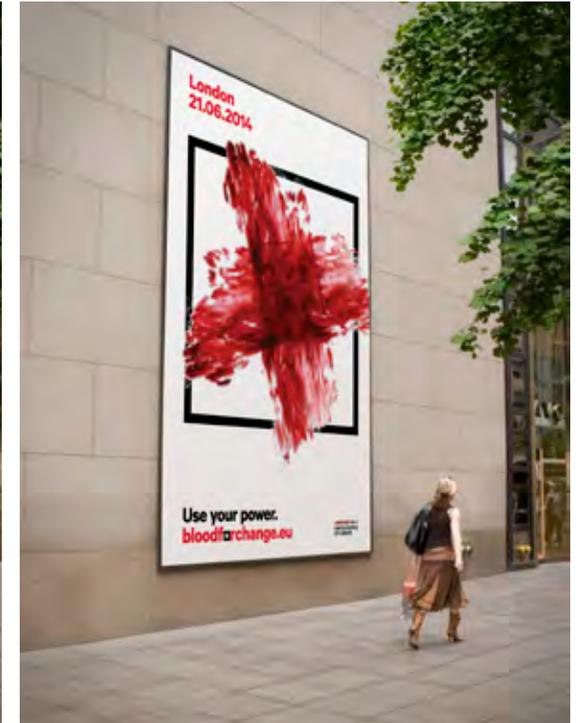


How do we reach people?

We'll also use paid media: teaser-like print ads, outdoor and banners in relevant places to drive traffic to the website for people to find out more.



Teaser phase.



Call-to-action phase.

reach



Educate and activate - The website.

The website is the central hub of the campaign.

- Here's where people can learn more about the campaign and about each of the three issues. We'll also have information about how the EU works, and what United People of Europe stands for.

The screenshot shows the landing page for the 'Give blood for change' campaign. At the top left is the campaign logo 'Give blood for change' and at the top right is the 'UNITED PEOPLE OF EUROPE' logo. The main heading is 'Give blood for change' in large red font. Below it is a sub-heading: 'Give Blood for Change is a project about European issues, values and change, by the United People of Europe, in cooperation with the Red Cross.' This is followed by a paragraph: 'Some people are getting tired of the EU. They feel like they have no influence over it, and it doesn't matter anyway. We set out to prove that this is not true. We found 3 issues that influence the lives of almost everybody. And if you're willing to show you care about it, we'll show you that together we can change it. The question is: Are you willing to give your blood for change? In a European manner, of course..'. Below this text are three buttons: 'Learn more about privatized tap water', 'Learn more about digital privacy', and 'Learn more about (i)legal downloading'. At the bottom, there are three navigation links: 'What is give blood for change?', 'Where can I vote?', and 'See what's happening now'. On the far right, it says 'collaboration' with the Red Cross European Union logo and 'powered by ADC'E'.

educate



Educate and activate - The website.

The website is the central hub of the campaign.

- Here's where people can check where they can 'vote'.
- On an interactive map users can see all the voting stations. Is there a Red Cross center in their city they can go to? If not, when is the „voting bus“ coming to their town? They can even sign up, give their postal code and get a reminder when the bus is nearby.
- People are also encouraged to invite their friends to come along to the events.

Give blood for change ▼ **Vienna** **18.06.2014**

UNITED PEOPLE OF EUROPE

Map of Vienna showing voting stations (red squares) and the Danube river. The city center is labeled 'Wien'.

What is give blood for change? **Where can I vote?** **See what's happening now**

collaboration **Red Cross European Union** powered by **ADCE**

activate



Educate and activate - The website.

The website is the central hub of the campaign.

- And here's where they can stay up-to-date with the progress. How many people gave their blood so far? When are we taking the petitions to Brussels? What's happening with all that blood? (the blood is all given to the Red Cross)

Give blood for change

UNITED PEOPLE OF EUROPE

Issue	Progress (%)
Privatized tap water	98%
Digital Privacy	52%
(i)Legal downloading	71%

Learn more about privatized tap water

Learn more about digital privacy

Learn more about (i)Legal downloading

What is give blood for change? Where can I vote? See what's happening now

collaboration Red Cross European Union powered by ADC'E

activate



Educate and activate - Facebook page.

The campaign will also have a Facebook site where people can easily follow the progress and the news.

The image shows a screenshot of a Facebook page for the organization "Give blood for change". The page header includes the Facebook logo, a search bar with the text "give blood for change", and navigation links for "Vicky", "Home", and "Find Friends". The main content area features a large red cross graphic and the text "Use your power. Give blood for change". Below this, the organization's name "Give blood for change" is displayed with 55,516 likes and 575 people talking about it. The page is categorized as a "Non-Profit Organization" and provides links to its blog, Twitter, and YouTube channels. There are also links for "Impressum", "Netiquette", and "Spenden" (Donations). A "Highlights" section is visible below the main content. On the right side, there is a "Create Page" button and a "Recent" list showing years from 2011 to 2015. The main content area also shows a post from "Give blood for change" dated "Yesterday" with the text "Making a difference tonight. #givebloodforchange #europe #redcross" and a photo of a person's arm with a blood donation tube. Below the post, there is a section for "Invite Your Friends to Like This Page" with a search bar and a list of friends: Alexander Fro, Oliver Tiersch, and Danica Bloomberg, each with an "Invite" button.

inform



The event(s).

Most big cities will have a Red Cross base where people can go and give their blood for their cause. But there are also smaller towns we'll reach by mobile Red Cross buses. We'll re-brand these buses for the duration of the campaign with the campaign visuals.

We'll coordinate the timings and schedules together with Red Cross as they have more experience in these donation tours.

When a person comes to a voting station they can decide which issue they want to give their blood for, and stand in that line.

After the donation they will also have to sign the petition.



activate



The event(s) - Social.

We'll provide free wi-fi at the stations so people can check-in and share with their friends what they just gave their blood for.



Alexa Petruich
14 mins · Instagram · 🌐

I just gave my blood for #digitalprivacy.
#givebloodforchange #europe #redcross #digitalprivacy

Like · Comment · Share

Write a comment... 📷

The image shows a Facebook post from Alexa Petruich, posted 14 minutes ago on Instagram. The post features a photograph of a young woman with long blonde hair, wearing a blue lace top, sitting in a blue medical chair. She is smiling and has a white bandage on her left arm, with a small red cross icon overlaid on the photo. The background shows a clinical setting with medical equipment and a window. Below the photo are the interaction options 'Like · Comment · Share' and a comment input field with a camera icon.

activate



The event(s) - Media.

We also invite the media to come to our events and experience firsthand how far people are willing to go.

It's also possible to do a cooperation with local radio shows who broadcast their morning show from one of our events. They can talk to people personally: see why they think these issues are so important. It's always more credible to hear it from real people.



reach



During and after the event(s).

We continuously communicate the progress and our next steps. When an issue's blood bag reached 100%, we take it to Brussels. We won't stop until all three bags are filled, and the European Parliament has to discuss the issues.

We show people firsthand how democracy is supposed to work. And that there's still a chance for it in the EU - if they do something for it.

Give blood for change

UNITED PEOPLE OF EUROPE

18.06.2014

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14.06.2014

Starting in Viennal



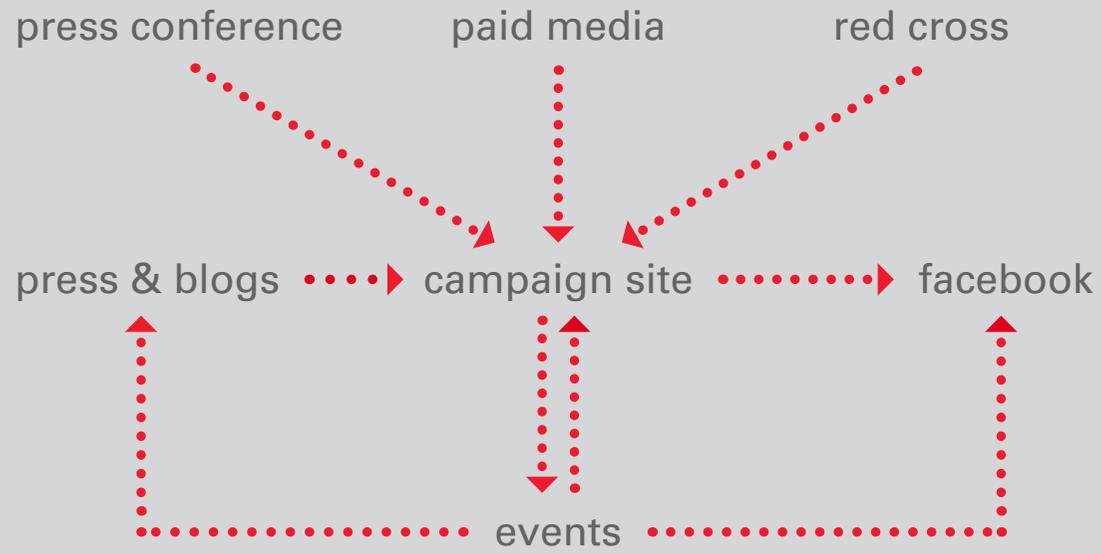
What is give blood for change? Where can I vote? See what's happening now

collaboration  Red Cross European Union powered by  ADC'E

inform



Campaign Flow.



Graveyard - Other logos, visuals we didn't decide to use.

 **Give blood
for change**

**Give blood
for change.**



**Give blood
for change**

An initiative of

**UNITED PEOPLE
OF EUROPE**

In collaboration with
 **Red Cross**
European Union

This is our goal

43%

Privatized tap water

12%

Digital Privacy

29%

Freckling

Martí Panés Julià

Judit Kun

Rui Magalhães

Victoria Walter