

04th June 2024

Reset Finance EU elections Campaign



COFACE Financial Inclusion Working Group



Finance Watch

Making finance serve society

Agenda

- 1 **EU elections opportunities**
- 2 Reset Finance campaign
- 3 Key Financial Inclusion Policy Demands

Session introduction

Key objectives of EU elections advocacy

- **Visibility**
- **Network creation**
- **Agenda setting**



Two phases of the campaign

- **Pre-elections**
 - **First work on key priorities for next EU mandate**
 - **Then elections campaigning**
- **Post-elections**
 - **EP organisation - Committee structure, key MEP roles**
 - **Appointment of new Commission**

Key Targets



Candidate MEPs

- Returning MEPs
- New candidates

Political party/ group staff

- Party staff work on manifesto analysis & elections campaigning
- Group staff work on legislative priorities/ preparing negotiations & Commissioner hearings

Commissioners

- Commission President
- Commissioners

Commission officials

- Preparing lists of legislative priorities, supporting drafting of mission letters
- Preparing Commissioners for EP hearings

Key moments

May 2024

- Key elections campaigning month
- Contact candidates to raise visibility & secure pledges
- Preparation for post-elections advocacy

June / July

- Welcome messages to elected MEPs
- Monitoring and data processing

September

- Commissioner hearings
- Meetings / welcome activities with key targets

November

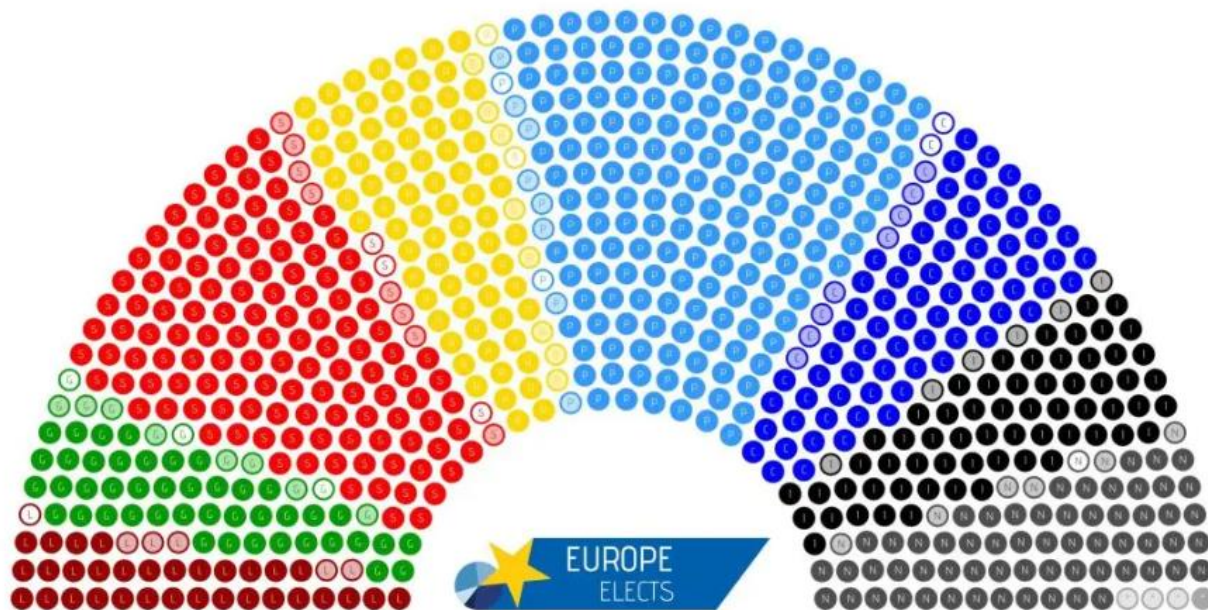
- First Commission work plan - possible public reaction
- Intelligence gathering / network activation in run up



Polls as they stand

Seat Projections for the European Parliament (EU27/720)

Average of Polls for End May 2024



LEFT = 39 ↓5

GREENS/EFA = 56 ↑8
EPP = 180 ↓3

S&D = 138 ↓2

RENEW = 86 →

ECR = 75 ↑11

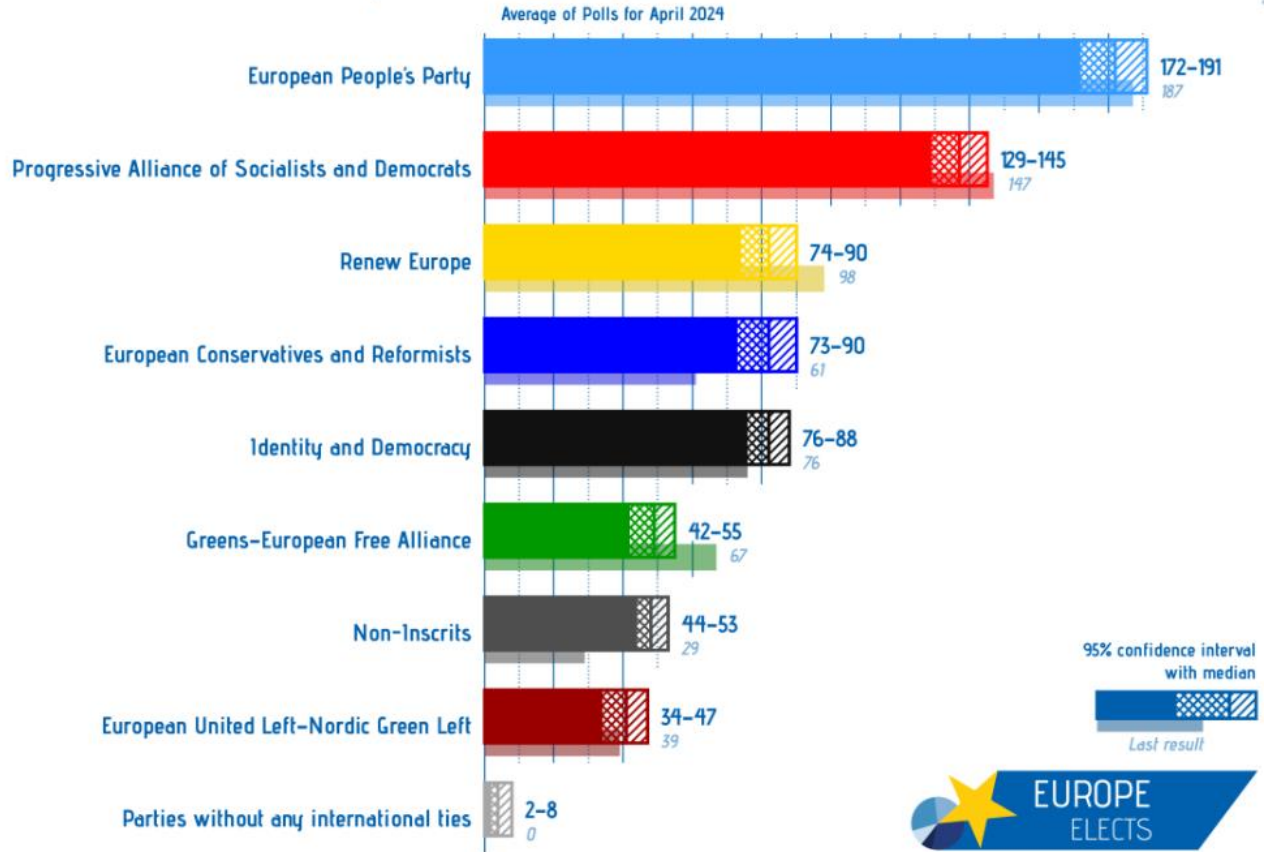
ID = 68 ↓24

NI = 76 ↑28

UNAFFILIATED = 2 ↑2

Polls as they stand

Seat Projections for the European Parliament (EU27/720)



Polls as they stand

Possible majorities based on current polls:

- **EPP + S&D + Renew = 404** (56%)
 - **EPP + S&D + Renew + Greens/EFA = 460** (64%)
- **EPP + ECR + Renew + ID = 409** (57%) *No change from last polls*
 - **EPP + ECR + ID = 323** (45%)

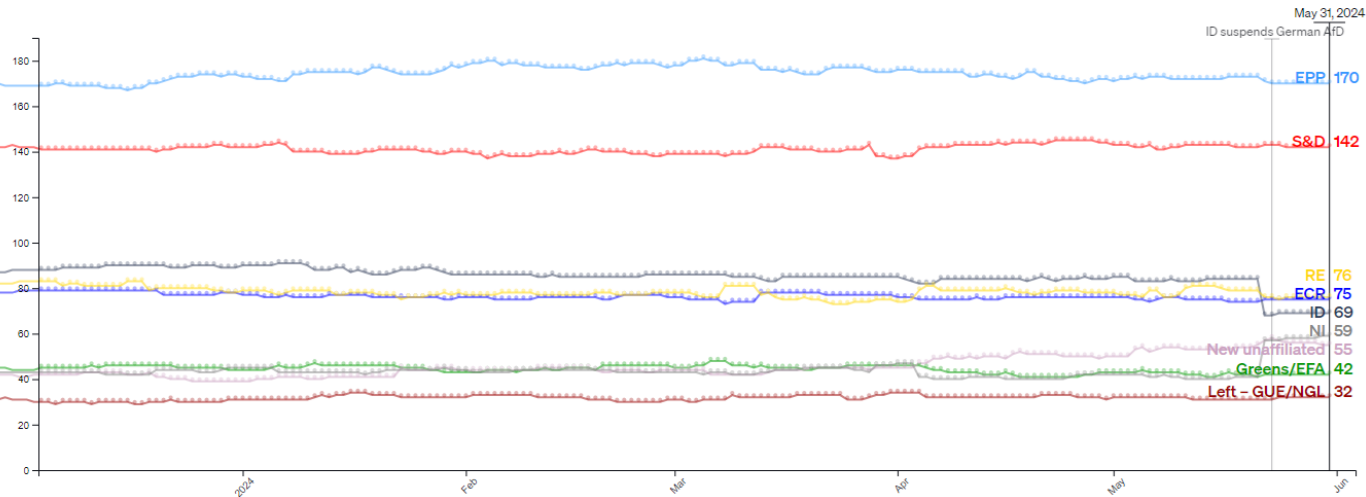
No centre/left majority anymore:

- **S&D + Renew + Greens/EFA + GUE/NGL = 319** (44%)

* seat numbers rising from 705 to 720 in the 2024 elections

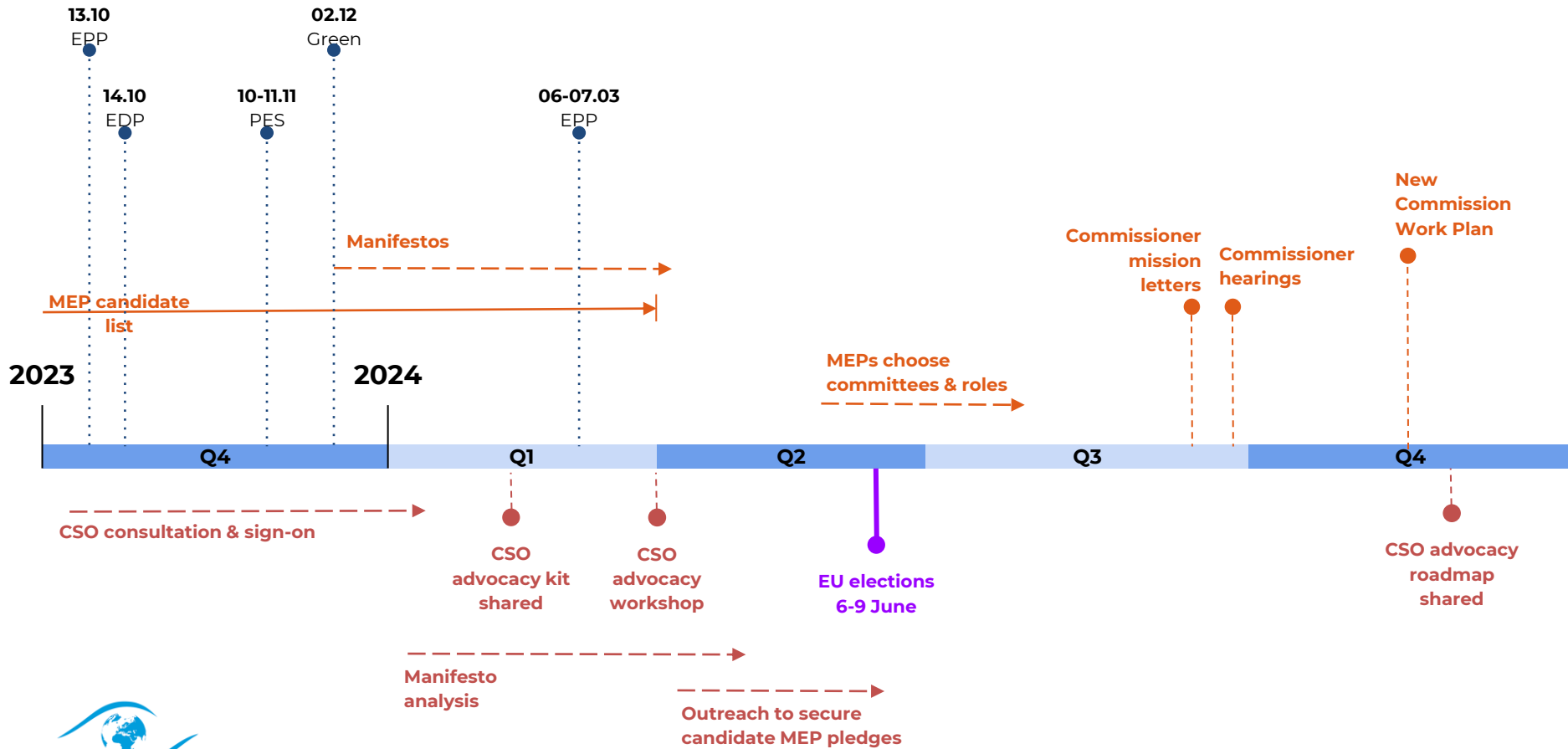
Polls as they stand

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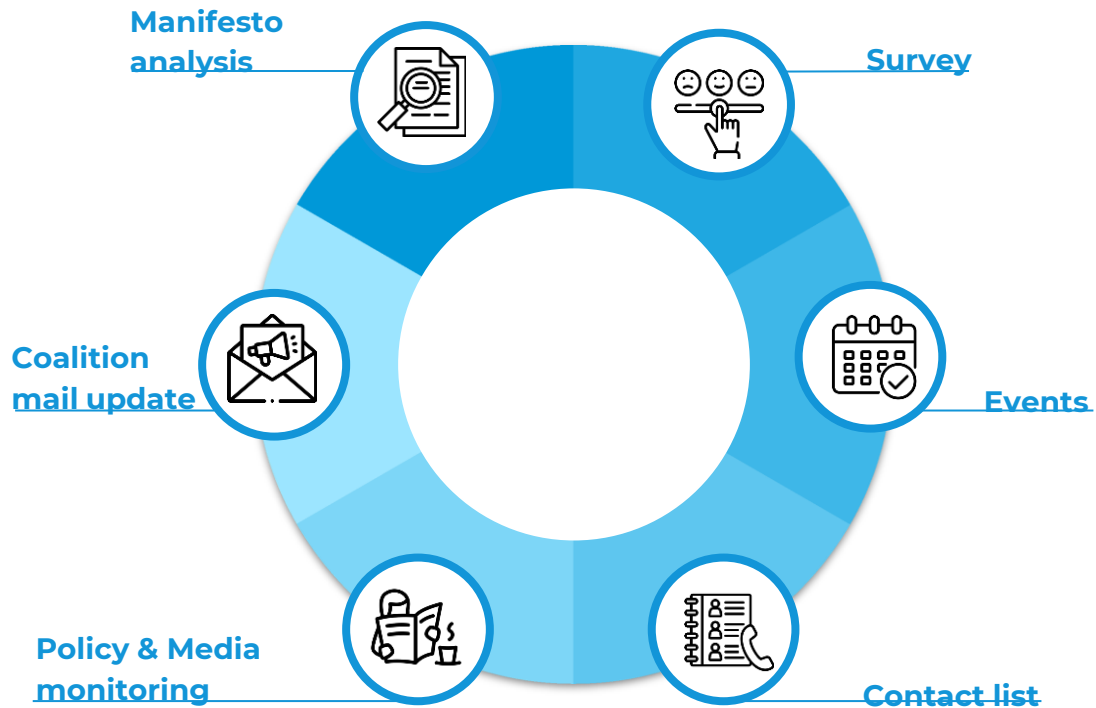


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Reset Finance campaign tools



Agenda

- 1 EU elections opportunities
- 2 Reset Finance campaign
- 3 **Key Financial Inclusion Policy Demands**

Deep dive - Financial Inclusion/ Retail

The six pillars of Reset Finance

01

To reset regulations supposed to **protect us from failing institutions and future financial crises**

02

To **reset the role of finance**, ending extractive practices and enabling a sustainable future

03

To **reset financial practices that exclude or harm consumers**, to ensure they participate fully and equally in society

04

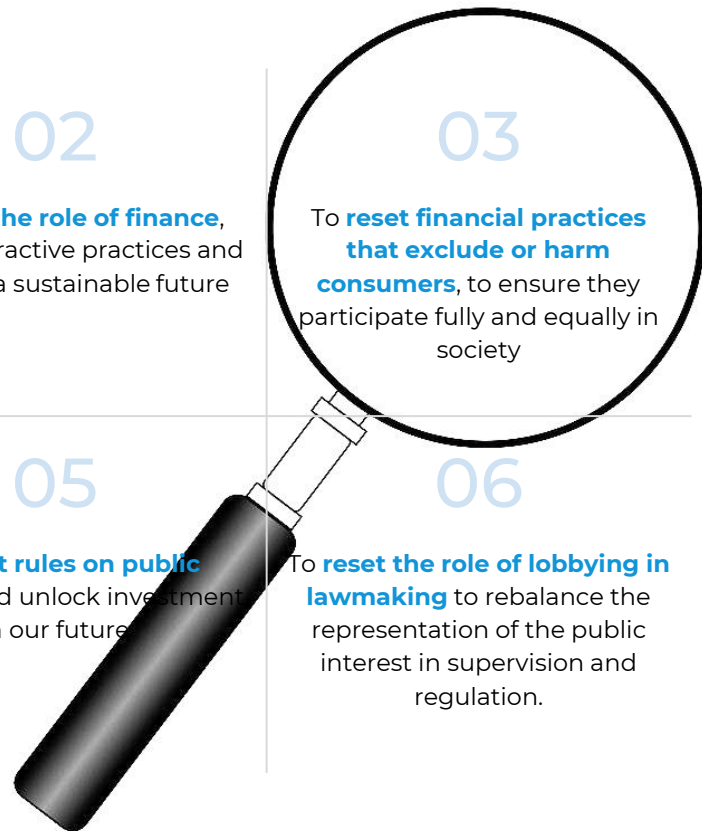
To **reset rules in the digital world**, protecting data and privacy, financial stability and consumer interests

05

To **reset rules on public finance** and unlock investment in our future

06

To **reset the role of lobbying in lawmaking** to rebalance the representation of the public interest in supervision and regulation.



Deep dive - Financial Inclusion/ Retail

Retail Finance/ Financial Inclusion policy reforms to ensure safe financial practices and equal participation.

In short:

- Availability and accessibility of low-cost, fair basic financial services citizens need as part of everyday life
- Simple information documents on financial products that help people understand their cost and risk
- Access to unbiased and high quality financial advice
- Better protection against abusive financial products and services and support for people impacted by them
- Availability of effective debt relief measures such as a harmonised EU personal insolvency scheme to address household over-indebtedness

Thank you



See you at the next coalition call !

