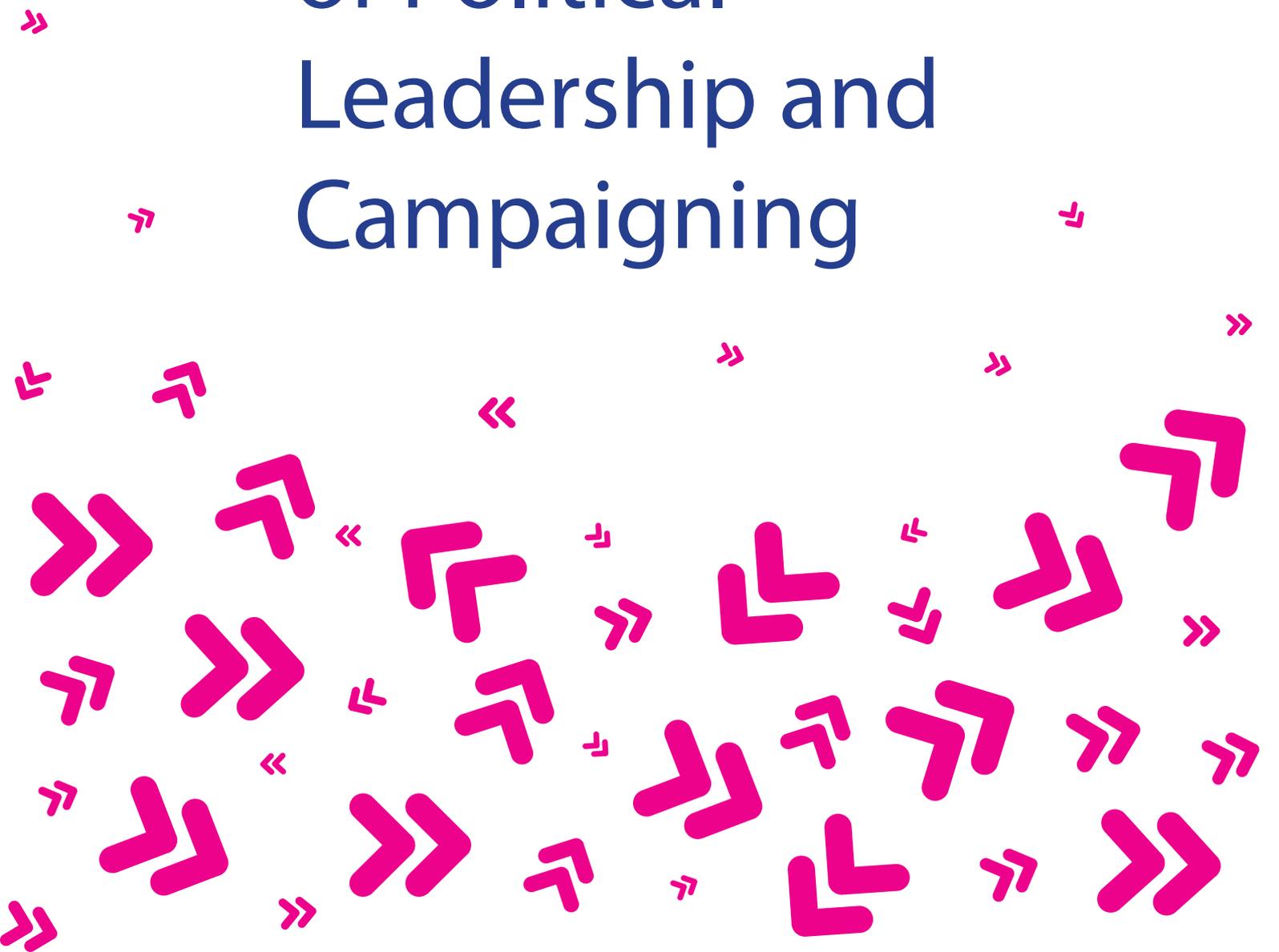


European  
Women's  
Academy  
of Political  
Leadership and  
Campaigning



## About EWA

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The European Women's Academy (EWA) of Political Leadership and Campaigning is an elite training program for liberal female politicians. The EWA inspires participants and provides them with the knowledge and tools to win their upcoming elections and to become more influential leaders. The EWA empowers rising stars from European liberal political parties and gives them additional skills to achieve their political goals.

Launched in 2016, the EWA is organized by the Alliance of Liberals and Democrats for Europe (ALDE) Party in cooperation with the European Liberal Forum and the Friedrich Naumann Foundation. The goal of the EWA is to address women's underrepresentation in politics and to elect more liberal female politicians at all levels of government.

The annual training program is divided into three sessions of three days. International political strategists and campaign experts help participants build their political careers and campaigns and provide participants with all the critical skills needed to successfully run for public office. The intensive training sessions include: developing a campaign plan and team, fundraising creating social media posts and videos, managing and recruiting volunteers, creating efficient and effective voter contact models and much more. All the trainings are practical and tangible so that the participants can apply the knowledge that they have gained immediately into their upcoming campaigns.

Since the program began in 2016, 58 liberal female politicians have been trained. Many of the EWA alumni have already been elected and many more are running in upcoming elections.

After three successful EWA sessions, we will continue our mission with the EWA in 2019 and adjust to a rapidly changing and challenging environment of political party work and political campaigning. The ALDE Party is committed to getting more women elected and to helping liberal political parties achieve this goal.

## EWA 2019 framework

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- » 3 days x 3 sessions
- » 2 sessions in Belgium and 1 in Germany
- » 15 participants running in either local/regional or national elections
- » This is not your average seminar. This is a tangible and practical training program so participants can apply the skills they have gained immediately into their upcoming elections. The program includes interactive trainings and workshops, practical home assignments, team building activities and mentoring.
- » Trainers and experts are experienced international campaigners and politicians. Motivational speakers will include high-level guests and EWA alumni.

## EWA dates and curriculum

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- » Session I – 5–8 September 2019, Germany
- » Session II – 28 November–1 December 2019, Belgium
- » Session III – 23–26 January 2020, Belgium

## Selection criteria

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Applicants must be:

- » Nominated by their party.
- » A candidate for local/regional or national elections that will take place within the next 18 months.
- » A fluent English speaker.
- » Able to commit to attending the full program of all three EWA sessions.

## What do we expect from EWA participants?

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**Before the first session we expect them to:**

- » Gather their best personal political campaign ads, brochures etc that they have ever published and send them to us before the programme starts.
- » Gather data on their electorate (population, voters, electoral system, district size and votes, results from previous elections etc). Clear instructions and a special form to fill in will be given a month before the first session.

**During the EWA sessions, we expect:**

- » Their full commitment and attention.
- » Their minds to be open to new challenges, long working days, new knowledge and stepping out of their comfort zone.
- » Them to complete their home assignments within the given deadlines.

**After they have graduated, we expect them:**

- » To commit to becoming a mentor for future EWA participants.
- » To assist in future EWAs by being a motivational speaker or trainer when applicable.