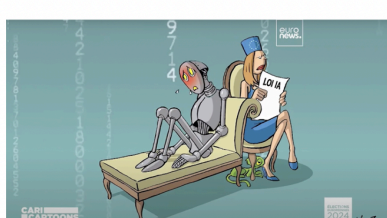
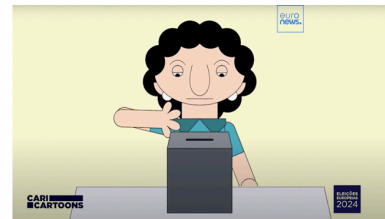


PRESENT

CARI CARTOONS

CAMPAIGN REPORT



Ten of Europe's most notable cartoonists have had their work animated to encourage people to vote in the European elections from 6-9 June. Euronews exclusively presents their work in favour of a democratic, plural and vibrant Europe.



The association EWB (European Without Borders) was created in 2012 to promote European citizenship and European citizen's sense of belonging to a community of destiny.

In order to tease the turnout of the European citizen in the European elections 2024, ESF has organized a vast communication campaign consisting in the animation and TV broadcasting of dedicated cartoons.

For the production of the animated cartoons, ESF was partnering with Cartooning for peace, which was helpful in the identification and selection of cartoonists.

For the broadcast of the films, ESF has partnered with Euronews, the most appropriate partner to reach a wider audience in Europe.

euro news.

Euronews, Making sense of Europe

The recent crises have heightened the role of the European Union and have shed light on the sense of belonging of European citizens, giving us a unique opportunity to **reinforce our position as the reference for EU information.**

Euronews remains **true to its mission** and closely **observes the events shaping Europe's future**, sharing a **European perspective** and bringing Europeans together around insightful and trusted information.



Delivers scale through credibility

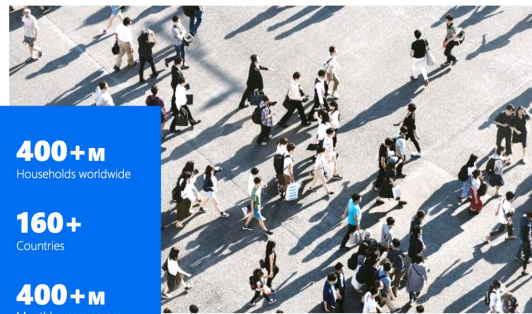
A strong distribution across Europe and beyond.

 **82%**
of Europe's homes
access Euronews

 **400+ M**
Households worldwide

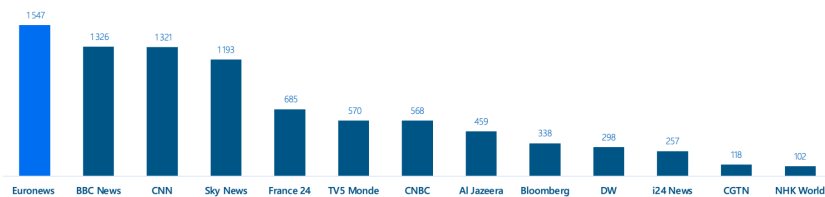
 **160+**
Countries

 **400+ M**
Monthly users across
connected devices



We are #1 in the European Union

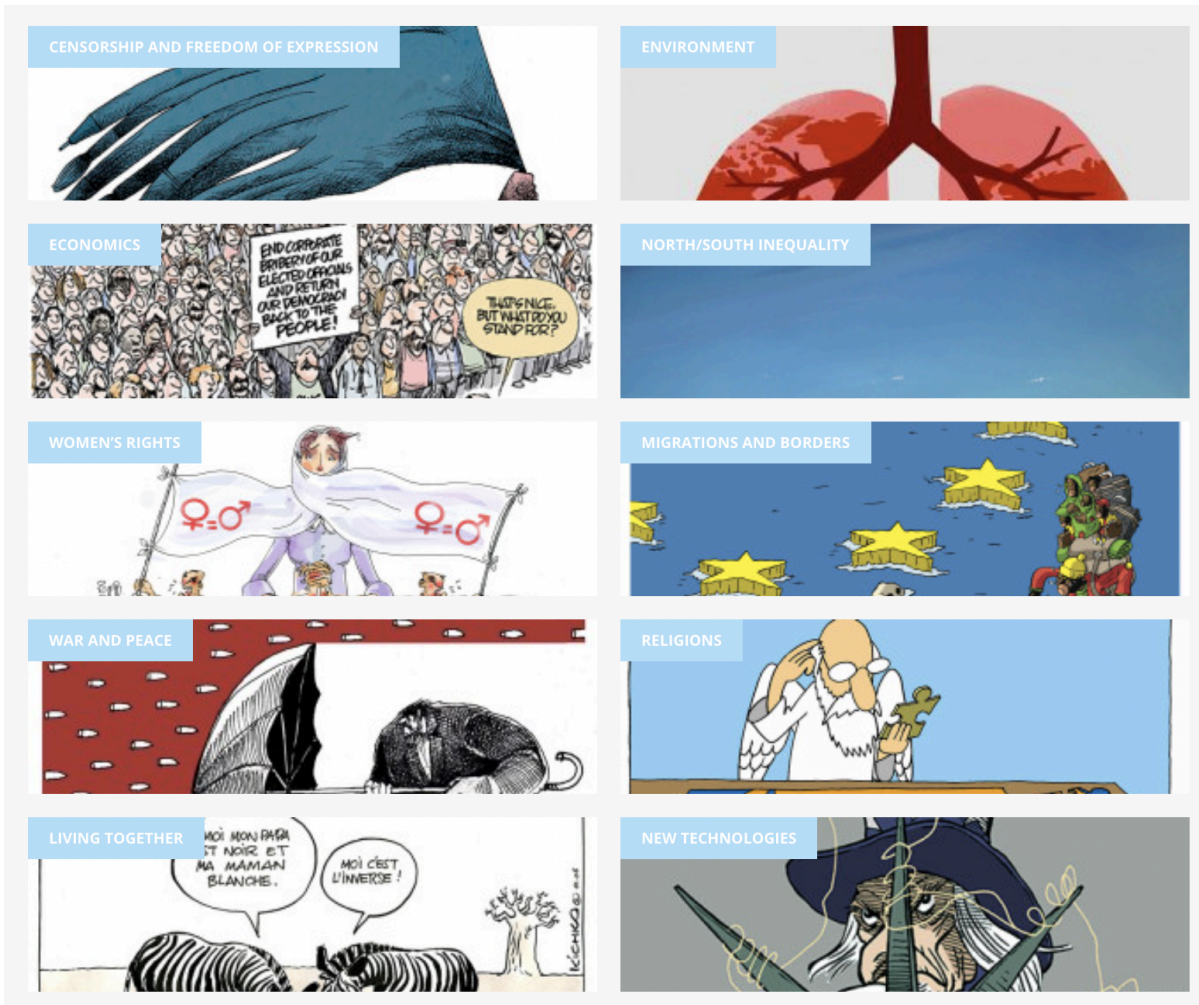
Euronews has the highest daily reach of any international news or business channel in the EU



Source: Ipsos Affluent Europe 2024 markets: Aus, Bel, Den, Fin, Fra, Ger, Gre, Ita, Lux, Nld, Pol, Spa, Swe, C26, Hun or Pol



Cartooning for Peace is an organisation founded after an event and a meeting: the bloody reactions to the publication of the Muhammad cartoons in Danish newspaper, Jyllands-Posten on 30 September 2005 led to the founding meeting of twelve international cartoonists on 16 October 2006, gathered together by Kofi Annan, Nobel Peace Prize and United Nations Secretary General, and journalist and editorial cartoonist Plantu, for a seminar on “Unlearning Intolerance”.



CARI **CARTOONS**

10 famous cartoonists
From 10 different countries

10 Movies
encouraging voting

10 topics
engaging the young

7 Languages
English, German, French, Italian, Spanish, Portuguese and Russian

Each movie subtitled
and formatted in 9/16 and 16/9

140 movies produced

Watch the 10 movies in English

euro
news.

Latest Europe World EU Policy Business Euroviews Next Green Health

Caricatures want you to go out and vote for democratic and vibrant Europe



<https://www.euronews.com/my-europe/2024/05/28/caricatures-want-you-to-go-out-and-vote-for-democratic-and-vibrant-europe>

Results of the campaign

**42.937.000
VIEWERS**

ON TELEVISION

INCLUDING

**28.674.000
EUROPEANS**

11.544.000

YOUNG PEOPLE REACHED

UNDER 35 YEARS OLD

INCLUDING 4.989.000 EUROPEANS

675 BROADCASTS

	Reach [000]	Reach %
All Respondents	42,937	7.9
below 35	11,544	6.1
35-44	9,196	8.0
45-54	8,082	8.1
55-74	14,114	9.9
below 35 (Europe)	4,989	6.5
35-44 (Europe)	5,108	9.6
45-54 (Europe)	5,965	10.8
55-74 (Europe)	12,612	13.5

	Reach [000]	Reach %
All Respondents	42,937	7.9
Germany	6,355	11.8
France	4,242	10.2
Italy	3,783	9.7
Spain	3,412	11.0
Poland	2,566	10.1
United Kingdom	2,521	6.0
Portugal	1,793	26.7
Turkey	1,715	10.4
Switzerland	709	12.5
Belgium	699	9.5
Ireland	689	22.1
Sweden	192	3.0

female	male
41%	59%

Sources: Ipsos Global General Population 2023

COMPLETE REPORT

<https://drive.google.com/file/d/18CTkTtL8GcLsa6DOWGGxlse8WoFISgG/view?usp=sharing>

**259.000
VIEWERS**

**ON SOCIAL MEDIAS
FROM 20/05 TO 09/06**

euronews.



**78.853
PEOPLE**

**TOOK PART IN THE DEBATES
GENERATED ONLINE**

Partners



GOUVERNEMENT

*Liberté
Égalité
Fraternité*

*Allons
Voter!*

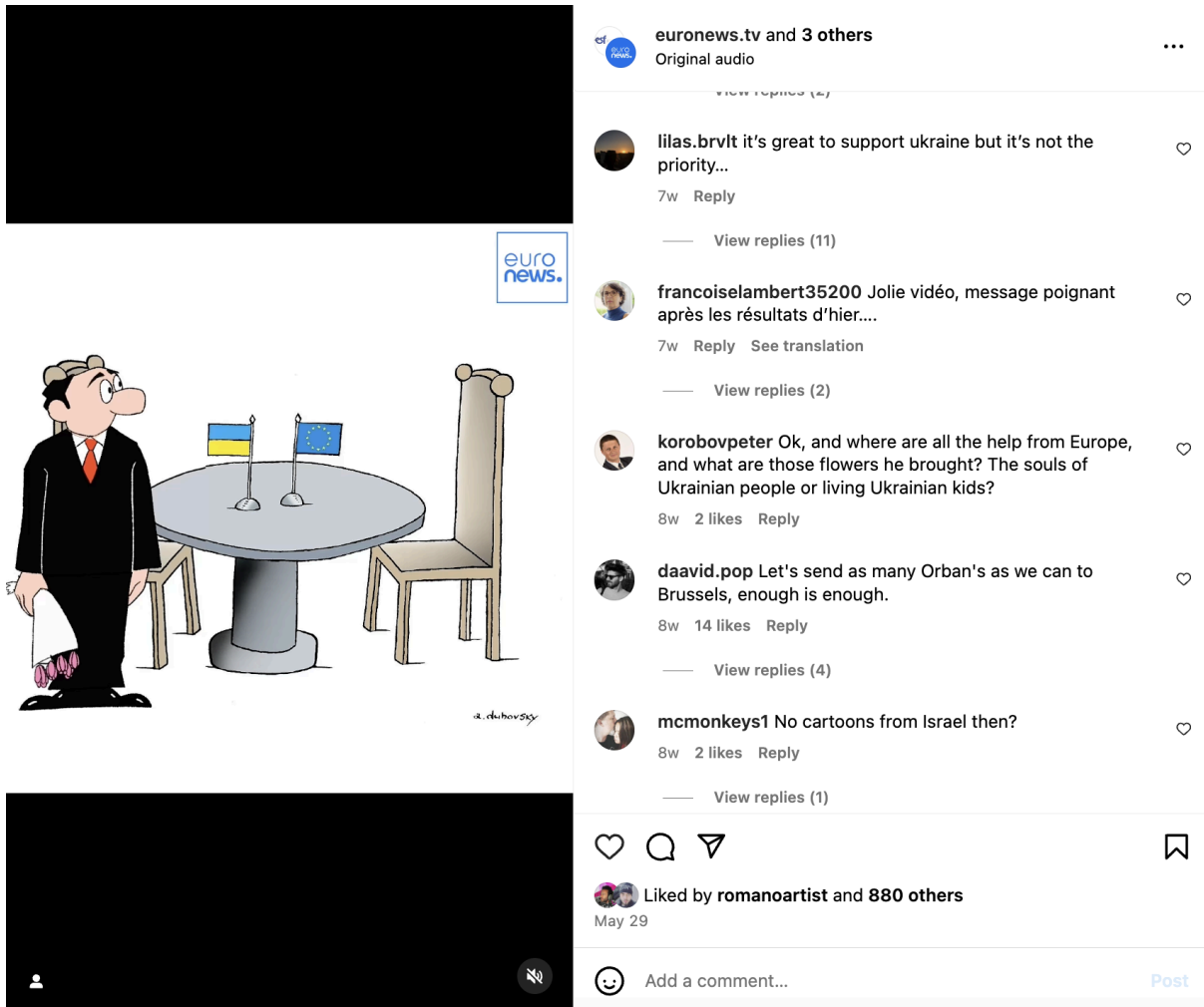


**FRIEDRICH NAUMANN
FOUNDATION** *For Freedom.*
European Dialogue

**European
Cultural
Foundation**



Examples of online debates



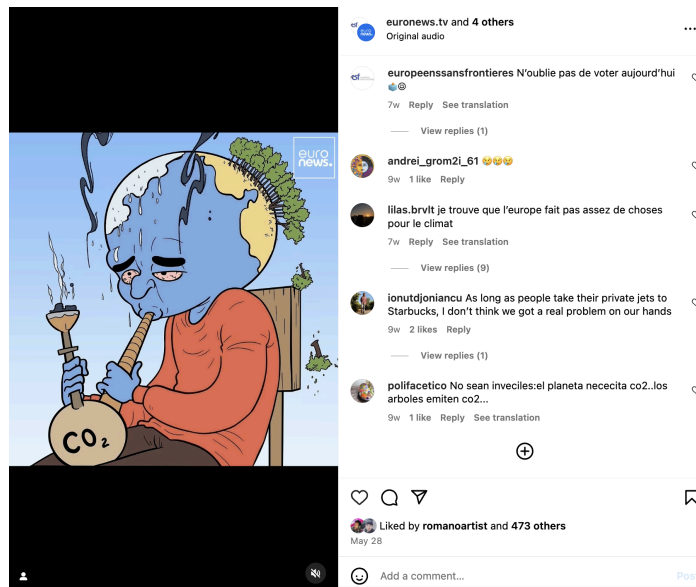
The image is a screenshot of an Instagram reel. On the left, there is a cartoon illustration of a man in a dark suit and red tie, holding a white envelope. He is standing next to a round table with two chairs. On the table are two small flags: the Ukrainian national flag and the European Union flag. The cartoon is signed 'a. duhovnyy' in the bottom right corner. Above the cartoon is the 'euro news.' logo. The right side of the screenshot shows the Instagram interface. At the top, it says 'euronews.tv and 3 others' and 'Original audio'. Below that, there are several comments from users like 'lilas.brvt', 'francoiselambert35200', 'korobovpeter', 'daavid.pop', and 'mcmoneys1'. Each comment includes the user's profile picture, their text, and engagement metrics like '7w Reply' or '2 likes'. At the bottom of the reel, there are icons for liking, commenting, and sharing, along with the text 'Liked by romanoartist and 880 others' and 'May 29'. There is also a text input field for adding a comment and a 'Post' button.

https://www.instagram.com/reel/C7jdsutN27j/?utm_source=ig_w eb_copy_link&igsh=MzRlODBiNWFlZA==





<https://www.facebook.com/euronews/videos/2248350772169971>

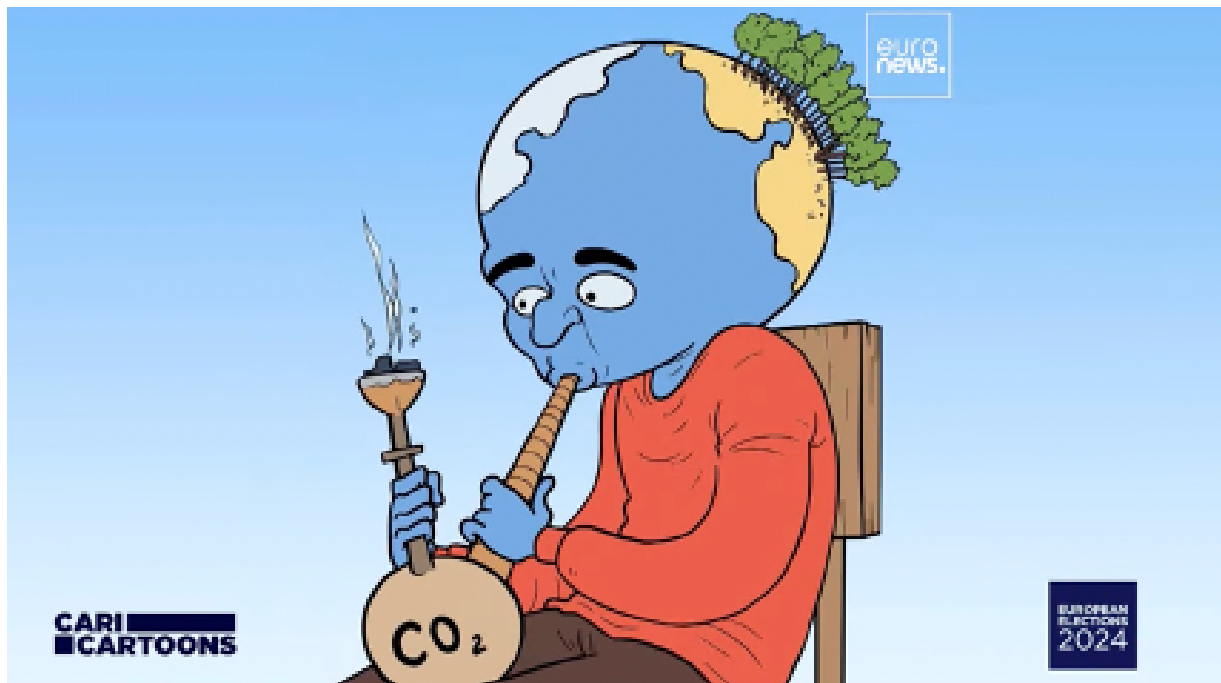


https://www.instagram.com/reel/C7giZcvNXbf/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFlZA==



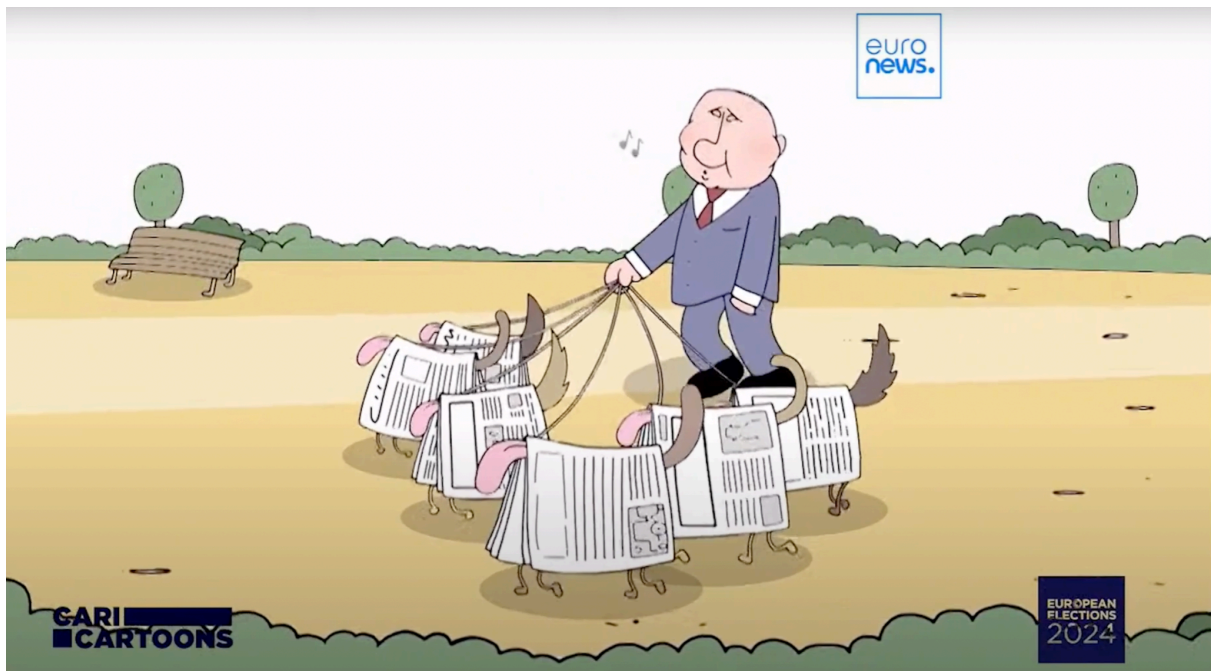
Watch each movie
in the language of the cartoonist

#environment



<https://drive.google.com/file/d/1LQPXq1dS2aXP8l5pqZTtGbDme8QvX7Ce/view?usp=sharing>

#pressfreedom



<https://drive.google.com/file/d/1izHzdpAbjFftt4o8l6lbnLdXWHbjvkrw/view?usp=sharing>

#transparency



<https://drive.google.com/file/d/1xRcQCJG4UoefzGnr4ultnl63RuTEywOf/view?usp=sharing>

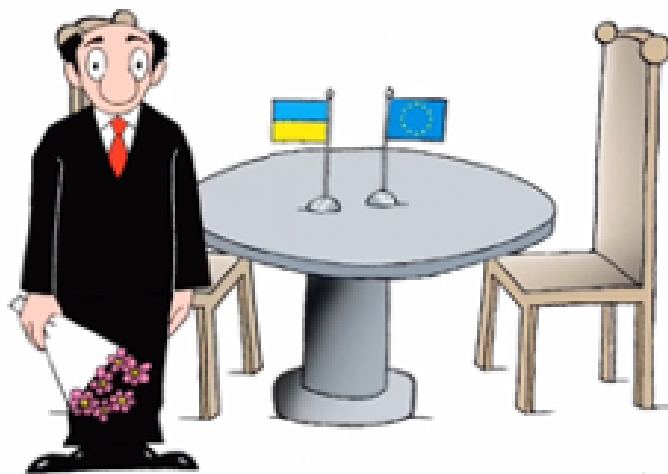
#security



https://drive.google.com/file/d/1GbSRG861hKDtdcytGa0Dpc_jlmexCT4-/view?usp=sharing

#war

euro
news.

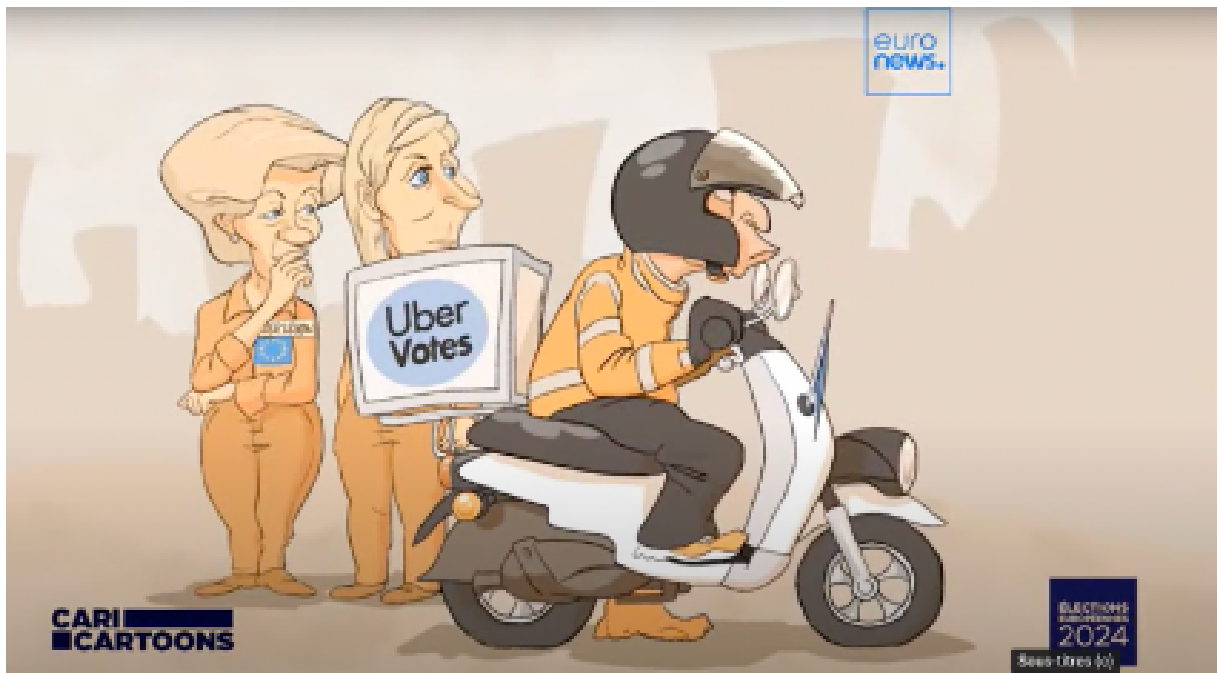


CARI
CARTOONS

EUROPEAN
ELECTIONS
2024

<https://drive.google.com/file/d/17cyJQwdVMZW5Dk5tMRQ05zxRR5zVFrjr/view?usp=sharing>

#abstention



https://drive.google.com/file/d/1ve2Eh_hgyAIMt6ACRJF8ij2dCKhjgBgp/view?usp=sharing

#democracy



<https://drive.google.com/file/d/1XgdArrTMObRblqTOMtZ33yASJ1JwvjQx/view?usp=sharing>

#freedom-of-expression



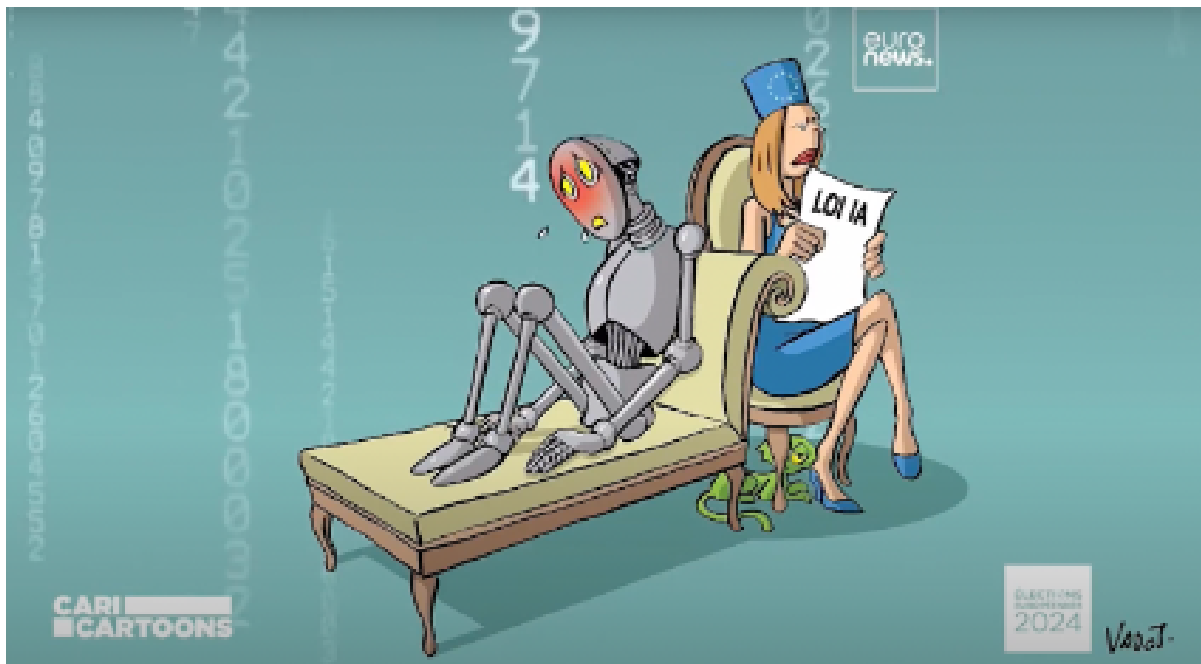
<https://drive.google.com/file/d/1iE-10wWw5q4TDtpPd-Dj3UtntHpfkfnf/view?usp=sharing>

#voting-deceptions



<https://drive.google.com/file/d/1p4LhCcGVNJfP1u6yHJk4u48UbRIJ4Fdr/view?usp=sharing>

#artificial-intelligence



<https://drive.google.com/file/d/1hGCTJZLLB64dGu5q4xvtoCMwtyigrFLF/view?usp=sharing>

Bias in filmmaking

Narration engaging
young audience

Free interpretation
ending

1 original music
for all the films

Universal voice yoghurt

Films directed by

Romain Cayla, filmmaker and contemporary artist

Word of the President

ESF is very thankful to all partners
in the CARICARTOONS project :

Cartooning for peace, Euronews and European sponsors.

ESF is proud to have contributed to the Europe-wide increase
of the turnout in the 2024 European elections,
compared to previous elections.



Philippe CAYLA
President

TO BE CONTINUED

CARI
CARTOONS



**50 SHORT ANIMATED FILMS
BROADCASTED EVERY WEEK
ALL THE 2025 YEAR
IN 13 LANGUAGES**

**FILMS WRITTEN AND DRAWN BY
50 PRESS CARTOONISTS
FROM CARTOONING FOR PEACE**



**ABOUT FREEDOM OF EXPRESSION
AND EUROPEAN POLICY THEMES
WHO ENGAGE YOUNG AUDIENCE**

**ENVIRONMENT, DEMOCRACY, MIGRATION, CITIZENSHIP,
EDUCATION, HUMAN RIGHTS, FREEDOM OF PRESS,
COMMEMORATION OF THE ATTACKS. . .**

euronews.

**WITH ANIMATION OF THE ONLINE DEBATES
ON TIKTOK, INSTAGRAM, FACEBOOK AND TWITTER
DEBATES ANIMATION MANAGED BY THE CARTOONISTS**

