

Min Grundlov ("My Constitution"): Democracy by mail

The 'Min Grundlov' publication will be sent to all Danes who reached the age of 18 since the last elections – and thus have the right to vote. This amounts to approx. 60,000 citizens each year.

'Min Grundlov' is Folketinget's (the Danish parliament's) introduction to the Constitution of the Kingdom of Denmark, where the text of the constitution is presented in a beautiful layout and design.

The package also includes a fun poster to motivate young adults to exercise their constitutional right to vote.

Can a print campaign get more young people to vote?

Yes. The printed matter works.

This was made evident by a research-based study in which three different versions of the printed matter were sent to three controlled target groups of young people. It subsequently became clear that the turnout for the elections was highest among the young people who had received this particular edition of the printed matter.

We also know that the impact is greatest when the book is sent out in the run-up to an election – rather than when young people receive it on the day of their 18th birthday.

Stibo Complete is ready for the next elections

We print, finalise, package and distribute the beautiful and important invitation to democracy, as well as taking on the task of receiving registrations for the list of recipients. This is done in cooperation with the National Register of Persons.

In our warehouse at [DistributionPLUS](#), 180,000 copies of the printed edition are ready for distribution in the run-up to the next elections.

