



# Communication and guidance activities

*18 September 2025*

# Objectives of the communication campaign

- Raise awareness of citizens about the ECI as one of their key EU citizenship rights
- Strengthen the network of multipliers and partners at national and local levels

Expert Group meeting of 18.09.2025

# Communication channels

- ECI multilingual website (with its news and [Communication materials](#) section)
- [ECI Forum](#) (i.a. success stories, blogs)
- ECI Newsletter, with 220 000+ subscribers
- [ECI Facebook group](#) (2100 members)
- Posts on the European Commission's corporate channels (Facebook, X, LinkedIn)
- Other EU institutions' and national channels



# Toolkit for schools

Launched in 2023, the **Educational toolkit** “**EU Democracy in Action**”- **Have your say with the European Citizens’ Initiative**” is available to secondary schools to introduce pupils to the topic of democratic participation in the EU, with special focus on the ECI.

It was **updated** in summer 2025.

The toolkit includes:

- Manuals for teachers and pupils, including videos and interactive exercises
- 4 thematic units in 24 languages



# New/updated materials



ECI guide - updated in 2024



ECI Advocacy handbook (for multipliers) - 2024



**TAKE THE INITIATIVE**  
European Citizens' Initiative

Updated factsheets

New factsheet on impact of successful ECIs (soon)

Refreshed visuals, social media tools

# Media and events

**Reach-out to journalists** in 10 focus countries:

DE FR IT ES PL RO BG SV CZ EL

(articles published in IT PL RO BG CZ)

## **Participation in events:**

Europe Day (9 May) – EU Open Day in Brussels and materials for events in Member States

ECI Day – organised by the European Economic & Social Committee, within the Civil Society Week (Brussels, March)

European Week of Regions & Cities (Brussels, October)



# Network of ECI Ambassadors

The **53** ECI Ambassadors come from a wide range of organisations active at European, national or regional level, and they all have something in common – expertise in participatory democracy and a common goal to encourage citizens' involvement in policy-making.

They spread the word about the ECI through participation at events, media interviews or social media posts.



# ECI Ambassadors, NCPs & communicators

Regular **online** meet-ups (last: 15 September 2025)

Physical meetings: 6 March 2024, 8 April 2025

**Next: spring 2026**

The 2025 event included:

- **a high-level opening session**, with Commissioner Šefčovič, responsible for the ECI, and Vice-President of the European Parliament Katarina Barley and EESC President Oliver Röpke.

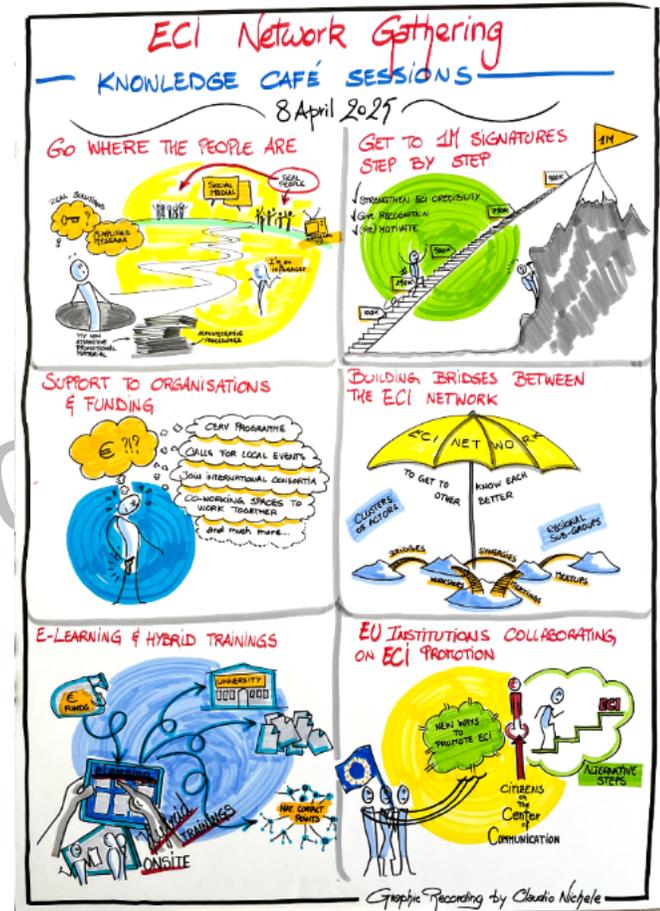
- **Interactive workshops** – for communicators and for ECI organisers



# ECI Ambassadors, NCPs & communicators

## Conclusions of the 8 April 2025 gathering

- Best practice examples: simulation activities on ECI; integrating the ECI (and its educational toolkit) in presentations to schools and universities; promotion of ECI through posters in municipalities; sharing stories of successful initiatives; sharing social media posts in local languages
- Ideas on how to further enlarge the network of ECI Ambassadors (who collaborate on a voluntary basis); developing joint projects for funding under existing EU programmes (e.g. CERV)
- Using Europe Day (9 May) as an occasion to share information on the ECI, in national languages



# Guidance for ECI organisers – on ECI Forum

- 'Ask an Expert' service for legal and campaigning advice
- Guidance materials on all stages of ECI process
- Success stories, testimonials
- Webinars, welcome sessions for new organisers
- <https://citizens-initiative.europa.eu/eci-forum>



# Upcoming activities

- **September – October 2025:** Social media multilingual promotion waves (all Member States) on European Commission's Facebook, Instagram and YouTube channels
- **16 October 2025:** ECI Forum webinar: 'Shades of Success: Understanding the ECI Journey'
- **Early 2026:** Webinar for Europe Direct centers
- **Spring 2026:** Gathering of the ECI communicators network (ECI Ambassadors, NCPs etc.)



Expert Group meeting of 18

# Thank you



**ECI WEBSITE**  
[HTTPS://CITIZENS-  
INITIATIVE.EUROPA.EU](https://citizens-initiative.europa.eu)



**ECI FORUM WEBSITE**  
[HTTPS://CITIZENS-  
INITIATIVE-  
FORUM.EUROPA.EU](https://citizens-initiative-forum.europa.eu)



**MONTHLY NEWSLETTER** (EN+ 23  
EU LANGUAGES)  
[HTTPS://EC.EUROPA.EU/NEWSROOM/  
ECIF/NEWSLETTER-  
ARCHIVES/VIEW/SERVICE/1501](https://ec.europa.eu/newsroom/ecif/newsletter-archives/view/service/1501)



**ECI EDUCATIONAL TOOLKIT**  
[HTTPS://CITIZENS-  
INITIATIVE.EUROPA.EU/ECI-  
SCHOOL\\_EN](https://citizens-initiative.europa.eu/eci-school_en)



**CITIZENCENTRAL PODCAST**  
[HTTPS://CITIZENS-  
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