

2022

**ECI communication campaign
#EUTakeTheInitiative**

European Citizens' Initiative
@ **10** years

#EUTake
TheInitiative



**European
Citizens'
Initiative**

Objectives

- 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
- Synergies with Conference on the Future of Europe follow-up

ECI multilingual website

Updated presentation of initiatives

Updates of the information on the collection systems – planned for 2023

Communication material page

News & Newsletter

The screenshot shows the homepage of the European Citizens' Initiative website. At the top, there is the European Union logo and the text "European Citizens' Initiative". Below this is a navigation menu with links for "Home", "Find Initiative", "How it works", "Spread the word", and "News". The main content area features a video player with a play button and a video thumbnail showing a map of Europe with red dots. Below the video player, there is a text block explaining the initiative and a link to "See how it works step by step". A yellow button labeled "Spread the word" is positioned below the text. Below this is a large banner image featuring a woman pointing and the text "#EUTake TheInitiative" and "European Citizens' Initiative celebrates 10 years". Below the banner is another "Spread the word" button. The section "All the initiatives you can support" contains three cards: "6 Answered Initiatives", "93 Registered Initiatives", and "More interesting facts & figures about Initiatives". At the bottom, there is a search bar with the text "Or search in the 93 registered initiatives" and a "Search" button.

Latest news

ECI multilingual website

Page contents

Spread the word!

Take part: ECI 10-year anniversary

Videos and podcast

Social media tools

Infographics and Factsheets

Leaflets and presentation materials

Web banners

ECI quiz

Guide

A guide to sharing ECI content

[Communication materials](#) (in all official EU languages)

[Quiz](#) (multilingual)



Startseite > Quiz zur Europäischen Bürgerinitiative

Quiz zur Europäischen Bürgerinitiative

Anzeigen Am Quiz teilnehmen

Wie funktioniert die Teilnahme?

TAKE THE INITIATIVE
European Citizens' Initiative
your tool to shape European policy

FACTSHEET
MYTH AND REALITY

The European Citizens' Initiative is an opportunity to get directly involved in the European democratic process, allowing you to have a greater say in EU policies that affect your life.

MYTH 01
If there is no legislation, there is no point:

REALITY

1. Even if an initiative doesn't produce legislation, it can still raise awareness and foster debate around issues.
2. It helps build networks at regional, national and EU level.
3. It puts issues on the radar of policymakers and can result in other meaningful follow-up actions.

MYTH 02
The refusal rate at registration is very high:

REALITY

1. 90% of proposed initiatives have been registered since 2015! And since January 2020, when the new rules started to apply, no initiative has been refused!
2. Registration is refused only if the



ECI Forum - Multilingual information & legal advice for organisers, blogs, online course, webinars, presentations

New 3-year contract with the same contractor

The screenshot shows the top navigation bar of the ECI Forum website. It includes the European Union logo, a 'Logged in' status, 'EN English' language selection, and a search box. Below the navigation bar is a main menu with options: Home, Learn, Discuss, Blogs, Connect, Seek advice, ECI Ambassadors group, and Organisers group. A secondary menu below that includes View, Edit, Revisions, and Translate. The main content area features a large heading: 'Are you planning to launch a European citizens' initiative, or are you currently promoting one? Or perhaps you are simply interested in discussing potential citizens' initiatives?'. Below this is a paragraph of text explaining the forum's purpose and a link to register. To the right, there is a video player showing an introductory video titled 'Introductory Video - European Citizens' Initiative Forum'. Below the video is a section for an 'Upcoming Webinar' titled 'Webinar 'Essential Skills for European Citizens' Initiative Organisers - The Basics''. On the left side of the main content area, there is a download link for an infographic titled 'Infographic (2022) | European Citizens' Initiative: Data & Figures'.

Latest blog articles

This section displays three blog articles in a grid. Each article includes a thumbnail image, a title, a date, comment count, a short description, and a category tag. The first article is 'Anatomy of a miracle: how the last 20 days of the Stop Finning EU campaign became a gamechanger' from 01/09/2022, categorized under 'Good practices' and 'Signature collection'. The second is 'Make it Known, Make it Fun, Show Them the Impact!' from 16/08/2022, categorized under 'Events and awareness raising' and 'Participatory democracy'. The third is ''ECI Model': How Students Learn to Become Active European Citizens in Practice' from 27/07/2022, categorized under 'Academic and policy analysis' and 'Events and awareness raising'. A link for 'All blog articles >' is located at the bottom right of the grid.

Latest discussed ideas

This section displays three discussed ideas in a grid. Each idea includes a title, a date, comment count, vote count, a short description, the author's name, and a category tag. The first idea is 'Corporations should pay higher water fees than households' from 05/09/2022, by Helena Polasik, categorized under 'Environment and climate'. The second is 'Europe day should be a Public Holiday' from 04/09/2022, by Istvan Hidvegi, categorized under 'Events and awareness raising', 'Culture and media', and 'Regulatory framework'. The third is 'Exploring the gas crisis and discuss solutions' from 01/09/2022, by Rolf Citizen, categorized under 'Business and economy'. A link for 'All discussed ideas >' is located at the bottom right of the grid.

Latest learning materials

Find more materials on the [LEARN](#) page

Online Course: Essential Skills for European Citizens' Initiative Organisers



Highlights

Summer updates & language settings

Dear readers,

We hope you have had relaxing summer holidays. Below you will find a recap of ECI updates from July and August, as well as events for the autumn. Catch up on the latest blogs and read about the newest citizens' initiative.



Reminder: this newsletter has automatic machine translation into 23 EU languages. Want to switch languages? **[Click here to select the language of your choice](#)** at the top of the page. Thanks for keeping in mind this is machine-generated. We hope you enjoy!

ECI Newsletter



Events



Discover the European Citizens' Initiative
Webinar – 3 May 2022

#EUTakeTheInitiative
European Citizens' Initiative @10 years

2 / 1:29:28

Adriana Mungiu, Europe Secretariat-General, Dir Marina Konstantinidi - R Michele Gianella

European Citizens' Initiative Forum



European Citizens' Initiative Forum Webinar

Campaigning During A Global Crisis: How to Make your Topic Feature when External Events Take Away Attention?

Host: Elisa Lironi, Programme Director – European Democracy, ECAS



Stand Initiative Citoyenne Européenne



DISTRIBUTION DE GOODIES



RÉALISATION D'UN QUIZZ SUR L'INITIATIVE CITOYENNE EUROPÉENNE

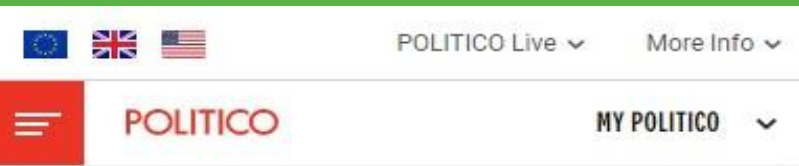


Podcasts

CitizenCentral Podcast



CitizenCentral Podcast



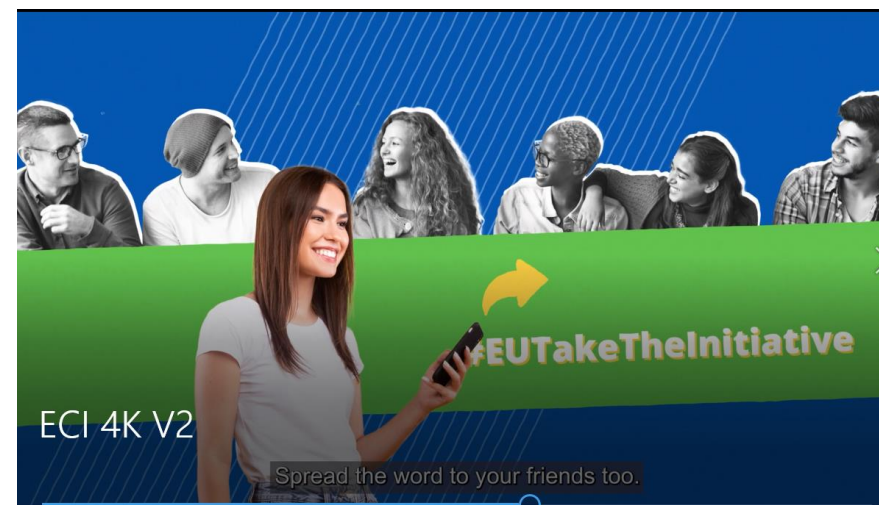
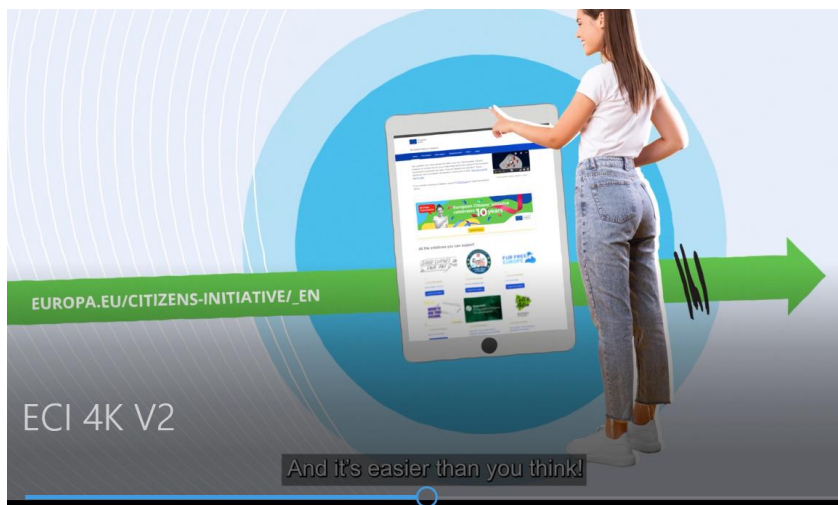
The European Commission's antitrust enforcers are investigating Google's app store rules, according to two people close to the matter.

Google's rivals have received confidential questionnaires from Brussels, probing billing terms and developer fees for the U.S. tech giant's Play Store, the two people, who spoke on condition of anonymity, said.

An investigation in the Netherlands into Google's Play Store rules will likely be closed to make way for the EU examination, the people added, as concerns of anticompetitive conduct will need to be examined on an EU-wide scale. The United Kingdom's competition watchdog has also an open investigation into Google Play Store.



New video



Social media

European Commission
1,551,922 followers
1mo · 🌐

Have you ever heard of the Great Pacific Garbage Patch? 🌿🌊

A growing accumulation of plastic, microplastics and other marine debris in the North Pacific Ocean is already three times the size of France.

Our policy on plastic aims to protect the environment and human health.

The CitizenCentral podcast is going into its second round. Tune in on Spotify, Google Podcasts, Apple Podcasts or SoundCloud to hear how Omar, Brigitta and other Europeans tackle this challenge with European citizens' initiatives and how consumer behaviour affects sustainable development.

📌 All episodes and full transcripts are available at <https://europa.eu/IPVMyyH>

#EUTakeTheInitiative



CitizenCentral Podcast

European Citizens' Initiative

Sponsored



PRENEZ UNE INITIATIVE EUROPÉENNE!



Venez découvrir l'ICE À l'entrée du village « le Monde des Possibles »

[Learn More](#)

European Citizens' Initiative

Paid for by European Commission

European Commission ✓
Sponsored · Paid for by European Commission · 🌐

Discover how to influence the EU agenda with the European Citizens' Initiative!

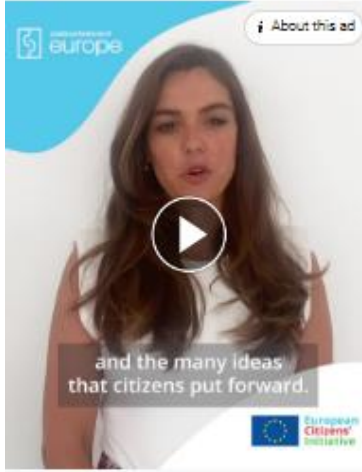
Join our ECI Ambassador at the Political Festival of Europe in Mariager, Denmark 🇩🇰.

Visit our stand (25-28 August) and follow the debates:

- 📅 25/8 @16:00 How to shape EU policies
- 📅 26/8 @18:00 How do we ensure more democratic participation from European citizens in European politics?
- 📍 Democracy Stage

Learn more about the European Citizens' Initiative 📄 <https://europa.eu/138CGB9>

#EUTakeTheInitiative
#PFoE2022



About this ad

and the many ideas that citizens put forward.

European Citizens' Initiative

europa.eu
Discover the European Citizens' Initiative

[Learn more](#)



European Citizens' Initiative

Educational module

4 modules

Toolkits for teachers and students

Testing panel: October 2022

Piloting: as of January 2023

Official launch: school year 2023-2024

Promoted via school competition



ECI Ambassadors



European
Citizens'
Initiative

European Citizens' Initiative Ambassadors



The European Citizens' Initiative ambassadors contribute to spreading the word about the European Citizens' Initiative, to fostering debate and to empowering citizens to act on causes they care about.

They 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.

Meet the ECI Ambassadors at online and offline events and follow them on social media!

Filter by activity country

- Any -

Apply filter



 [Anne de Zeeuw, Netwerk Democratie](#)

Anne de Zeeuw is Programme Coordinator at Netwerk Democratie, where she supports the organisation as it works to develop a more participative democracy in the Netherlands, with a special focus on the role of technology.

 Active in Netherlands



 [Assya Kavrakova, European Citizen Action Service](#)

Assya Kavrakova is Executive Director of the European Citizen Action Service (ECAS) and leads the organisation on its mission to empower citizens in order to create a more inclusive and stronger European Union.

 Active in EU-wide



 [Barbora Genser, EUROPEUM Institute for European Policy](#)

Barbora Genser is a Communications Manager at EUROPEUM Institute for European Policy.

 Active in Czechia



European
Citizens'
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Upcoming activities

- webinar Europe Direct centers – 12/10
- events in MS coming up in 2022: CY, BE, EL, CZ
- social media waves October – November
- 2 new podcast episodes
- online gathering NCPs/Ambassadors on 15 November

National Contact Points

Regulation 2019/788, Article 4(6): „Each Member State shall establish one or more contact points to provide, free of charge, information and assistance to groups of organisers, in accordance with applicable Union and national law.”



Role and activities of national contact points – report from ECI network gathering on 1 June 2022 (organised in conjunction with the ECI Day)

Ideas from the ECI Network gathering (1 June)

- **Building bridges between national ECI actors and between the ECI as a tool and other national initiatives**
 - Bringing ECI Ambassadors, national contact points and Europe Direct Centres in contact with one another, to create synergies.
 - Contacting institutions at national level to make links to the ECI in their online communication tools (e.g. Estonian platform for national participatory initiatives also provides information/link to ECI), as well as links between European elections and ECI, national citizens' initiatives and the European ones etc.
 - Informing about the ECI at national events, festivals, schools, universities, making materials available in public institutions etc.



Discussion - updates and best practice from the Member States



European
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