

#EUTakeTheInitiative | The Campaign

- EU 27 | 2018-2020
- 2018 | BG, LT, PL, CZ, FR, PT, AT
- 2019 | MT, NL, RO, BE, EE, FI, SI, SK, EL, ES
- Objectives:
 - **Raise awareness** about the European Citizens' Initiative among key stakeholders & citizens
 - **Boost the level of participation** & increase the number of initiatives
 - **Improve the quality** of registered initiatives
- Target audience:
 - **Stakeholders** – civil society organisations and NGOs active in the field of participatory democracy; ECI organisers; youth and student organisations; EU think tanks; EU affairs organisations; EU institutions, etc.
 - **Politically engaged citizens:** highly educated citizens in the young 18-30 and middle-aged 30-54 segments



**TAKE
THE INITIATIVE**

European Citizens' Initiative

#EUTakeTheInitiative

ec.europa.eu/citizens-initiative



EUROPEAN UNION

#EUTakeTheInitiative | Tools & Activities



- **Content & tools development**



- **Stakeholder engagement:** Roadshow, toolkit, direct communication & follow-up



- **Citizen engagement:** Festivals of democracy & social media paid campaigns



- **Media relations**



**TAKE
THE INITIATIVE**

European Citizens' Initiative

#EUTakeTheInitiative

ec.europa.eu/citizens-initiative

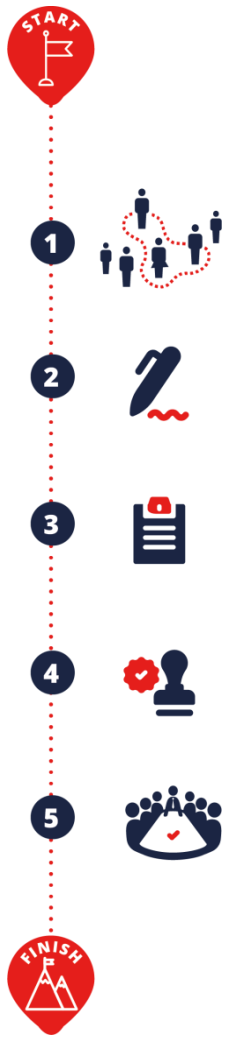


EUROPEAN UNION

#EUTakeTheInitiative | Content & tools

WHERE CAN I MAKE A DIFFERENCE?
WITH THE EUROPEAN CITIZENS' INITIATIVE

Check out these 10 areas where you can shape the EU agenda.



FACTS & FIGURES CZECH REPUBLIC

ACT ON HOW YOU CAN ABOUT

CREATE NETWORKS AND FOSTER FRIENDS

TAKE THE INITIATIVE European Citizens' Initiative

EMPOWER YOURSELF TO BE A CHANGE AGENT

ENGAGEMENT TO FEE

TO SUBMIT A SUCCESSFUL PROPOSAL TO THE EUROPEAN COMMISSION, YOU NEED:

- 1. A minimum of 1 million valid signatures from citizens of at least 7 different EU member states.
- 2. A minimum of 300 valid signatures from citizens of each of the 7 member states.

EUROPEAN CITIZENS' INITIATIVE RESULTS IN THE CZECH REPUBLIC

100% of the 100 initiatives proposed in the Czech Republic were successful.

100% of the 100 initiatives proposed in the Czech Republic were successful.

WHERE CAN I MAKE A DIFFERENCE?
WITH THE EUROPEAN CITIZENS' INITIATIVE

Check out these 10 areas where you can shape the EU agenda.

And many others...

Check out these 10 areas where you can shape the EU agenda.

TAKE THE INITIATIVE European Citizens' Initiative

SHEDDING LIGHT
on the European Citizens' Initiative

Check out these 10 areas where you can shape the EU agenda.

TAKE THE INITIATIVE European Citizens' Initiative

PRENEZ L'INITIATIVE
initiative citoyenne européenne

outil pour façonner les politiques européennes

TAKE THE INITIATIVE European Citizens' Initiative

PRENEZ L'INITIATIVE
initiative citoyenne européenne

outil pour façonner les politiques européennes

CRÉEZ DES RÉSEAUX ET SUSCITEZ LE DÉBAT

ADRESSEZ-VOUS DIRECTEMENT AUX RESPONSABLES POLITIQUES

TAKE THE INITIATIVE European Citizens' Initiative

PARTICIPATION À CE JOUR

+50

4

+9M

Plus de 50 initiatives ont été enregistrées

4 initiatives ont abouti

Plus de 9 millions de citoyens de l'UE ont soutenu une initiative depuis 2012

PRENEZ L'INITIATIVE initiative citoyenne européenne

TAKE THE INITIATIVE
European Citizens' Initiative

TAKE THE INITIATIVE European Citizens' Initiative

PRENEZ L'INITIATIVE
initiative citoyenne européenne

Un comité de 7 citoyens, un dans 7 États membres

1 million de signatures

Atteindre le nombre requis de signatures dans 7 pays

PRENEZ L'INITIATIVE initiative citoyenne européenne

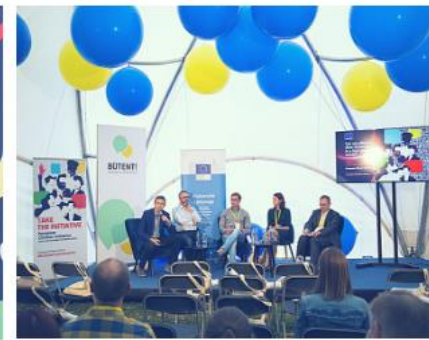
TAKE THE INITIATIVE
European Citizens' Initiative

Your tool to shape European policy

#EUTakeTheInitiative ec.europa.eu/citizens-initiative

- NON-DISCRIMINATION & CITIZENSHIP**
- JUSTICE, FREEDOM & SECURITY**
- ENVIRONMENT & CLIMATE ACTION**

#EUTakeTheInitiative | Stakeholder engagement



#EUTakeTheInitiative | Social media



Take the Initiative

Communication campaign – 1 year on Achievements

- **22 initiatives registered** since the launch of the campaign | **266% increase** from 2017
- **Stakeholders** | Total: 1337 across BG, LT, PL, CZ, FR, PT, AT, MT, NL, RO, BE, EE, FI + EU level. **Events participants: 1147**
- **Website** | 42 % increase in the number of unique visitors (monthly average) between 2017 and 2018
- **Social Media** | over 15 M impressions
- **Focus activities in 2019:**
 - **European Citizens’ Initiative reform** : promote the changes brought by the reform (partial registration, new deadlines, legal entity etc.)
 - **ECI website**: launch of the new European Citizens’ Initiative in January 2020
 - **New material**: infographics (successful initiatives’ outcomes, lifecycle of the European Citizens’ Initiative etc.).



**TAKE
THE INITIATIVE**

European Citizens' Initiative

#EUTakeTheInitiative

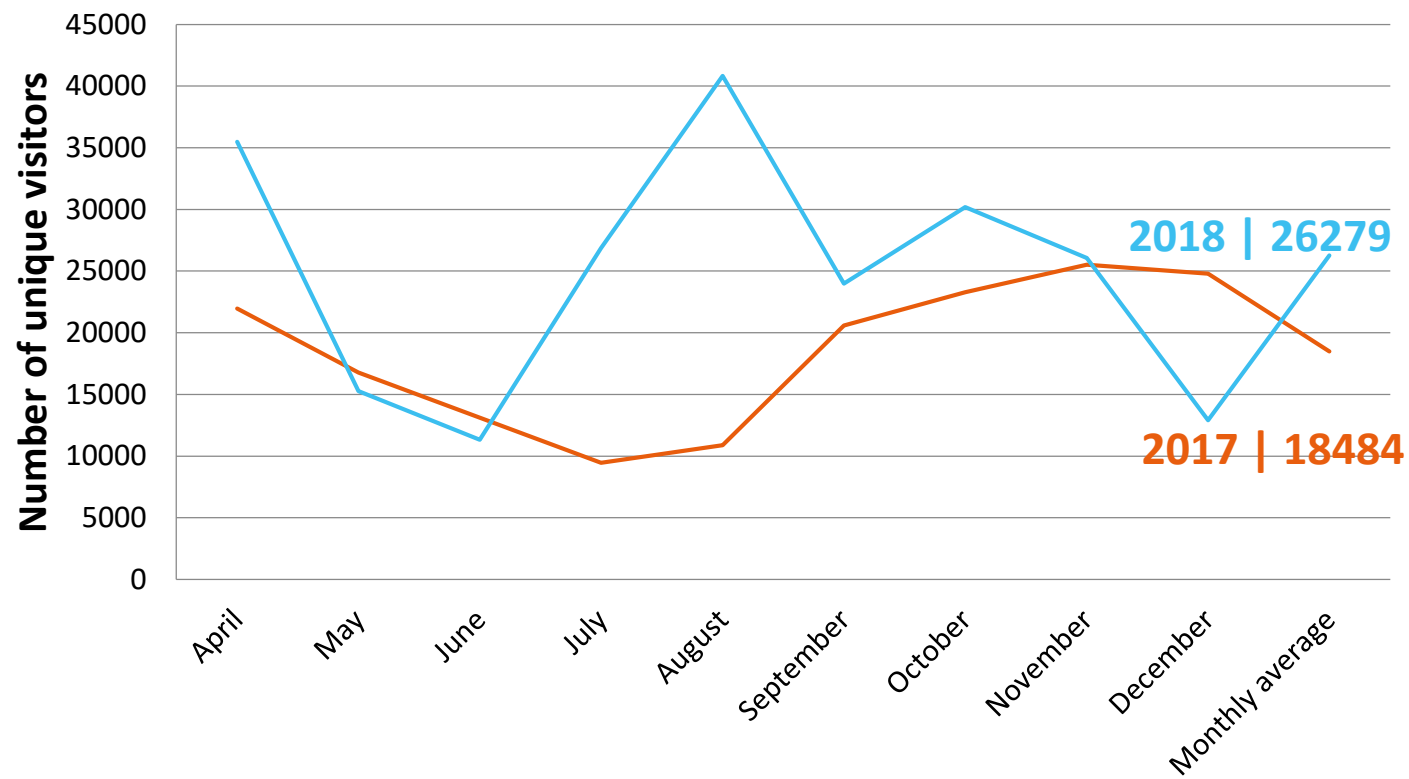
ec.europa.eu/citizens-initiative



EUROPEAN UNION

#EUTakeTheInitiative | Achievements

Website | 42 % increase in the number of unique visitors (monthly average)



**TAKE
THE INITIATIVE**

European Citizens' Initiative

#EUTakeTheInitiative

ec.europa.eu/citizens-initiative

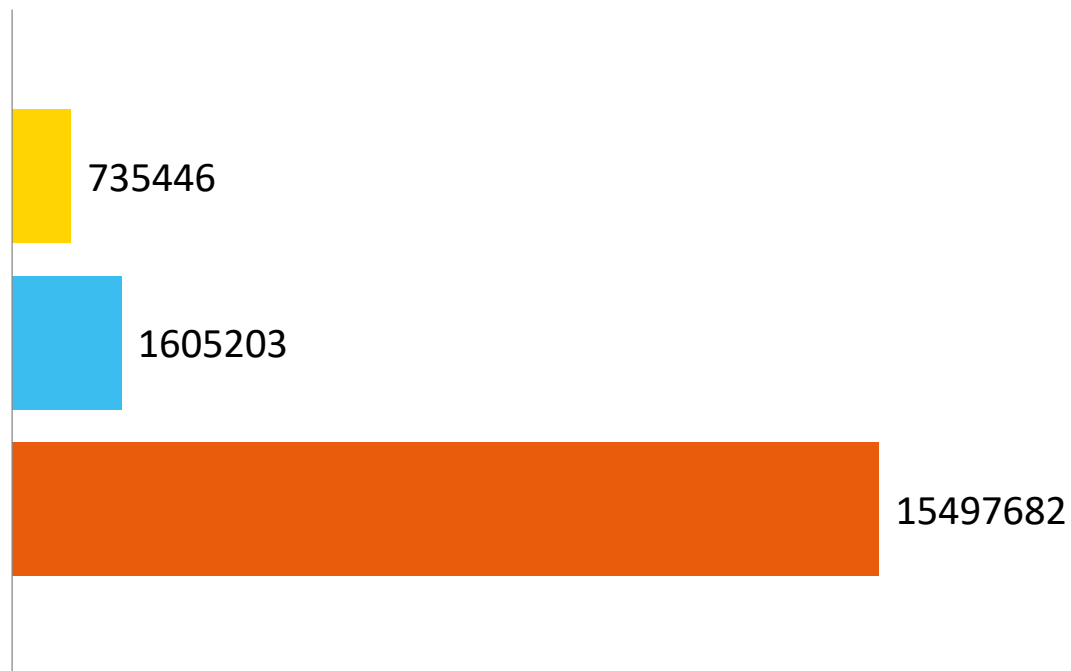


EUROPEAN UNION

#EUTakeTheInitiative | Achievements

Social media | Reach & Engagement

■ Video Views ■ Engagement ■ Impressions



**TAKE
THE INITIATIVE**

European Citizens' Initiative

#EUTakeTheInitiative

ec.europa.eu/citizens-initiative

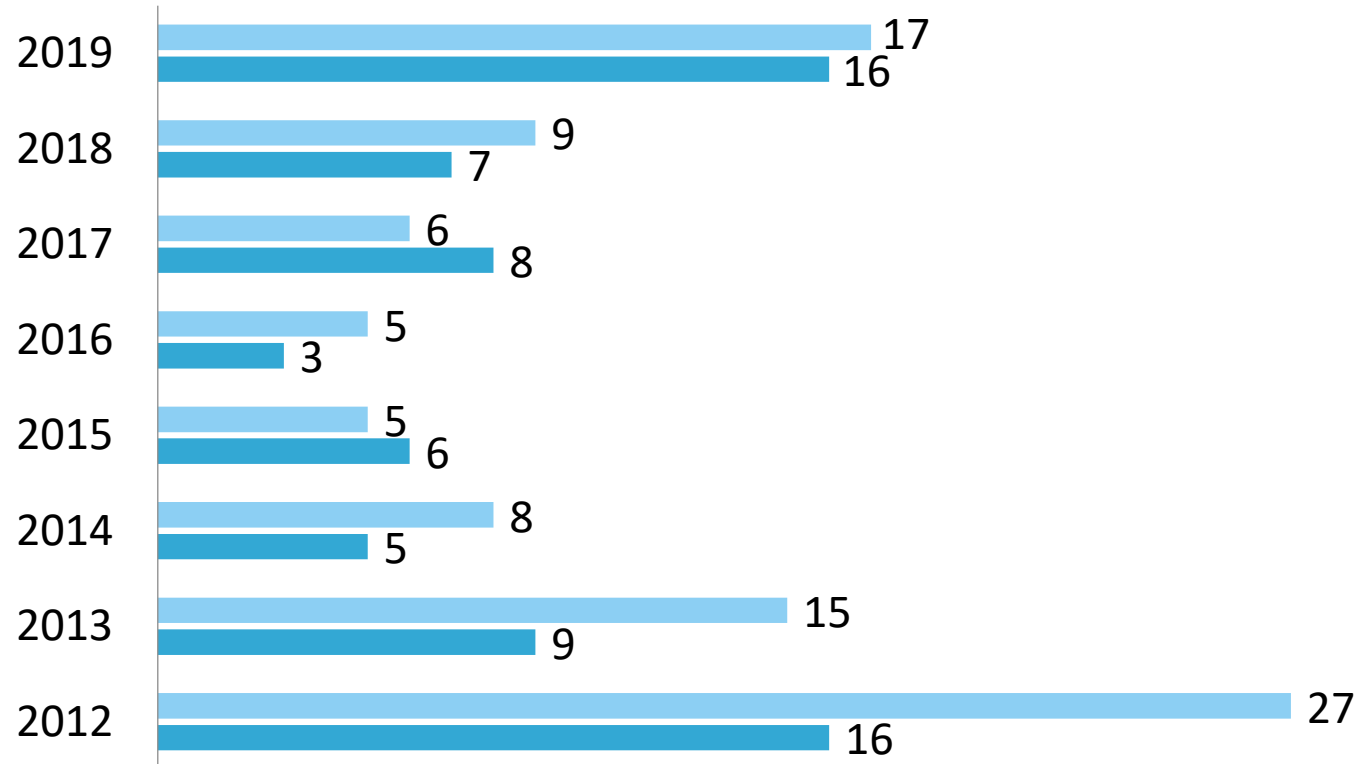


#EUTakeTheInitiative

| Achievements

Number of initiatives

Requests to register Number of registered initiatives



**TAKE
THE INITIATIVE**

European Citizens' Initiative

#EUTakeTheInitiative

ec.europa.eu/citizens-initiative



EUROPEAN UNION

#EUTakeTheInitiative | 2019 Calendar

	Event/Momentum	Activity
13 March	n.a.	ECI Roadshow event in Malta
2 April	ECI Day 2019 "Digital Voices"	Presence with a stand, networking, presentation
11-13 April	Democracy Alive! Festival	ECI Roadshow event in the Netherlands & Presence with a stand
18 April	"What's up EU?"	ECI Roadshow event in Romania & Presence with a stand
4 May	Open Days	Presence with a stand
1 July	n.a.	ECI Roadshow event in Belgium
9-11 August	Arvamus Festival	ECI Roadshow event in Estonia & Presence with the stand
29-31 August	Europe Forum	ECI Roadshow event in Finland & Presence with the stand
24 September	n.a.	ECI Roadshow event in Slovenia
7 October	n.a.	ECI Roadshow event in Greece
21 October	n.a.	ECI Roadshow event in Slovakia
6 November	n.a.	ECI Roadshow event in Spain



**TAKE
THE INITIATIVE**

European Citizens' Initiative

#EUTakeTheInitiative

ec.europa.eu/citizens-initiative



EUROPEAN UNION



THANK YOU!

**European Citizens'
Initiative**

Communication Campaign

#EUTakeTheInitiative
ec.europa.eu/citizens-initiative

