TAKE THE INITIATIVE

European Citizens' Initiative

Communication Campaign

#EUTakeTheInitiative
ec.europa.eu/citizens-initiative
The European Citizens' Initiative: Your tool to shape Europe

- Unique & innovative tool encouraging greater participatory democracy in the EU
- Opportunity for EU citizens to have a greater say in the policies that affect their lives
- Enables citizens from different countries to exchange ideas and come together around an issue close to their heart
- Brings fresh perspectives and new ideas to the attention of EU decision-makers
The European Citizens' Initiative: Taking a leap forward

Increasing democratic legitimacy through stronger citizen participation: a priority for the European Commission

- Time to make the European Citizens’ Initiative known to all Europeans, boost the level of participation and the number of initiatives!

- Communication campaign “Take the Initiative” to increase awareness throughout EU
Take the Initiative
Communication campaign

- An EU-wide 3-year communication campaign
- Launched in April 2018 at European Economic and Social Committee’s ECI Day
Take the Initiative
Communication campaign

Two sets of activities foreseen

Social media campaign for citizens, supported by animated videos and other information material.

National awareness raising events, with stakeholders interested in engaging around the European Citizens' Initiative.

First event: Bulgaria, May 2018
Other events in 2018: Estonia, Poland, Czech Republic, Portugal, France, and Austria.
Communication Campaign
Spread the word

- Willing to make the tool better known and foster citizen participation?

- Support offered to resound key messages and bring the European Citizens’ Initiative to light

- Kit of tailor-made communication materials highlighting:
  - what makes the European Citizens' Initiative unique
  - why citizens should use it
  - how it works in practice

- Everything multi-lingual & available online
Communication Campaign Toolkit

- Elements to present the campaign (and engage members, networks)
  - Campaign brief
  - Presentation slide deck
  - Letter
Communication Campaign Toolkit

- Elements to promote the European Citizens' Initiative tool...
  - Animated videos
  - Leaflet
  - Infographics
  - Postcard (EN only)
  - Web-banner
  - Sample social media posts
  - News item

- ... on feedback and needs of engaged actors
Web banners

TAKE THE INITIATIVE
European Citizens' Initiative
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Social Media
Stand at events
Interact with other initiatives supporters

What initiative would YOU support?
- Name your initiative on a speech balloon
- Take a photo
- Leave your contact details
- Agree on sharing your contact details with visitors of our stand during future events in EU Member States
Communication Campaign
Stay tuned!

News from the campaign
ec.europa.eu/citizens-initiative/public/communication

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