

# 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





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# 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



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## 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.



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### **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



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## **Communication Campaign Toolkit**

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



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## **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



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#### Web banners

960x180 px



1160x440 px



300x250 px





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#### Leaflet



### **Infographics**



#### **Postcard**





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#### **Social Media**











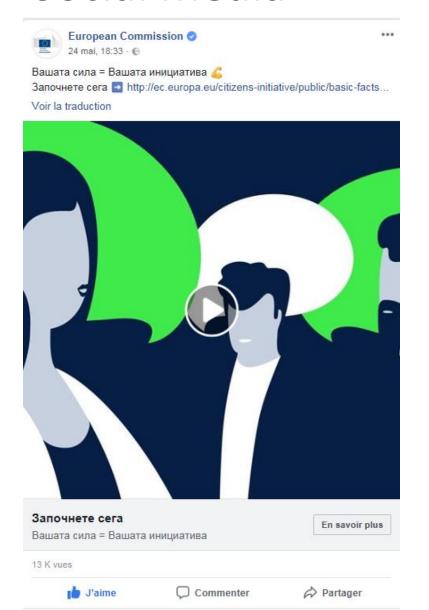


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**EUROPEAN UNION** 

#### **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



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### **Communication Campaign** Stay tuned!

News from the campaign ec.europa.eu/citizensinitiative/public/communication

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