



European Citizens' Initiative

Communication
activities

#EUTakeTheInitiative
ec.europa.eu/citizens-initiative



ECI communication campaign

- Objectives:
 - Raise awareness
 - Build the **community of multipliers**
 - **Improve the quality** of initiatives
- 2020 focus:
 - Digital promotion: social media, Google ads, webinars
 - Multipliers: Europe Direct Information Centres, ECI Ambassadors



**TAKE
THE INITIATIVE**

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EUROPEAN UNION

European Citizens' Initiative Week

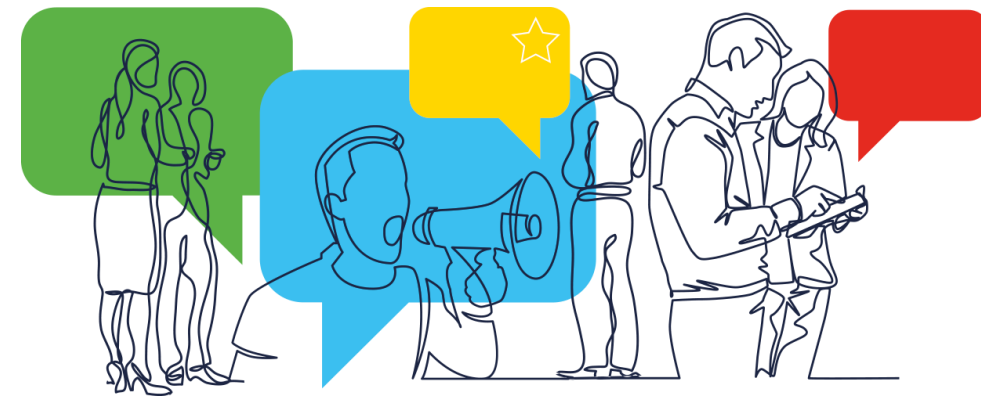


16 - 20 November 2020
Digital event



- Focus:
 - How to make the reformed European citizens' initiative a success
 - How to sustain citizen engagement in COVID-19 context
- Agenda:
 - Vice-President Jourová opening speech
 - Panel discussions both general and on specialised topics
- *Registrations open today*
 - *Register!*
 - *Spread the word!*

European Citizens' Initiative Forum



- **850 registered users, approx. 8450 visits / month**
- **2020 highlights:**
 - Restructured 'Learn' page, organised thematically
 - Enriched content:
 - 4 new videos, including testimonials
 - 6 thematic guidance notes
 - 15 blog posts
 - 10 discussion threads
 - 3 webinars hosted and recordings published
 - 36 enquiries under 'Seek Advice' promptly answered
- **Positive user feedback and trends**