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
• 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