Communication activities
#EUTakeTheInitiative

6 June 2023
Objectives of the communication campaign

- Raise awareness of citizens about the ECI as one of their key EU citizenship rights
- Strengthen the network of multipliers and partners at national and local levels
- Synergies with the follow-up to the Conference on the Future of Europe
ECI multilingual website

Growing number of visits each year; 1,165,000 in 2022

Updates of the information on the collection systems – to be finalised in summer 2023

Communication material page

NEW: „ECI at school” section

News & Newsletter
ECI multilingual website

Communication materials (in all official EU languages)

Quiz (multilingual), Podcast (EN only)
ECI Forum - Multilingual information & legal advice for organisers, blogs, online course, webinars, presentations
ECI Forum – online course
„Essential Skills for European Citizens' Initiative Organisers”

Number of learners: 780
Certificates awarded: 21%
Update and an additional section (on funding & reporting) – to be added in summer 2023

Latest learning materials

Online Course: Essential Skills for European Citizens' Initiative Organisers

Interested in learning more about the process and practice of developing a successful European Citizens’ Initiative? Visit our online course: online course
ECI monthly Newsletter

over 120,000 recipients

Choose your language / Choisissez votre langue / Wählen Sie Ihre Sprache

Lire le bulletin en français ici. Sur la nouvelle page (en haut de la page) cliquez sur l'icône pour sélectionner la traduction française.

7th Valid citizens’ initiative receives Commission reply

On 5 April, the European Commission formally replied to the ‘Save Bees and Farmers! Towards a bee-friendly agriculture for a healthy environment’ initiative, the 7th valid citizens’ initiative.

The organisers of the initiative called for the phasing out of synthetic
Events – in 6 MS per year + Brussels
2022: FR CZ DK EL CY NL
2023: ES SV ET IT RO PL
Social media

#EUTakeTheInitiative

European Commission

Discover how to influence the EU agenda with the European Citizens' Initiative.

Join our EDI Ambassador at the Political Festival of Europe in Malmo, Denmark.

Visit our stand (25-26 August) and follow the debates:

- 25/8 (16:00) How to shape EU policies
- 26/8 (11:00) How do we ensure more democratic participation from European citizens in European politics?

Learn more about the European Citizens' Initiative.

Did you know that this instrument was launched in 2012 to allow EU citizens to directly participate in the democratic process?

Yes, exactly! Through this tool, citizens can propose legislative changes. The Commission will respond if an initiative gains over 1 million signatures from at least 7 EU countries. Currently, 7 initiatives are... See more

European Citizens’ Initiative Official Group

Communicating the European Citizens’ Initiative - April 19

European citizens’ initiatives registered and still going strong! Let’s give a big round of applause for this incredible milestone!

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NEW: Facebook group – since 31/03/2023
https://www.facebook.com/groups/eciofficialgroup
NEW: 'EU Democracy in Action – Have Your Say with the European Citizens’ Initiative' toolkit for schools

- Teachers’ and students’ packs;
- 4 thematic units;
- 24 languages

Official launch: June 2023, before school year 2023-2024

To be promoted via school competition
Methods used

• Direct presentation
• Group discussion
• Group work
• Individual study
• Research work (for home or class)
• Project work (including video filming)
• Problem solving
Unit 1 - A Brief Introduction to the EU

AIMS AND OBJECTIVES:

- Identify the values of the EU
- Introduce the Schengen Area and the European single market
- Identify EU areas of action
Unit 2 - Democracy in the EU

AIMS AND OBJECTIVES:

• Introduce the idea of participatory democracy
• Introduce the main legislative bodies of the EU
• Explain how EU laws are made
• Introduce the idea of the European Citizens’ Initiative
Unit 3 - The European Citizens’ Initiative

AIMS AND OBJECTIVES:

• Introduce the European Citizens’ Initiative
• Encourage students to think of issues that are important to them and that would be relevant at EU level
Example of class work

Ex. 1) As part of the homework for Lesson 2, you were asked to decide on an initiative that you could vote for. Go back to this initiative and its dedicated website and make notes about the following:

1) What first attracted you to the initiative?
2) What methods did the organisers use to persuade you? Think about how they tried to support their argument. What expressions did they use? How did they use images and graphics? How do all the elements make you feel? Make some notes in the boxes below.

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<tr>
<th>Text</th>
<th>Pictures/Video</th>
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<td>Graphics</td>
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Unit 4 - Develop and Promote an ECI

AIMS AND OBJECTIVES:

- To have students create their own campaign
- To explore communication skills
Example of class work

Your homework for this lesson is to create a video to promote your chosen initiative. The rules are as follows:

- Working in a group of 3 or 4, make a video supporting the initiative you decided on during the lesson; the video should be no more than 3 minutes long.
- You can play characters in the video, (i.e., you can be someone of a different age group, with a different profession, etc.).
- If you wish, you can incorporate music and/or graphics into your video.
- You are responsible for getting permission to film in locations or include other people if needed.
- There should be a list of credits stating who has been responsible for which part of the project.
ECI Ambassadors, NCPs & communicators
Last online meet-up: 23 May;
next: 26 June
European Citizens’ Initiative Ambassadors

The European Citizens’ Initiative Ambassadors contribute to spreading the word about the European Citizens’ Initiative, to fostering debate and to empowering citizens to act on issues they care about.

They come from a wide range of organisations active at European, national or regional level, and they all have something in common: expertise in participatory democracy and a common goal to encourage citizens’ involvement in policy-making.

Most of the ECIAmbassadors at online and offline events and follow them on social media!
Upcoming activities

- Video competition for high school students (autumn 2023, with prize award in spring 2024)
- Events in MS coming up in 2023:
  EE, SV (August), IT, RO (September), PL (December)
- Webinars „ECI – how to involve young people” (September 2023); „ECI – what’s in it for me?” (October/November 2023)
- Webinar for Europe Direct centers – autumn 2023
- Social media promotion waves: June & autumn + summer (ECI Forum course)
Find out more & stay in touch

• **ECI website**: [https://europa.eu/citizens-initiative/](https://europa.eu/citizens-initiative/)
• Subscribe to **CitizenCentral Podcast**: [https://europa.eu/citizens-initiative/citizencentral-podcast_en](https://europa.eu/citizens-initiative/citizencentral-podcast_en)
• Join the **FB group**: [https://www.facebook.com/groups/eciofficialgroup](https://www.facebook.com/groups/eciofficialgroup)
• **Local** ECI Ambassadors