



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

The screenshot shows the top of the European Citizens' Initiative website. At the top left is the European Union logo and the text "European Union". To the right is a language selector set to "EN English" and a search bar. Below this is the main title "European Citizens' Initiative". A navigation bar contains links for "Home", "Find initiative", "How it works", "News", "Spread the word", "ECI at school", "ECI Forum", and "Organiser account". Below the navigation bar are buttons for "View", "Edit", "Delete", "Unpublish", "Revisions", and "Translate". The main content area features a text block starting with "Get a greater say in the policies that affect your life..." and a video player on the right with the title "The European Citizens' Initiative: Your right as an EU citizen".

A promotional banner for the "CitizenCentral" podcast. It features a man wearing headphones and a speech bubble with "#EUTake TheInitiative". A red button says "Listen now!". The text reads "CitizenCentral: the podcast of citizens changing Europe". The European Citizens' Initiative logo is in the top right corner. A yellow button at the bottom right says "Listen now!".

All the initiatives you can support

Three initiative cards are displayed. The first card, "European Day of 'Whatever it Takes'", has a background of silhouettes and the text "COLLECTION ONGOING". The second card, "#Dignity in Europe", features a yellow hand icon and the text "COLLECTION ONGOING". The third card, "European Citizens' Initiative for VEGAN MEAL", has a green and blue chevron graphic and the text "COLLECTION ONGOING".

ECI multilingual website

Communication materials (in all official EU languages)

Quiz (multilingual), Podcast (EN only)

Page contents

[Spread the word!](#)

[ECI quiz](#)

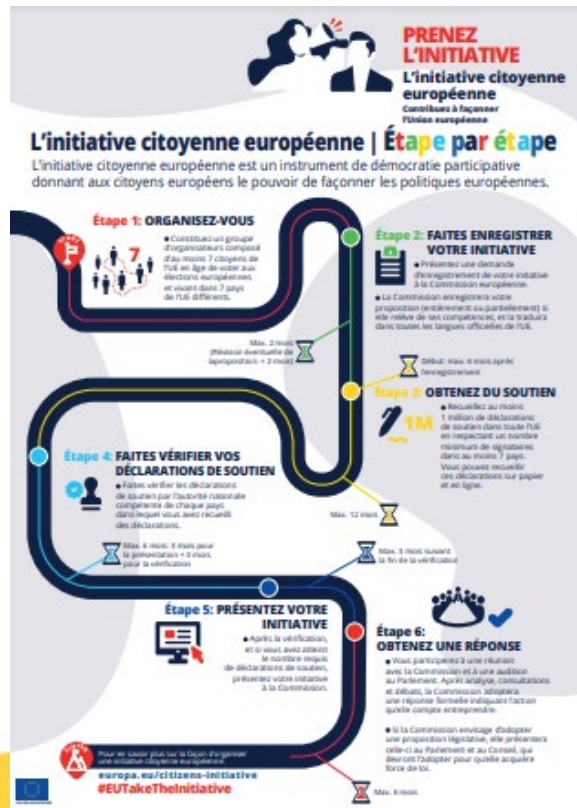
[Videos and podcast](#)

[Social media tools](#)

[Infographics and Factsheets](#)

[Leaflets, Guide and presentation materials](#)

[Web banners](#)



[Startseite](#) [Initiative suchen](#) [So funktioniert's](#) [Weitersagen](#) [Aktuelles](#)

[Startseite](#) > [Quiz zur Europäischen Bürgerinitiative](#)

Quiz zur Europäischen Bürgerinitiative

[Anzeigen](#) [Am Quiz teilnehmen](#)

Wie funktioniert die Teilnahme?



FACTSHEET MYTH AND REALITY

The European Citizens' Initiative is an opportunity to get directly involved in the European democratic process, allowing you to have a greater say in EU policies that affect your life.



MYTH 01

If there is no legislation, there is no point:

REALITY

1. Even if an initiative doesn't produce legislation, it can still raise awareness and foster debate around issues.
2. It helps build networks at regional, national and EU level.
3. It puts issues on the radar of policymakers and can result in other meaningful follow-up actions.



MYTH 02

The refusal rate at registration is very high:

REALITY

1. 90% of proposed initiatives have been registered since 2015! And since January 2020, when the new rules started to apply, no initiative has been refused!
2. Registration is refused only if the



European Citizens' Initiative

ECI Forum - Multilingual information & legal advice for organisers, blogs, online course, webinars, presentations

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](#)

The online course focuses on practical aspects of the European Citizens' Initiative such as: - Understanding the areas of Commission competences and managing the registration process - Successful online and offline campaigning in times of Covid - Signature collection - Data protection requirements - Building pan-European support networks - Fundraising - Advocacy - Follow up actions.

Find more materials on the [LEARN](#) page

Latest Success Story




End the Cage Age: achieving its goal together with committed partners
English (532.81 KB - PDF)

Download

Read more success stories [here!](#)

Latest blog articles

NEW! Guidance note on the Central Online Collection System



Guidance Note: Central Online Collection System

English (520.88 KB - PDF) [Download](#)

Latest Webinar

[Webinar 'Essential Skills for European Citizens' Initiative Organisers - The Basics'](#)

[Webinar 'Collecting Signatures Online - What you need to know about the Central Online Collection System with testimonials from successful ECIs'](#)

European Citizens' Initiative Forum

Home Learn Discuss Blogs Connect Seek advice ECI Ambassadors group Organisers group

View Edit Revisions Translate

Welcome to the ECI Forum!



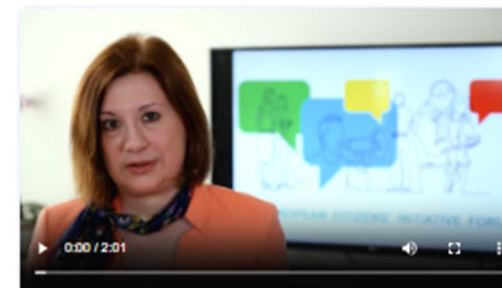
Learn - Discuss - Connect - Seek Advice



Are you planning to launch a European citizens' initiative, or are you currently promoting one? Or perhaps you are simply interested in discussing potential citizens' initiatives?

This Forum is a space for you to get practical information and advice about the European citizens' initiative, and to discuss any topics related to it. **Some features are only accessible after you register.** This platform is operated by the European Citizen Action Service (ECAS) on behalf of and under contract to the European Commission.

To view the list of European citizens' initiatives or register a new initiative, visit the [European citizens' initiative website](#).



Introductory Video - European Citizens' Initiative Forum



Infographic (2022) | European Citizens' Initiative: Data & Figures

English (816.19 KB - PDF)

Download

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

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ECI monthly Newsletter

over 120,000
recipients

Newsletter



Highlights

**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.

News

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



European
Citizens'
Initiative

Events – in 6 MS per year + Brussels
2022: FR CZ DK EL CY NL
2023: ES SV ET IT RO PL



European Citizens' Initiative Forum



European Citizens' Initiative Forum Webinar

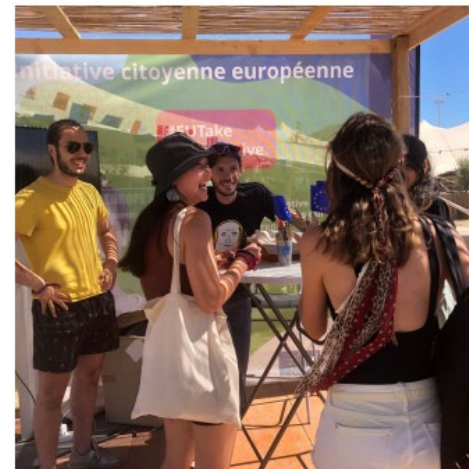
Campaigning During A Global Crisis: How to Make your Topic Feature when External Events Take Away Attention?

Host: Elisa Lironi, Programme Director – European Democracy, ECAS





Stand Initiative Citoyenne Européenne



DISTRIBUTION DE GOODIES



RÉALISATION D'UN QUIZZ SUR L'INITIATIVE CITOYENNE EUROPÉENNE



Social media

#EUTakeTheInitiative

European Commission
1,551,922 followers
1mo • 🌐

Have you ever heard of the Great Pacific Garbage Patch? 🌊🗑️

A growing accumulation of plastic, microplastics and other marine debris in the North Pacific Ocean is already three times the size of France.

Our policy on plastic aims to protect the environment and human health.

The CitizenCentral podcast is going into its second round. Tune in on Spotify, Google Podcasts, Apple Podcasts or SoundCloud to hear how Omar, Brigitta and other Europeans tackle this challenge with European citizens' initiatives and how consumer behaviour affects sustainable development.

🔍 All episodes and full transcripts are available at <https://europa.eu/1PVMYvH>


#EUTakeTheInitiative

CitizenCentral Podcast



 European Citizens' Initiative


Sponsored





PRENEZ UNE INITIATIVE EUROPÉENNE!

Venez découvrir l'ICE À l'entrée du village « le Monde des Possibles »

[Learn More](#)

 Initiative citoyenne européenne

Paid for by European Commission


European Commission  Sponsored · Paid for by European Commission · 

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

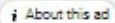
Join our ECI Ambassador at the Political Festival of Europe in Mariager, Denmark 🇩🇰.

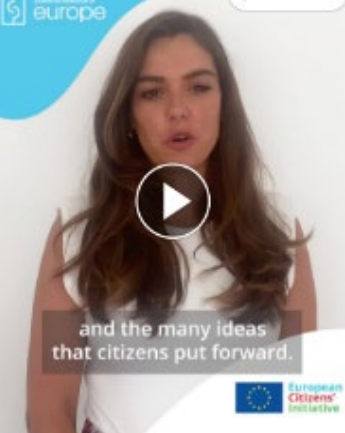
Visit our stand (25-28 August) and follow the debates:

- 🗳️ 25/8 @16:00 How to shape EU policies
- 🗳️ 26/8 @18:00 How do we ensure more democratic participation from European citizens in European politics?
- 🗳️ Democracy Stage


Learn more about the European Citizens' Initiative  <https://europa.eu/138CGB9>

#EUTakeTheInitiative #PFoE2022

 About this ad



and the many ideas that citizens put forward.



europa.eu
Discover the European Citizens' Initiative [Learn more](#)

European Citizens' Initiative Official Group
Communicating the European Citizens' Initiative · April 19 · 🌐

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

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 co... [See more](#)



European Citizens' Initiatives





European Citizens' Initiative

NEW: Facebook group – since 31/03/2023

<https://www.facebook.com/groups/eciofficialgroup>



The cover image features three young adults smiling and holding signs. A red speech bubble in the top right corner contains the hashtag #EUTakeTheInitiative. The signs they are holding include: a red one with #EUTakeTheInitiative, a brown one with 'What is your citizens' initiative?', and a green one with 'Act on issues you care about'. The background is a mix of blue, green, and yellow wavy shapes.

European Citizens' Initiative Official Group

+ Invite

Discussion Featured **People** Media Files

Members - 301
New people and Pages who join this group will appear here. [Learn More](#)



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

Communication campaign implemented by

scope
A division of netcompany
intrasoft

ceciforma

ACTION
GLOBAL COMMUNICATIONS



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.

<i>Text</i>	<i>Pictures/Video</i>
<i>Graphics</i>	<i>Other</i>

Unit 4 - Develop and Promote an ECI

AIMS AND OBJECTIVES:

- To have students create their own campaign
- To explore communication skills



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GLOBAL COMMUNICATIONS

 **European
Citizens'
Initiative**

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.

Communication campaign implemented by

scope
A division of **netcompany**
intrasoft

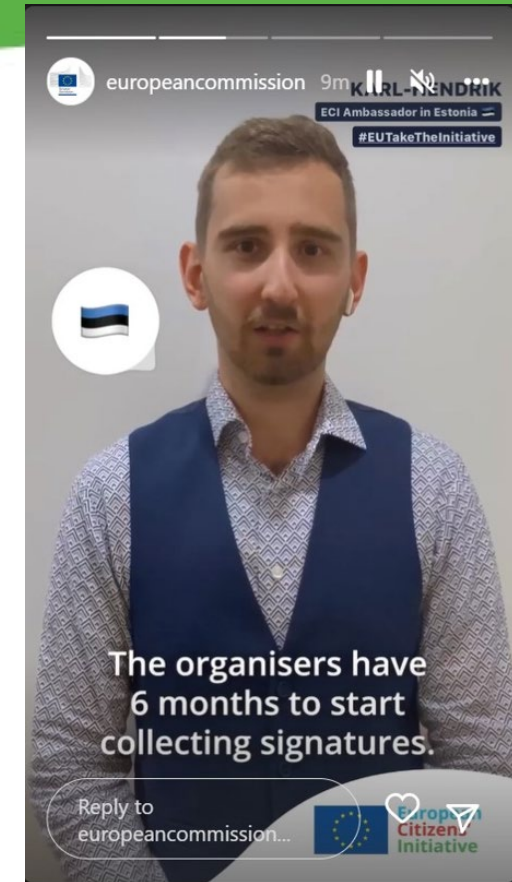
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ACTION
GLOBAL COMMUNICATIONS



ECI Ambassadors, NCPs & communicators

Last online meet-up: 23 May;
next: 26 June



European
Citizens'
Initiative

European Citizens' Initiative Ambassadors

[View](#) [Edit](#) [Delete](#) [Unpublish](#) [Revisions](#) [Translate](#)



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 causes 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.

Meet the ECI Ambassadors at online and offline events and follow them on social media!

Filter by activity country

- Any -

Apply filter



[Assya Kavrakova, European Citizen Action Service](#)

Assya Kavrakova is Executive Director of the European Citizen Action Service (ECAS) and leads the organisation on its mission to empower citizens in order to create a more inclusive and stronger European Union.

Active in EU-wide



[Barbora Genser, EUROPEUM Institute for European Policy](#)

Barbora Genser is a Communications Manager at EUROPEUM Institute for European Policy.

Active in Czechia



[Bruno Kaufmann, Initiative and Referendum Institute Europe](#)

Bruno Kaufmann is President of the Initiative and Referendum Institute Europe (IRI Europe). The organisation helps support the development of the European Citizens' Initiative with research, publications, educational projects and political advice.

Active in Sweden



European
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Initiative

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/>
- **ECI Forum** website: <https://europa.eu/citizens-initiative-forum/>
- Subscribe to the **monthly newsletter** (EN+ 23 languages): https://europa.eu/citizens-initiative/newsletter/subscribe_en
- Subscribe to **CitizenCentral Podcast:** https://europa.eu/citizens-initiative/citizencentral-podcast_en
- Join the **FB group:** <https://www.facebook.com/groups/eciofficialgroup>
- **Local** [ECI Ambassadors](#)



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