Communication activities
#EUTakeTheInitiative

22 February 2024
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
Eurobarometer on Citizenship and Democracy
ECI awareness per country (64% EU-wide)

Do you know if, as an EU citizen, you have the following rights? The right to participate in a Citizen's Initiative, a request signed by at least one million EU citizens inviting the European Commission to propose a new policy measure (% of „Yes, you have that right” reply)
Communication channels

- ECI multilingual website (with its news and Communication materials section)
- ECI Forum (i.a. success stories, blogs)
- Posts on the European Commission’s corporate channels (Facebook, X, LinkedIn)
- ECI Facebook group (since March 2023)
- ECI Newsletter, with 140 000 subscribers
- Other EU institutions’ and national channels
Since spring 2023, educators can use the **Educational toolkit** “EU Democracy in Action’—Have your say with the European Citizens’ Initiative” to introduce pupils to the topic of democratic participation in the EU.

The toolkit includes:

- Manuals for teachers and pupils, including videos and interactive exercises
- 4 thematic units in 24 languages
Methods used

- Direct presentation
- Group discussion
- Group work
- Individual study
- Research work (for home or class)
- Project work (including video filming)
- Problem solving
The ImagineEU competition asked teenagers to think of how the EU could become an even better place to live.

- Inspired by the European Citizens’ Initiative (ECI), students were called on to learn more about how to be active citizens in the EU.
- In groups, they reflected on a change they would like to see in the EU and made a short video explaining their idea.
Timeline

Submission of applications
16 October 2023 - 13 December 2023

Announcement of the winners
21 February 2024

Public voting, followed by jury evaluation of top 50
20 December 2023 - 28 January 2024

Award (study trip to Brussels)
21 - 23 March 2024
Winners

FRANCE
Language: fr
Anti grid Waste: a small idea for a de-polluted world

ROMANIA
Language: en
rEUliON Debate Club Platform
rEUliON is a structured environment for

ITALY
Language: en
The European Central Energy Bank (E.C.E.B.)
The prize

The 3 winning teams are invited to a study trip to Brussels (21 - 23 March 2024)

The visit includes a prize ceremony and visits and presentations to learn more about how EU policies and laws are made and how EU citizens can get involved in the EU.
Events
2023: ES SV ET RO IT PL + media presence
2024 events in focus countries

BE – Ghent, February + summer festival
LT – Vilnius, Book Fair, February
DE – Democracy festival, May
SK – summer festival (Pohoda), July
BG – summer festival (Uzana Poljana Eco Fest), July
AT – summer festival
HR – Book Fair, autumn
+ articles & interviews
Network of ECI Ambassadors

The ECI Ambassadors 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.

They spread the word about the ECI through participation at events, media interviews or social media posts.
ECI Ambassadors, NCPs & communicators

Regular online meet-ups (last: 1 February)
Physical meetings: June 2022 & 6 March 2024
Upcoming activities

- Gathering of the ECI communicators network (ECI Ambassadors, NCPs etc.): 6 March 2024
- Last phase of the ImagineEU video competition for high school students:
  
  Prize award during three teams’ visit to Brussels: 21-23 March 2024
- Events in MS coming up in 2024: Germany (May), Slovakia, Bulgaria, Belgium (July), Austria (August), Croatia (October)
- Webinar targeted at teachers (September 2024)
- Webinar for Europe Direct centers – date tbc
- Social media promotion waves: June & autumn + summer (ECI Forum course)
Thank you

ECI WEBSITE
HTTPS://CITIZENS-INITIATIVE.EUROPA.EU

ECI FORUM WEBSITE
HTTPS://CITIZENS-INITIATIVE-FORUM.EUROPA.EU

MONTHLY NEWSLETTER (EN+ 23 EU LANGUAGES)
HTTPS://EC.EUROPA.EU/NEWSROOM/ECIF/NEWSLETTER-ARCHIVES/VIEW/SERVICE/1501

ECI EDUCATIONAL TOOLKIT
HTTPS://CITIZENS-INITIATIVE.EUROPA.EU/ECI-SCHOOL_EN

CITIZENCENTRAL PODCAST
HTTPS://CITIZENS-INITIATIVE.EUROPA.EU/NEWS/CITIZENCENTRAL-PODCAST_EN

FB GROUP
HTTPS://WWW.FACEBOOK.COM/GROUPECIOFFICIALGROUP

LOCAL CONTACTS
ECI AMBASSADORS & NATIONAL CONTACT POINTS