



Communication activities

#EUTakeTheInitiative

22 February 2024

Objectives of the communication campaign

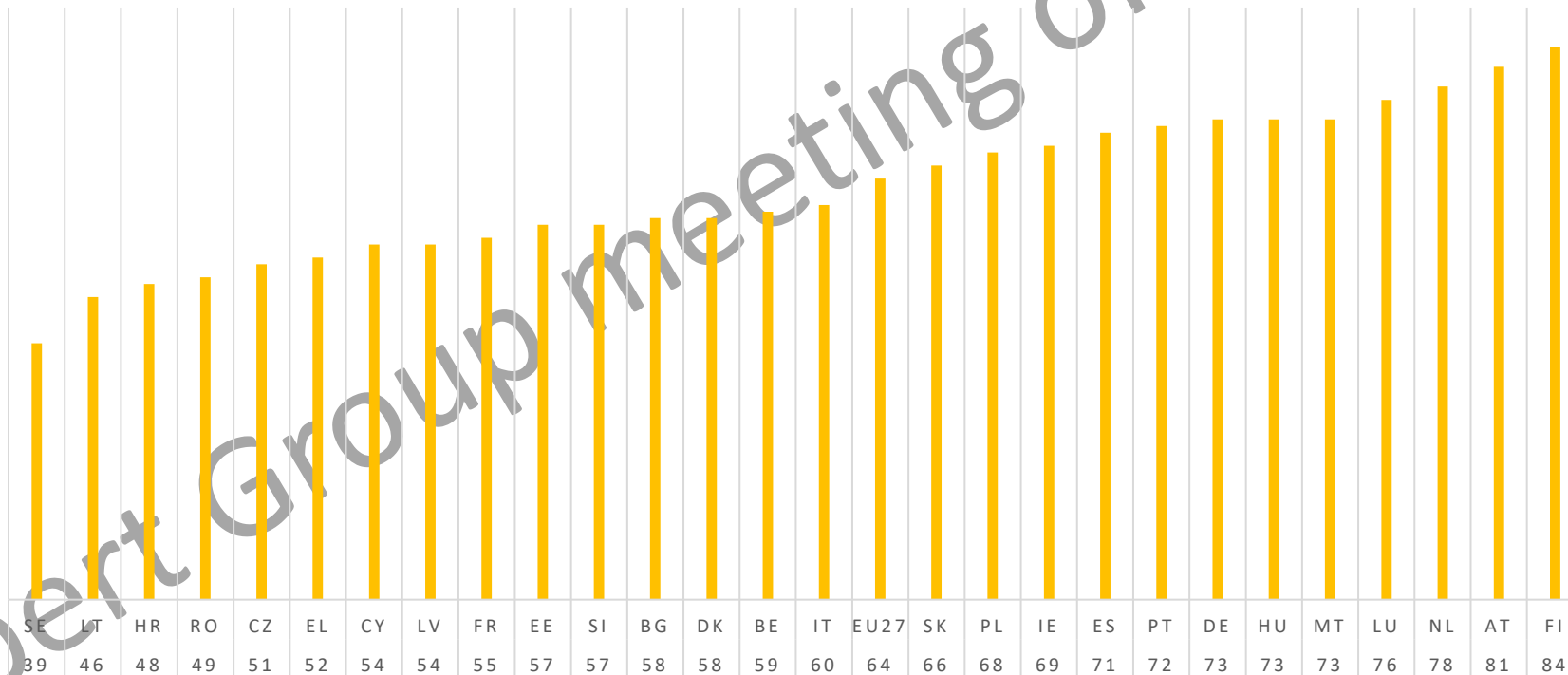
- Raise awareness of citizens about the ECI as one of their key EU citizenship rights
- Strengthen the network of multipliers and partners at national and local levels

Expert Group meeting of 22.02.2024

Eurobarometer on Citizenship and Democracy

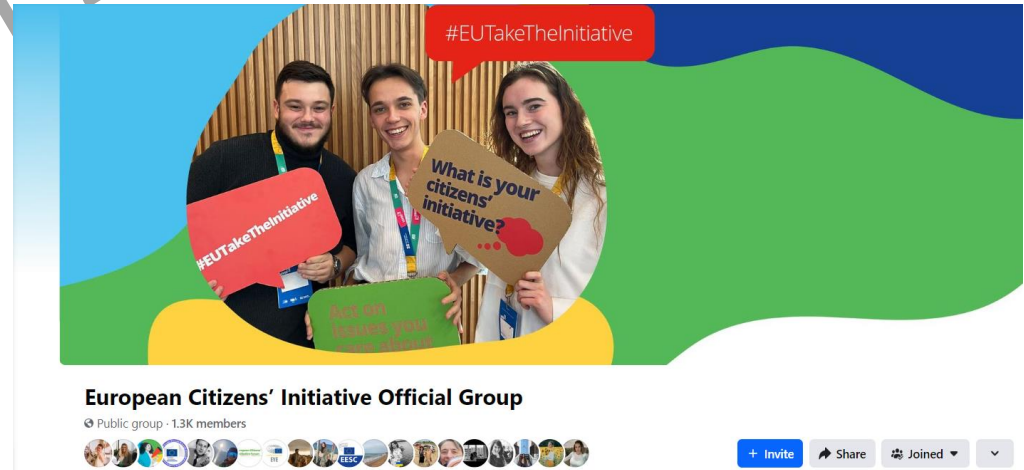
ECI awareness per country (64% EU-wide)

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



Toolkit for schools

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



ImagineEU competition

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

02.2024



FRANCE

Language: fr |

[Anti grid Waste: a small idea for a de-polluted world](#)



ROMANIA

Language: en |

[rEUnion Debate Club Platform](#)

rEUnion is a structured environment for



ITALY

Language: en |

[The European Central Energy Bank \(E.C.E.B.\)](#)

Expert

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**



Exp

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)

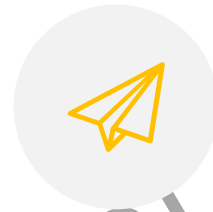
Thank you



ECI WEBSITE
[HTTPS://CITIZENS-
INITIATIVE.EUROPA.EU](https://citizens-initiative.europa.eu)



ECI FORUM WEBSITE
[HTTPS://CITIZENS-
INITIATIVE-
FORUM.EUROPA.EU](https://citizens-initiative-forum.europa.eu)



MONTHLY NEWSLETTER (EN+ 23
EU LANGUAGES)
[HTTPS://EC.EUROPA.EU/NEWSROOM/
ECIF/NEWSLETTER-
ARCHIVES/VIEW/SERVICE/1501](https://ec.europa.eu/newsroom/ecif/newsletter-archives/view/service/1501)



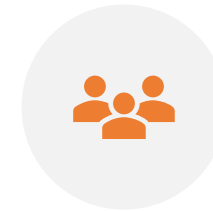
ECI EDUCATIONAL TOOLKIT
[HTTPS://CITIZENS-
INITIATIVE.EUROPA.EU/ECI-
SCHOOL_EN](https://citizens-initiative.europa.eu/eci-school_en)



CITIZENCENTRAL PODCAST
[HTTPS://CITIZENS-
INITIATIVE.EUROPA.EU/NEWS/CITIZEN
CENTRAL-PODCAST_EN](https://citizens-initiative.europa.eu/news/citizen-central-podcast_en)



FB GROUP
[HTTPS://WWW.FACEBOOK.COM/
GROUPS/ECIOFFICIALGROUP](https://www.facebook.com/groups/eciofficialgroup)



LOCAL CONTACTS
[ECI AMBASSADORS &
NATIONAL CONTACT
POINTS](#)

Expert Group meeting of 22.02.2024