

#EUTakeTheInitiative

- Objectives:
 - Increase awareness about the ECI
 - Provide visibility to **ongoing ECIs**
 - Create a community of **multipliers** and **empower** them with high quality and easily accessible promotion materials to autonomously promote the ECI



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European Citizens' Initiative

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Activities & tools

- **Country-specific**

- **Events:** online/offline events in Member States
- **Social media campaigns** in national languages
- **Advertising** in national languages (out-of-home, Google ads, online radios)
- **Multilingual tools:** ECI website, ECI Forum, videos, visuals, publications (ECI guide, leaflet, factsheets etc.)
- **ECI Ambassadors, EC Representations, NCPs**

- **EU-wide**

- Monthly **newsletter** (EN/FR/DE)
- [CitizenCentral' podcasts](#) (EN)
- **Social media** (EN)
- **Events:** 2020 ECI Week, EU Open Days, ECI Days etc
- **Training/ info sessions and meetings with multipliers:** Europe Direct Centers, ECI Ambassadors, National Contact Points



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EUROPEAN UNION

ECI website

 European Union


EN English

EUROPEAN CITIZENS' INITIATIVE

Home How it works Spread the word News

Get a greater say in the policies that affect your lives. The European Citizens' Initiative is a unique way for you to help shape the EU by calling on the European Commission to propose new laws. Once an initiative has reached 1 million signatures, the Commission will decide on what action to take.

[See how it works step by step](#)



The European Citizens' Initiative in video.

Latest [Ongoing \(11\)](#) [Answered \(6\)](#) [All initiatives \(85\)](#)

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All categories

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Collection ongoing




Start Unconditional Basic Incomes (UBI) throughout the EU


158,718 supporters

Support this initiative


Registered



ReturnthePlastics: A Citizen's Initiative to implement an EU-wide deposit-system to recycle plastic bottles

 Signature collection starting soon


Collection ongoing



Freedom to share

2,167 supporters

Support this initiative




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EUROPEAN UNION

ECI Forum



European Union

EN English

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EUROPEAN CITIZENS' INITIATIVE FORUM

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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 platform is a space for you to get practical information and advice about the European citizens' initiative, and to discuss any topics related to it. If you would like to register an initiative, you should visit the [European citizens' initiative website](#).

This site is operated by the European Citizen Action Service (ECAS) on behalf of and under contract to the European Commission.



Infographic | European Citizens' Initiative:
Data & Figures
English (2.96 MB - PDF)

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Introductory Video - European Citizens' Initiative Forum



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Social media

UE in Italia @europainitalia - Oct 22

L'iniziativa dei cittadini europei è uno strumento unico con cui puoi dare forma alle politiche dell'UE.

Sostieni le cause che ti stanno a cuore!

Visita europa.eu/!Kt37xj

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2 10

European Commission @EU_Commission - Oct 27

'National authorities should take into account environmental considerations when introducing new or amending existing policies.'

That is the proposal of the new European citizens' initiative we registered today.

[#EUTakeTheInitiative](#)

Find out more



europa.eu
New European Citizens' Initiative on environmental protection

2 23 44

EuropeDirect Segovia @EuropeDirectSeg - Oct 21

La Iniciativa Ciudadana Europea es tu herramienta para influir en la agenda de la Unión Europea

¡Crea o apoya una iniciativa!

Más info: acortar.link/43X4F2

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New video

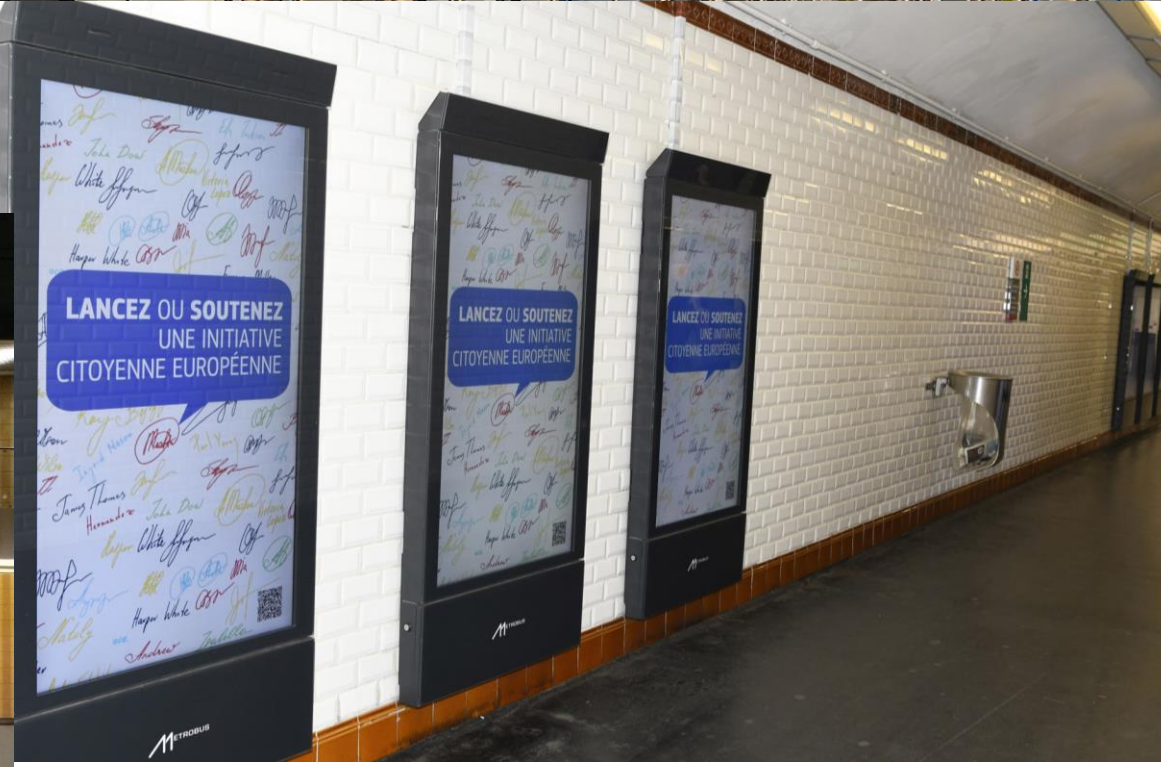


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Billboards



29 October 2021

European Citizens' Initiative

Newsletter



News

New Initiative registered - 'Call to Action: Environmental protection in all policies'

On 27 October the European Commission decided to register another European citizens' initiative – titled 'Call to Action: Environmental protection in all policies'. Organisers are asking the Commission to propose a legal act which would assure Europeans that their national authorities are taking into account environmental considerations when introducing new or amending existing policies. This is the 10th citizens' initiative registered in 2021. Organisers now have 6 months to open the signature collection. Learn more in the [press release](#).



Newsletter



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Podcasts



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ECI 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 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



Aku Aarva

Aku Aarva is Executive Director of European Movement Finland and leads the organisation and its members towards building a better Europe.

📍 Active in Finland



Anne de Zeeuw

Anne de Zeeuw is Programme Coordinator at Netwerk Democratie, where she supports the organisation as it works to develop a more participative democracy in the Netherlands, with a special focus on the role of technology.

📍 Active in Netherlands



Assya Kavrakova

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 Belgium



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Outlook communication campaign

- Continue activities that proved most successful (social media, newsletter, podcasts)
- Join wider and third party events
- Strengthen community of multipliers
- Core set of tools to deploy as new opportunities arise
- Pedagogical module for teaching ECI to secondary schools
- Partnerships for visibility at national level
- 10th anniversary



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ECI Forum

- **Independent advice** on practical and legal aspects of running a European citizens' initiative
- Highlights 2021:
 - **Webinars, trainings, workshops and consultations** with ECI organisers and potential organisers
 - ! *Online course – available in the EU Academy until 10 December*
 - **New content:** blog posts, 2 new success stories, 2 new videos



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