

**2022**

# **ECI communication campaign #EUTakeTheInitiative**

European Citizens' Initiative  
**@10 years**

#EUTake  
TheInitiative



**European  
Citizens'  
Initiative**

# Objectives

- 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 Conference on the Future of Europe follow-up

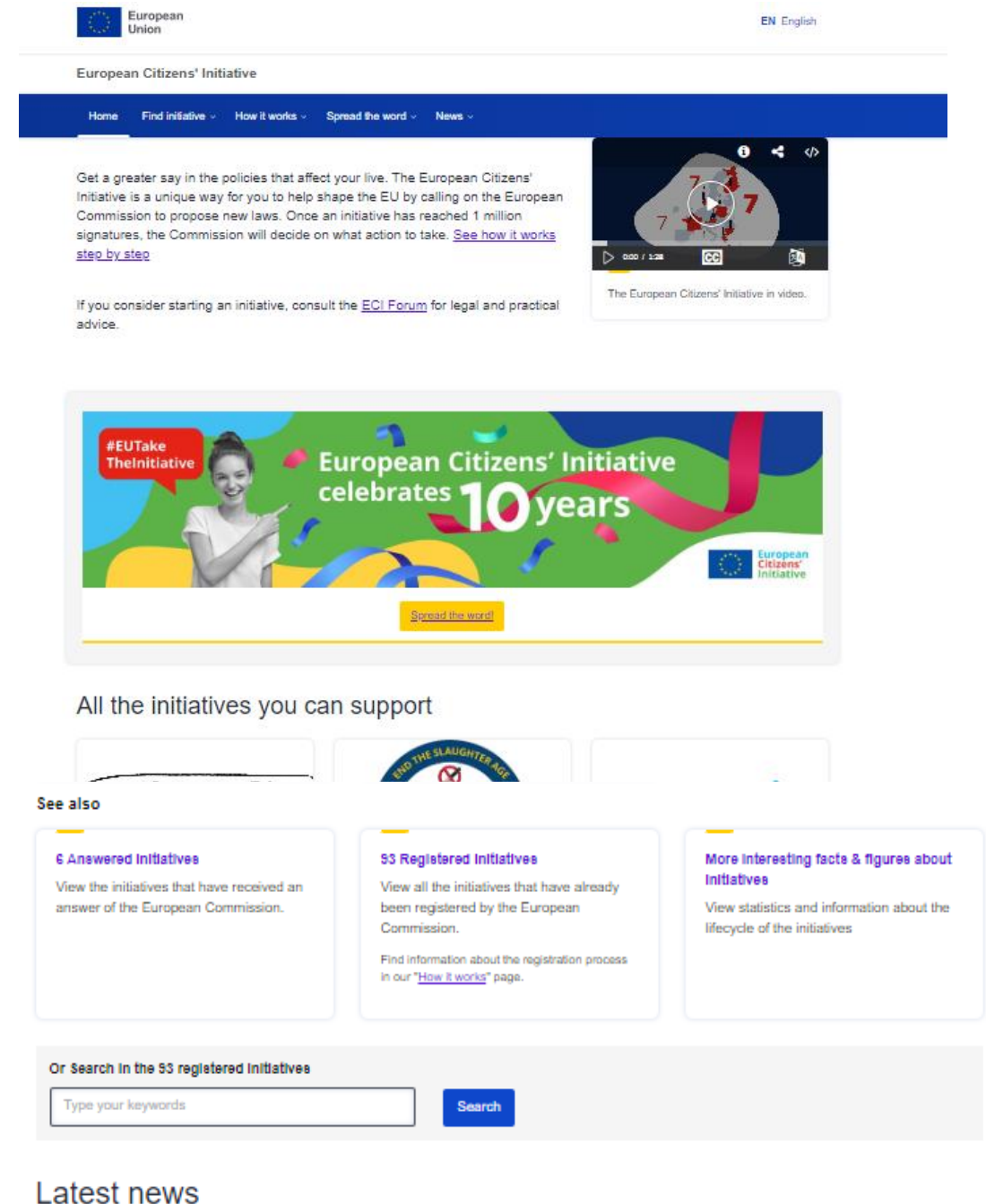
# ECI multilingual website

Updated presentation of initiatives

Updates of the information on the collection systems – planned for 2023

Communication material page

News & Newsletter



The screenshot displays the official website of the European Citizens' Initiative. At the top, the European Union flag and the text "European Union" are visible on the left, and "EN English" is on the right. Below this is the header "European Citizens' Initiative" and a navigation bar with links: Home, Find Initiative, How it works, Spread the word, and News. The main content area features a video player with a play button and a video thumbnail showing a map of Europe with red dots. Text below the video explains the initiative's purpose and provides a link to "See how it works step by step". A section titled "All the initiatives you can support" shows a grid of initiative cards, including one for "END THE SLAUGHTER AGE". Below this is a "See also" section with three cards: "6 Answered Initiatives", "53 Registered Initiatives", and "More interesting facts & figures about Initiatives". At the bottom, there is a search bar with the text "Or search in the 53 registered initiatives" and a "Search" button. The footer area is labeled "Latest news".

European Union

EN English

European Citizens' Initiative

Home Find Initiative How it works Spread the word News

Get a greater say in the policies that affect your life. 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](#)

If you consider starting an initiative, consult the [ECI Forum](#) for legal and practical advice.

The European Citizens' Initiative in video.

#EUTakeTheInitiative

European Citizens' Initiative celebrates 10 years

Spread the word

All the initiatives you can support

See also

**6 Answered Initiatives**  
View the initiatives that have received an answer of the European Commission.

**53 Registered Initiatives**  
View all the initiatives that have already been registered by the European Commission.  
Find information about the registration process in our ["How it works"](#) page.

**More interesting facts & figures about Initiatives**  
View statistics and information about the lifecycle of the initiatives

Or search in the 53 registered initiatives

Type your keywords

Search

Latest news

# ECI multilingual website

## Page contents

Spread the word!

Take part: ECI 10-year anniversary

Videos and podcast

Social media tools

Infographics and Factsheets

Leaflets and presentation materials

Web banners

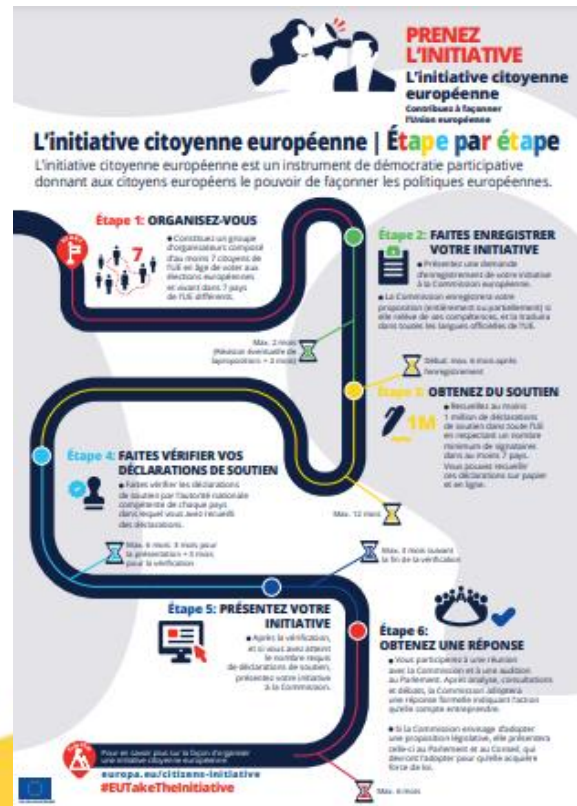
ECI quiz

Guide

A guide to sharing ECI content

[Communication materials](#) (in all official EU languages)

[Quiz](#) (multilingual)



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?

**TAKE THE INITIATIVE**  
European Citizens' Initiative  
your tool to shape European policy

**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





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

## New 3-year contract with the same contractor

 **European Union**

Logged in ▾ EN English

Search

European Citizens' Initiative Forum


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

View Edit Revisions Translate

### 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](#).



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

English (816.19 KB - PDF) [Download](#)



0:00 / 2:01

Introductory Video - European Citizens' Initiative Forum


### Upcoming Webinar

Webinar 'Essential Skills for European Citizens' Initiative Organisers - The Basics'

### Latest blog articles



01/09/2022 | 0 Comments  
**Anatomy of a miracle: how the last 20 days of the Stop Finning EU campaign became a gamechanger**  
[Good practices](#) [Signature collection](#)



16/08/2022 | 0 Comments  
**Make it Known, Make it Fun, Show Them the Impact!**  
[Events and awareness raising](#)  
[Participatory democracy](#)



27/07/2022 | 0 Comments  
**'ECI Model': How Students Learn to Become Active European Citizens in Practice**  
[Academic and policy analysis](#)  
[Events and awareness raising](#)

[All blog articles >](#)

### Latest discussed ideas

05/09/2022 | 0 Comments | 0 Votes  
**Corporations should pay higher water fees than households**  
Helena Polasik  
[Environment and climate](#)

04/09/2022 | 0 Comments | 0 Votes  
**Europe day should be a Public Holiday**  
Istvan Hidvegi  
[Events and awareness raising](#)  
[Culture and media](#)  
[Regulatory framework](#)

01/09/2022 | 0 Comments | 0 Votes  
**Exploring the gas crisis and discuss solutions**  
Rolf Citizen  
[Business and economy](#)

[All discussed ideas >](#)

### Latest learning materials

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

Online Course: Essential Skills for European Citizens' Initiative Organisers

# ECI Newsletter

31 August 2022

Newsletter



## Highlights

### Summer updates & language settings

Dear readers,

We hope you have had relaxing summer holidays. Below you will find a recap of ECI updates from July and August, as well as events for the autumn. Catch up on the latest blogs and read about the newest citizens' initiative.



Reminder: this newsletter has automatic machine translation into 23 EU languages. Want to switch languages? **[Click here to select the language of your choice](#)** at the top of the page. Thanks for keeping in mind this is machine-generated. We hope you enjoy!



**European  
Citizens'  
Initiative**

# Events



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

0:00 / 1:18:24  
6 July 2022







Initiative  
Citoyenne  
Européenne

DELTA  
FRANCE  
ASSOCIATIONS



## Stand Initiative Citoyenne Européenne



DISTRIBUTION DE  
GOODIES



RÉALISATION D'UN QUIZZ  
SUR L'INITIATIVE  
CITOYENNE EUROPÉENNE





# Podcasts

## CitizenCentral Podcast



## CitizenCentral Podcast



POLITICO Live ▾ More Info ▾



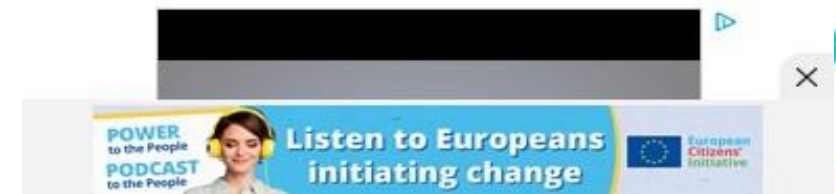
POLITICO

MY POLITICO ▾

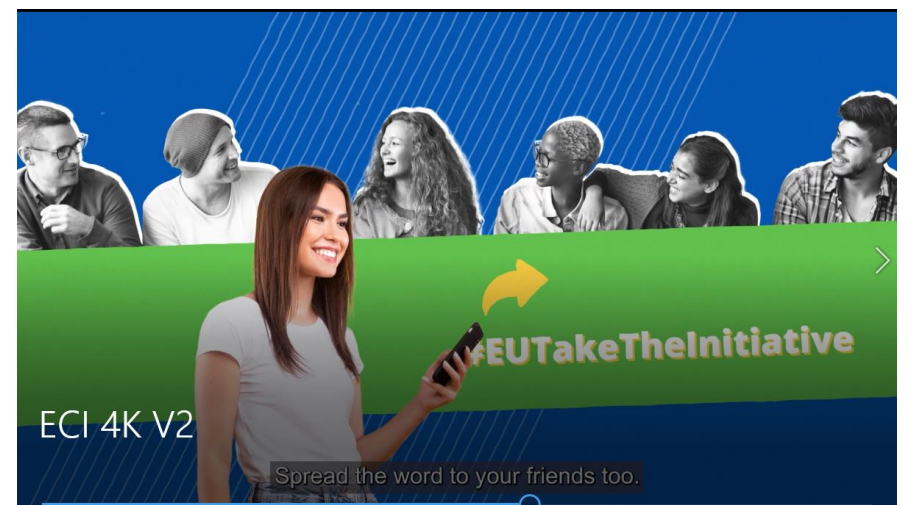
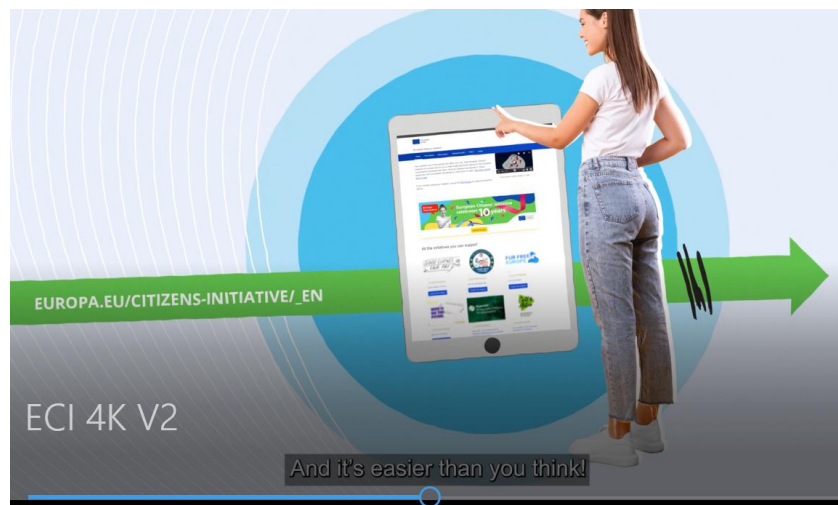
The European Commission's antitrust enforcers are investigating Google's app store rules, according to two people close to the matter.

Google's rivals have received confidential questionnaires from Brussels, probing billing terms and developer fees for the U.S. tech giant's Play Store, the two people, who spoke on condition of anonymity, said.

An investigation in the Netherlands into Google's Play Store rules will likely be closed to make way for the EU examination, the people added, as concerns of anticompetitive conduct will need to be examined on an EU-wide scale. The United Kingdom's competition watchdog has also an open investigation into Google Play Store.



# New video





# Social media

**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/!PVMYvH>

#EUTakeTheInitiative

**CitizenCentral Podcast**



 **European Citizens' Initiative**

 Sponsored

**PRENEZ UNE INITIATIVE EUROPEENNE!**

**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/!38CGB9>

#EUTakeTheInitiative  
#PFoE2022

 **europa.eu**



 **European Citizens' Initiative**

[europa.eu](https://europa.eu)  
Discover the European Citizens' Initiative

[Learn more](#)



**European  
Citizens'  
Initiative**



# Educational module

4 modules

Toolkits for teachers and students

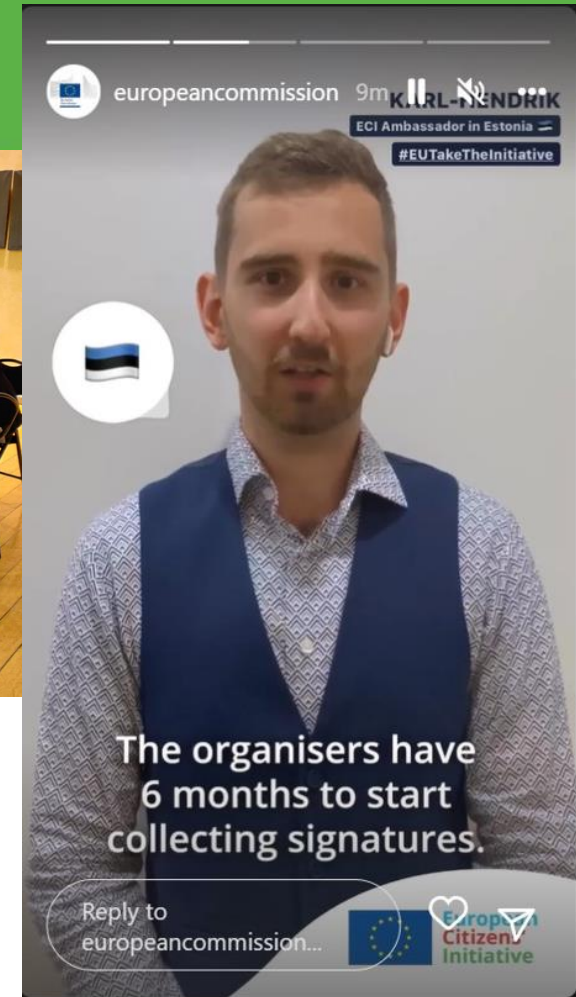
Testing panel: October 2022

Piloting: as of January 2023

Official launch: school year 2023-2024

Promoted via school competition

# ECI Ambassadors





## 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 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



 [Anne de Zeeuw, Netwerk Democratie](#)

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, 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



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# Upcoming activities

- webinar Europe Direct centers – 12/10
- events in MS coming up in 2022: CY, BE, EL, CZ
- social media waves October – November
- 2 new podcast episodes
- online gathering NCPs/Ambassadors on 15 November

# National Contact Points

Regulation 2019/788, Article 4(6): „*Each Member State shall establish one or more contact points to provide, free of charge, information and assistance to groups of organisers, in accordance with applicable Union and national law.*”



Role and activities of national contact points – report from ECI network gathering on 1 June 2022 (organised in conjunction with the ECI Day)

# Ideas from the ECI Network gathering (1 June)

- **Building bridges between national ECI actors and between the ECI as a tool and other national initiatives**
- Bringing ECI Ambassadors, national contact points and Europe Direct Centres in contact with one another, to create synergies.
- Contacting institutions at national level to make links to the ECI in their online communication tools (e.g. Estonian platform for national participatory initiatives also provides information/link to ECI), as well as links between European elections and ECI, national citizens' initiatives and the European ones etc.
- Informing about the ECI at national events, festivals, schools, universities, making materials available in public institutions etc.



# Discussion - updates and best practice from the Member States



European  
Citizens'  
Initiative