



# TAKE THE INITIATIVE

European Citizens'  
Initiative

Communication Campaign

#EUTakeTheInitiative  
[ec.europa.eu/citizens-initiative](https://ec.europa.eu/citizens-initiative)



# #EUTakeTheInitiative | The Campaign

- Objectives:
  - **Raise awareness** about the European Citizens' Initiative among key stakeholders & citizens
  - **Boost the level of participation** & increase the number of initiatives
- EU 27 | **2018-2020**
- 2018 | **BG, LT, PL, CZ, FR, PT, AT + EU 27**



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# #EUTakeTheInitiative

## | Tools & Activities



- **Content & tools development**



- **Stakeholder engagement:** Roadshow, toolkit, direct communication & follow-up



- **Citizen engagement:** Festivals of democracy & social media paid campaigns



- **Media relations**



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# #EUTakeTheInitiative | Content & tools

## WHERE CAN I MAKE A DIFFERENCE?

WITH THE EUROPEAN CITIZENS' INITIATIVE

Check out these 10 areas where you can shape the EU agenda.



### FACTS & FIGURES CZECH REPUBLIC

ACT ON HOW YOU CAN ABOUT

CREATE NETWORKS AND FOSTER FRIENDS

TAKE THE INITIATIVE European Citizens' Initiative

EMPOWER YOURSELF TO BE A CHANGE AGENT

ENGAGEMENT TO FEE

TO SUBMIT A SUCCESSFUL PROPOSAL TO THE EUROPEAN COMMISSION, YOU NEED:

- 1. A minimum of 1 million valid signatures from citizens of at least 7 different EU member states.
- 2. A minimum of 300 valid signatures from citizens of each of the 7 member states.

EUROPEAN CITIZENS' INITIATIVE RESULTS IN THE CZECH REPUBLIC

100% of the 100 proposals submitted in the Czech Republic were successful.

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### WHERE CAN I MAKE A DIFFERENCE?

WITH THE EUROPEAN CITIZENS' INITIATIVE

Check out these 10 areas where you can shape the EU agenda.

- NON-DISCRIMINATION & CITIZENSHIP
- EMPLOYMENT & SOCIAL AFFAIRS
- EDUCATION, TRAINING, YOUTH & SPORT
- HUMANITARIAN AID, DEVELOPMENT & COOPERATION
- ENVIRONMENT & CLIMATE ACTION
- ENERGY
- AGRICULTURE & FISHERIES
- PUBLIC HEALTH
- CONSUMER PROTECTION
- JUSTICE, FREEDOM & SECURITY

### SHEDDING LIGHT

on the European Citizens' Initiative

Check out these 10 areas where you can shape the EU agenda.

1. The European Citizens' Initiative (ECI) is a tool that allows citizens to propose new laws or changes to existing laws.

2. The ECI is a tool that allows citizens to propose new laws or changes to existing laws.

3. The ECI is a tool that allows citizens to propose new laws or changes to existing laws.

4. The ECI is a tool that allows citizens to propose new laws or changes to existing laws.

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### PRENEZ L'INITIATIVE!

Initiative citoyenne européenne

Le meilleur outil pour façonner les politiques européennes

TakeTheInitiative.europa.eu/citizens-initiative

### PRENEZ L'INITIATIVE

Initiative citoyenne européenne

outil pour façonner les politiques européennes

CRÉEZ DES RÉSEAUX ET SUSCITEZ LE DÉBAT

ADRESSEZ-VOUS DIRECTEMENT AUX RESPONSABLES POLITIQUES

AGISSEZ SUR LES QUESTIONS QUI VOUS TIENNENT À CŒUR

### PARTICIPATION À CE JOUR

Plus de 50 initiatives ont été enregistrées

4 initiatives ont abouti

Plus de 9 millions de citoyens de l'UE ont soutenu une initiative depuis 2012

PRENEZ L'INITIATIVE Initiative citoyenne européenne

### TAKE THE INITIATIVE

European Citizens' Initiative

1 million de signatures

Atteindre le nombre requis de signatures dans 7 pays

PRENEZ L'INITIATIVE Initiative citoyenne européenne

### PRENEZ L'INITIATIVE

Initiative citoyenne européenne

Un comité de 7 citoyens, un dans 7 États membres

1 million de signatures

Atteindre le nombre requis de signatures dans 7 pays

### TAKE THE INITIATIVE

European Citizens' Initiative

Your tool to shape European policy

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**NON-DISCRIMINATION & CITIZENSHIP**

**JUSTICE, FREEDOM & SECURITY**

**ENVIRONMENT & CLIMATE ACTION**

# #EUTakeTheInitiative | Stakeholder engagement



# #EUTakeTheInitiative | Social media



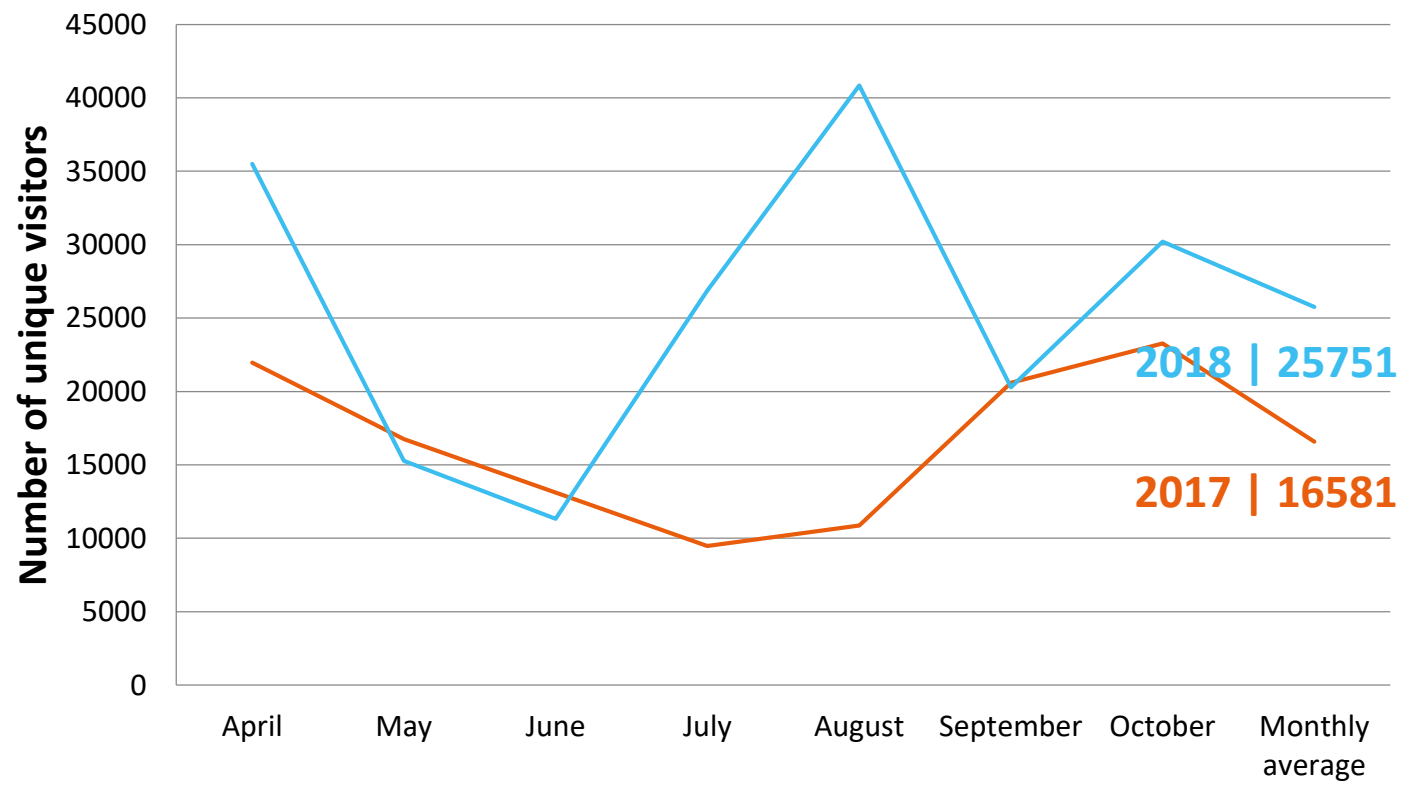






# #EUTakeTheInitiative | Achievements

Website | 55% increase in the number of unique visitors (monthly average)



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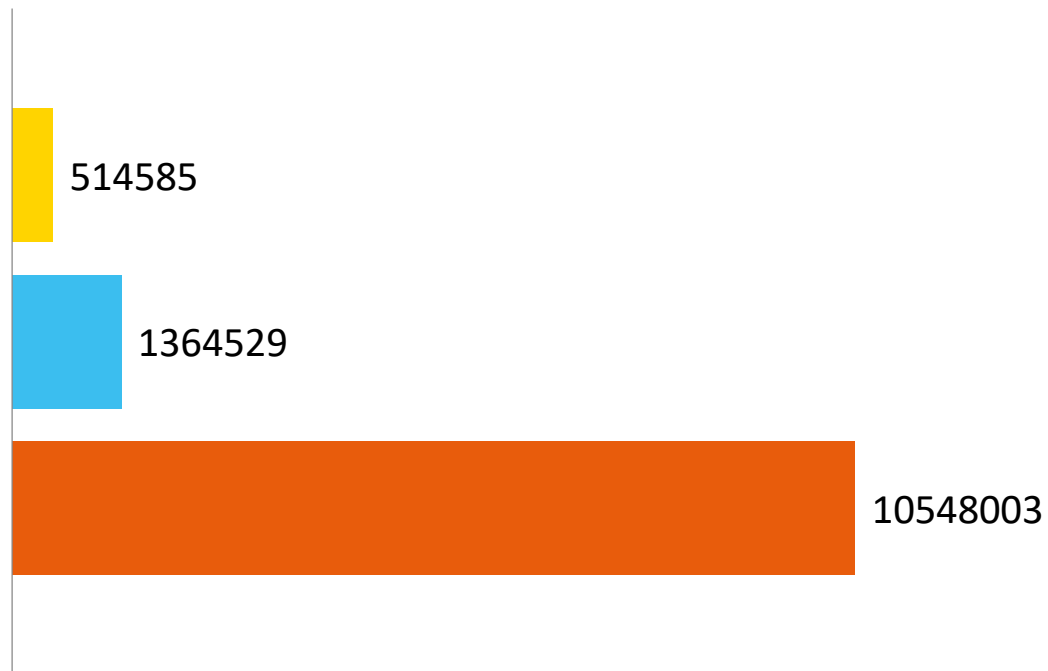


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# #EUTakeTheInitiative | Achievements

## Social media | Reach & Engagement

■ Video Views ■ Engagement ■ Impressions



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# #EUTakeTheInitiative

## | Next steps

- 2019 | 10 countries: RO, FI, ES, NL, BE, MT, EL, EE, SK, SI
- 2020 | 10 countries
- Focus of activities in 2019:
  - Update to new Regulation + video
  - ECI website: concept, structure, design and content production
  - Workshops + participation in more festivals of democracy & other big events
  - Media relations



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**THANK YOU!**

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