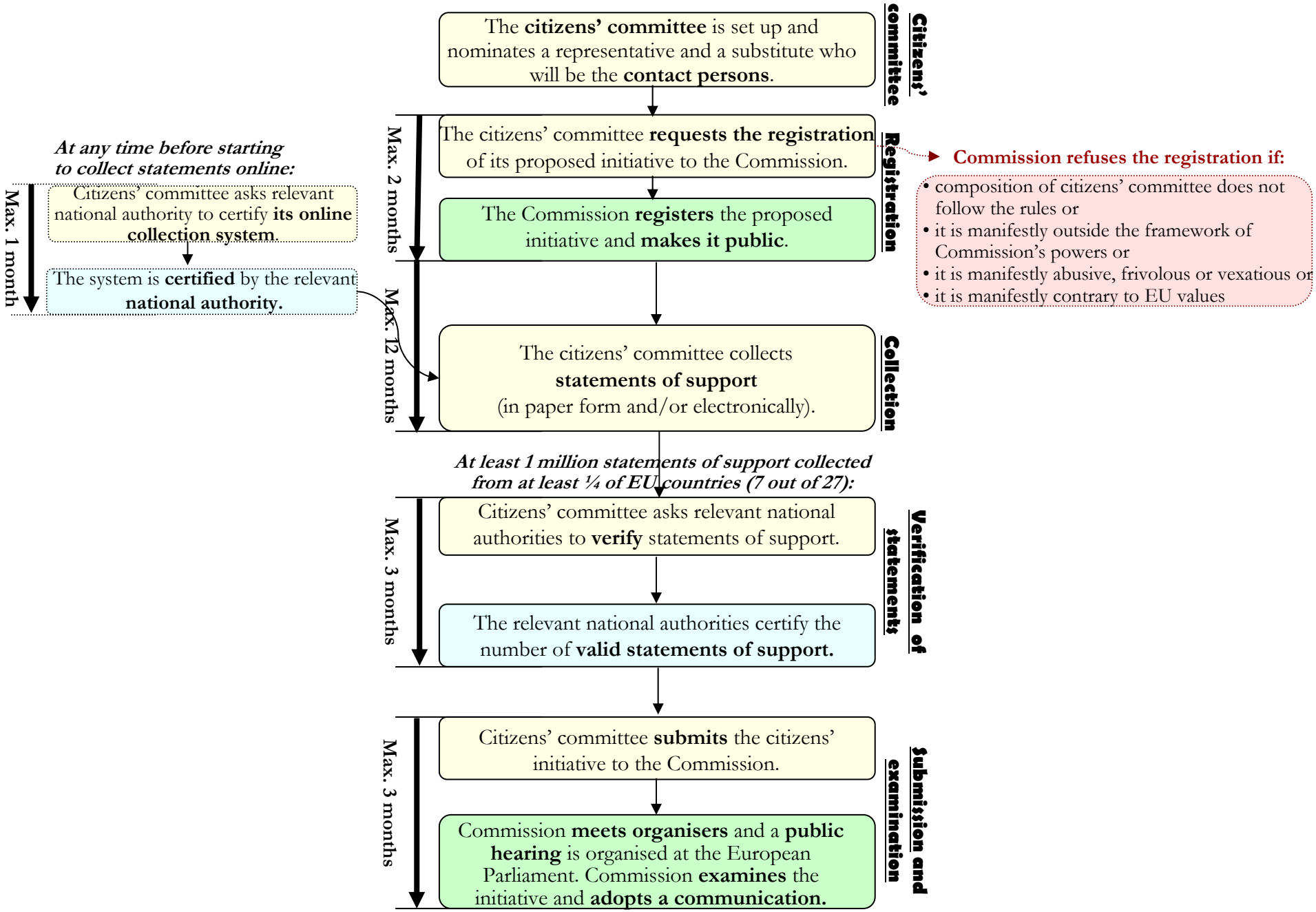European citizens' initiative - step by step