TAKE THE INITIATIVE
European Citizens' Initiative
Communication Campaign

#EUTakeTheInitiative
ect.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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<table>
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<th>Tools &amp; Activities</th>
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- **Content & tools** development
- **Stakeholder engagement:** Roadshow, toolkit, direct communication & follow-up
- **Citizen engagement:** Festivals of democracy & social media paid campaigns
- **Media relations**
WHERE CAN I MAKE A DIFFERENCE?
WITH THE EUROPEAN CITIZENS’ INITIATIVE

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

1. NON-DISCRIMINATION & CITIZENSHIP
2. JUSTICE, FREEDOM & SECURITY
3. ENVIRONMENT & CLIMATE ACTION
#EUTakeTheInitiative | Stakeholder engagement
#EUTakeTheInitiative | Social media
#EUTakeTheInitiative | Achievements

- Stakeholders
  - Total: 749 across BG, LT, PL, CZ, FR, PT, AT + EU level
  - 47 acted as multipliers

  -> more than 500K reach
Website | 55% increase in the number of unique visitors (monthly average)
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| Achievements |

Social media | Reach & Engagement

- Video Views: 514585
- Engagement: 1364529
- Impressions: 10548003
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
THANK YOU!

European Citizens' Initiative

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