

# European Citizens' Initiative Forum



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# European Citizens' Initiative Forum Webinar

*Campaigning online for your European citizens' initiative.*

**Host:** Petko Georgiev, Director, ProMedia

**Speakers:** Meike Hartwig, Senior Campaigner, Change.org

Olga Kikou, Head of EU Office, Compassion in World Farming

**16 June 2020**

# Today's Agenda

- **Introduction (5 minutes):**
  - **What's the European Citizen's Initiative;**
  - **What are the challenges of campaigning for one?**
  - **How does the COVID crisis impact campaigning and what has been the EC response in relation to ongoing European Citizens' Initiatives?**
- **Talk with Olga Kikou, End The Cage Age European Citizens' Initiative (20 minutes)**
- **Talk with Meike Hartwig of Change.org (20 minutes)**
- **Q&A with audience (15 minutes)**

# Today's Speakers

- **Olga Kikou**
  - Head of EU Office, Compassion in World Farming & substitute representative of the Citizens' Committee for the End the Cage Age initiative
- **Meike Hartwig**
  - Senior Campaigner, Change.org

# Interaction and Q&A

- Interface: Please **turn off your video and mute yourself** during the presentations.
- Language: English.
- How to interact and ask questions: You can use the chat to ask questions. They will be noted and picked up by the moderator during the respective Q&A session.
- The Webinar will be recorded and uploaded on the European Citizens' Initiative Forum. The presentations will be made available on the Forum too.

# What is the European Citizens' Initiative?

## Article 11(4) of the Treaty on the European Union:

*Not less than one million citizens who are nationals of a significant number of Member States may take the initiative of inviting the European Commission, within the framework of its powers, to submit any appropriate proposal on matters where citizens consider that a legal act of the Union is required for the purpose of implementing the Treaties.*

**THE FIRST SUPRANATIONAL  
INSTRUMENT OF PARTICIPATORY  
DEMOCRACY**

# Campaigning Challenges

- at least 1 million signatures
- verification mechanism
- at least 7 Member States
- minimum threshold in every Member State
- fixed timeframe

# Talk with Olga Kikou, End the Cage Age European citizens' initiative

## Question 1:

Tell us more about the Initiative's success: what were the objective, how did you set your targets, how did you plan the campaign and what are your achievements so far?

## Question 2:

*You managed to build a formidable alliance of organisations which supported the European Citizen's Initiative – how did you go about engaging them and how did you handle campaign coordination? Do you have any tips related to this step?*

## Question 3:

*Looking at your campaign so far, what were the most important elements to take into consideration? Share your experience in online campaigning and the use of social media, finding multipliers and intermediaries of your messages?*

## Question 4:

What are your next steps in terms of campaigning? How did you adjust your approach given the COVID crisis?



# Talk with Meike Hartwig, Change.org

## **Question 1:**

Tell us more about Change.org - what's your approach to empowering people to participate in the democratic process?

## **Question 2:**

How do campaigns work in “normal” times and how did you adjust to the COVID situation?

## **Question 3:**

Could you please describe in detail, step by step, how did that campaign run?

## **Question 4:**

How to successfully run an EU-wide online campaign?

# For more information

## Guidance notes

Procedural steps the successive phases of an initiative

How to look for partners practical tips and hints

How to draft an initiative legal requirements and practical advice

How to campaign common sense advice on promoting your initiative

How to collect signatures often the hardest step

How to raise funds for your campaign

## Success stories – Currently Available on the Forum

One of us pro-life initiative with papal backing

Right2Water the impact of prime-time TV coverage

Stop Glyphosate building on an existing pan-European campaigning network

Stop Vivisection the power of large groups of volunteers

## Useful links

- [Other Webinars](#)
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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.



# **Thank you very much for joining us today**

*Do you want to help us to improve further?*

<https://ec.europa.eu/eusurvey/runner/feedbackwebinarmay2020>

*We thank you for your feedback!*

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