

HouseEurope!

The European Citizens' Initiative for Renovation and Transformation

Preparation
Submission
Signature Collection

HouseEurope! is both a non-profit policy lab and a European Citizens' Initiative that advocates for new laws to make the renovation and transformation of existing buildings the new norm.

- + How did the idea for this ECI emerge?
- + How did you form your core team and expand your network?
- + How did you ensure your initiative fell under the European Commission's competences before submission?
- + What early outreach strategies did you use to generate awareness and support?
- + How did you prepare your campaign strategy for the signature collection phase?
- + How did this help you in collecting signatures afterwards?

1. Resources and Best Use

You have limited resources: time, money and energy.

Where do you invest them: preparation phase versus collection phase.

There is a change that you lose momentum, both internal and external.

2. Partners not Supporters

You need partners who are doing the ECI for them.

They are not helping you, they are helping themselves.

Ideology – Incentive – Income

3. Outreach

Owned: Your existing community – newsletter, mailing lists, contacts, followers.

Earned: People who hear about the ECI through trusted messengers – endorsements, collaborations, word-of-mouth.

Paid: Visibility through ads, sponsored content, and events.

These require money, but they scale reach quickly.

You are doing this for you!

