



**Before you submit your ECI for registration, check if you have considered all the following aspects:**

- |                          |                     |   |   |
|--------------------------|---------------------|---|---|
| <input type="checkbox"/> | <b>1. Your idea</b> | <p>Is your issue a European one?</p> <p>Does it lie within the competence of the European Commission?</p> <p>Is it eligible under the ECI Regulation?</p>   | <p><i>Tip: You may want to contact the <a href="#">European Citizens' Initiative Forum</a> for advice on whether your ECI lies within the competence of the European Commission. Check out all the opportunities available: <a href="#">support is all around!</a></i></p>  |
| <input type="checkbox"/> | <b>2. Knowledge</b> | <p>Have you read the rules on the ECI?</p> <p>Do you understand all the administrative and organisational steps of the process?</p> <p>Have you tried to consult other ECI organisers to understand what these requirements mean in practice?</p> | <p><i>Tip: Over 100 ECIs have been registered to date and those involved have gathered a lot of valuable experience. Don't underestimate the value of learning from the best practices other people have identified. Supplement your knowledge by referring to official documents containing real campaign stories and examples.</i></p>  |
| <input type="checkbox"/> | <b>3. Purpose</b>   | <p>Do you have a clear goal?</p> <p>Is it realistic?</p>  | <p><i>Tip: Don't forget that an ECI is an agenda-setting goal! If your objective is to secure an immediate change in legislation, consider choosing a different tool.</i></p>   |
| <input type="checkbox"/> | <b>4. Wording</b>   | <p>Can you express your goal/s in simple words?</p> <p>Are you ready to run your campaign in various Member States' languages?</p>  | <p><i>Tip: You want your campaign to reach as many supporters as possible, so you must be prepared to speak their language and in a way that is understandable to everyone. This means that the message must be clear not only to professionals, but to lay people too. Running a pan-European campaign also means translation. The European Commission will translate the core content of your initiative but you will have to rely on your own resources to translate your campaign material.</i></p> |
| <input type="checkbox"/> | <b>5. Timing</b>    | <p>Is your proposal timely?</p> <p>Is there any policy work being carried out in this area? How advanced is it?</p>   | <p><i>Tip: Be aware that legislative processes can take years and involve many consultations before they are finalised. If your proposal requires complex changes in EU legislation or comes shortly after a new proposal has been adopted, it might be more appropriate to use other tools to reach your goals.</i></p>  |
| <input type="checkbox"/> | <b>6. Partners</b>  | <p>Have you found motivated partners (at least 6 other people for the required group of organisers)?</p> <p>Who decides and coordinates how you conduct your campaign? How will you communicate with each other?</p>                              | <p><i>Tip: Running parallel campaigns in several Member States requires excellent coordination and communication between partners. You may either agree on the principles and run independent, local campaigns or envisage cross-border initiatives. Some ECIs have decided to keep one main coordinator in Brussels in order to ensure quick and easy access to the EU institutions in case important meetings come up relating to their ECI.</i></p>  |





## 7. Launch date

Have you considered your launch date thoroughly, bearing in mind that you have up to six months from the moment you register your initiative to start your collection campaign?

Have you thought of organising an official launch event?

*Tip: It is not easy to attract the attention of many people at the same time. It is even more difficult to get the media interested in your issue. Organising a big launch event in one or several Member States may help you do that.*



## 8. Communication

Are you ready to present your ECI to all potential supporters, even the critical ones?

Have you prepared a list of organisations / networks / groups / institutions that might be interested in the subject?

Have you set up social media accounts?

Have you identified potential media partners who would be interested in the topic?

Have you thought about a campaign and media strategy?

Have you thought of developing a visual identity, including a logo for your campaign?

*Tip: Be prepared to answer questions not only about the content, but also about the ECI as a tool! Check out existing publications on the ECI.*

*Make use of the [European Democracy Passport](#) and the [material](#) made available in all EU languages by the European Commission to explain the ECI. Seek advice from the [ECI Forum](#) experts to build your communication strategy.*



## 9. Management

Are you ready to involve many active supporters: new partners, volunteers etc.? How will you communicate with them? How will you organise their work and coordinate their activities? Are you prepared to train them on the ECI in general and on what your ECI is about in particular? How will you motivate your partners if, despite their efforts, only a few people sign up to your ECI?

*Tip: Many ECIs depend to a great extent on the work of volunteers. Remember that they need clear information on what to do and how to communicate with people about the ECI. They also need to know how to fill out the forms so that supporters provide all the information needed and no signature is lost! In addition, many previous ECIs have mentioned the motivation factor. Only a few ECIs have so far reached the threshold of 1 million signatures, and it is therefore extremely important to keep up team morale, especially at times when there are few signatures coming in.*



## 10. Finances

Prepare your list of expenses and make it really detailed: from printing thousands of support forms to buying air tickets for organisers to meet or present their campaign at relevant conferences.

*Tip: Some organisers raise funds among their supporters, others count on contributions from big organisations. There have also been examples of organisers selling promotional materials bearing the campaign logo in order to raise funds. Money is not always essential, but you will need to think about getting volunteers to help you with translation, printing, campaigning in the street and running your campaign online, amongst other things.*

**If you have ticked off all of the above points, you are ready to face the challenge of running an ECI campaign!**

More info: [www.eesc.europa.eu/eci](http://www.eesc.europa.eu/eci) • ECI Register: <https://europa.eu/citizens-initiative>



European Economic  
and Social Committee