

# How to become a **multiplier**





# 1. Overview

**To increase the number of citizens' initiatives and the level of participation and engagement of citizens, the European Citizens' Initiative tool needs to be known to all Europeans. To this end, the European Commission has committed to raise awareness across all EU countries and encourages interested actors to get involved and bring the European Citizens' Initiative to light.**

You can get involved in spreading the word on the European Citizens' Initiative by becoming a multiplier and using your voice to promote the tool among your network.

A toolkit of tailor-made communication materials is available in all EU languages and is ready to be used or customised. The variety of materials will provide you with the knowledge to show how the tool is unique, why citizens should use it and explain concretely how it works.

The engagement toolkit consists of:

- Materials that you can publish on your website, such as a news article and web banners
- Materials that you can use across your social media channels, including videos, static visuals and copies
- Materials that you can distribute at events including infographics, leaflet, presentations, etc.
- Communication materials to reach out to your network, such as an email outreach text and a campaign brief.





## 2. Communicating to your network

**Raising awareness on the European Citizens' Initiative might seem challenging at first. We suggest starting with communicating to your network, an audience that already listens to your message and is aware of your activities.**

### *How to communicate?*

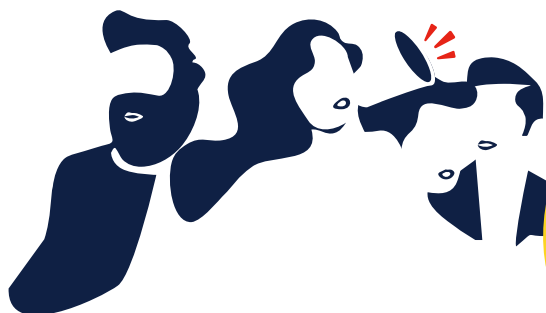
There are many ways you can reach out to your network as part of your daily activities. The key here is to communicate regularly on the tool via blogposts, articles, information snippets, email outreach, phone calls etc. It is important to keep your network aware and interested feeding them with new information.

Below are a few examples on how you can use our toolkit to help you communicate on the European Citizens' Initiative:

- Include a short article on the European Citizens' Initiative on your website and in your newsletter
- Publish an interview or write a blogpost providing more detail on the European Citizens' Initiative on your website and in your newsletter
- Publish the videos explaining how the European Citizens' Initiative works and highlighting its key benefits on your website and your YouTube channel
- Create a news flash on your website each time a new initiative is registered
- Add a web banner to your website
- Contact your members directly (via email and phone) who might be interested in launching an initiative making them aware that such a possibility is available to them.
- Distribute press releases and materials to your media contacts

### **Tools**

- News article
- Web banners
- Videos explaining how the European Citizens' Initiative works
- Email outreach text to your members
- Campaign brief





### 3. Organising or taking part in awareness-raising events

Events are a good way to meet stakeholders, share information and exchange ideas. Organising or simply participating in an event gives you an opportunity to communicate about the European Citizens' Initiative.

#### *How to talk about the European Citizens' Initiative during an awareness-raising event?*

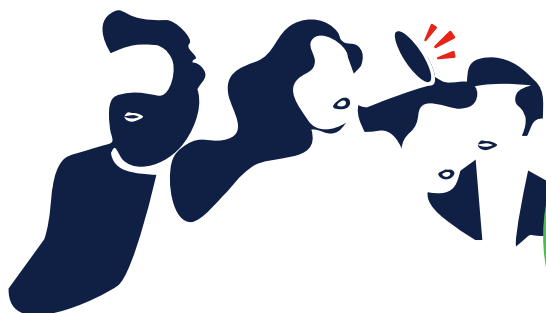
You can make a presentation of the tool to the participants, providing them with valuable information and encouraging them to get involved, launch initiatives or sign existing ones, and spread the word further. Events are also the opportunity to distribute printed material such as infographics, leaflets, etc.

What you can do is:

- Organise a working group about the European Citizens' Initiative during an annual member meeting
- Make a presentation of the European Citizens' Initiative at an event
- Play the European Citizens' Initiative videos during your presentation
- Host an informal discussion in your headquarters
- Set up webinars on the European Citizens' Initiative focusing on the tool and its different aspects
- Become a co-organiser of a bigger event related to participatory democracy
- Distribute printed materials on the European Citizens' Initiative at your stand during an event.

#### Tools

- Presentation slides on the European Citizens' Initiative
- Infographics
- Factsheet
- Leaflet
- Postcard





## 4. Using social media

**Social media is an important channel by which you can reach interested actors, engage your audience and build a community.**

### *How to promote the European Citizens' Initiative on social media?*

There is a myriad of ways to get involved and spread the word across the different social media such as Facebook, Twitter and Instagram and we have prepared a number of tools to help you do that.

Some ideas on how to use social media to promote the tool:

- Post regular content on your social media channels about the European Citizens' Initiative by using the ready-made social media posts
- Post the short videos created for social media to engage your audience
- Upload the European Citizens' Initiative videos on your YouTube channel
- Post the static visuals featuring facts and figures about the European Citizens' Initiative
- Share and react to content about the European Citizens' Initiative, published on the main European Commission channels on Facebook, Twitter, Instagram and LinkedIn. The European Commission is active on social media about the tool so do not hesitate to share and engage with the content
- Help promote the upcoming events, part of the European Citizens' Initiative Roadshow. You can find regular updates on upcoming events here.

### Tools

- Social media posts
- Videos
- Social media visuals





European  
Citizens'  
Initiative

