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Final Report

Conference in Paris on 29 June 2012



How to communicate about the European Citizens' Initiative?

In partnership with



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Introduction

The 29 June 2012 conference, entitled “How to communicate about the European Citizens’ Initiative?” falls within the ambit of a project launched by our partner ECAS (*European Citizen Action Service*). Since 2010, *Toute l’Europe* has gone into partnership with ECAS, in order to contribute to the creation of the European Civil Society House which aims to make available to European citizens, both physically and virtually, an assistance platform for the following tools:

- The European Citizens’ Initiative (ECI);
- The European Parliament’s system of petitions;
- The referral of cases to the European Ombudsman;
- The complaint procedure before the European Commission; and
- Access to the documentary resources of the European institutions.

In order to direct this project, ECAS has decided to draw on the recommendations made at citizens’ consultations, one of them was organized by *Toute l’Europe* in June 2011 in Paris. Subsequently, ECAS has coordinated the organization of a series of conferences centered, more specifically, on the terms of use and the limits of the ECI. This project, entitled “ECI-Link”, also brings together the following partners: the Catalan foundation, *Ferrer i Guardia*; the *Austrian Institute for European Law and Policy*; the Belgian non-governmental organization *Government to You*; and Stockholm University. All the actions undertaken within the framework of this project are co-funded by the Europe for Citizens Programme (2007-2013) of the European Commission.

These conferences organized in **four cities** are structured around **four themes**:

- The launch of the European Citizens’ Initiative (ECAS, Brussels);
- Its legal framework (Foundation *Ferrer i Guardia*, Barcelona);
- The means of communication (*Toute l’Europe*, Paris); and
- The gathering and post-gathering of signatures (the *Austrian Institute for European Law and Policy*, Vienna).

Presentation of the event

On 29 June, 2012, a conference was held regarding the appropriate **means of communication** in order to implement and to successfully conclude the European Citizens' Initiative "How to communicate about the European Citizens' Initiative?". This was about analysing the different means, media and channels of communication through a discussion on the technical aspects, as well as on the strategic aspects. Besides and notwithstanding the recent launch of the ECI, the purpose of the conference was also to present feedback on the initiative by means of testimonies by the promoters of ECIs.

Conference Centre La Rochefoucault

This conference was held in Paris on the premises of the Formeret Group, at 11 rue de la Rochefoucault. A plenary session room with around a hundred places, as well as two rooms with thirty places for the workshops, were available to the speakers and the participants for the whole day. The rental included:

- **The furniture:** a hundred table-chairs in a theatre formation and a table on a stage for the speakers as well as welcome tables in the plenary session room ; around thirty chairs around circular tables in each workshop room.
- **The material:** notepads and pens for all the participants, a video-projector in the plenary session room, a laptop for the video projection, two wired microphones, two cordless microphones and the presence of a technician.
- **Food and beverages:** bottles of water for the whole day and, for all the participants, welcome drinks, and mid-morning coffee with coffee/tea and pastries, a lunch, an afternoon tea and a closing cocktail.

A day of full and organised reflection

There are three sessions for the day:

- **The morning:** a plenary session attended by representatives from the principal European institutions and a session dedicated to practical cases with the feedback of the promoters of ECIs.
- **The first half of the afternoon:** three simultaneous workshops dedicated to three themes regarding communication (the tools, the network and the strategies for funding) followed by a summary during the plenary session to inform about the conclusions and recommendations made.
- **The second half of the afternoon:** a closing plenary session, attended by members of the institutional world and the non-profit sector, but also by academics in order to respond to the conclusions of the workshops.

A qualified and diversified panel of speakers

The participants have benefitted from the perspective of the following speakers during the opening plenary session (in order of speaker) led by **Olivier Breton**, Director of *Paris-Berlin*:

- **Tony Venables**, the director of ECAS, our partner which has coordinated the conference cycle and which works on the protection of the rights of the European citizen;
- **Luc Van den Brande**, the president of the Commission for Citizenship, governance, institutional and external affairs (CIVEX) of the Committee of the Regions (of which he was formerly president);
- **Bruno Kaufmann**, the president of the *Initiative and Referendum Institute Europe*, a think tank dedicated to the research on the practices of direct democracy;
- **Henri Malosse**, the president of the Employers' Group of the European Economic and Social Committee.

During the second half of the morning session, the ECIs initiators presented their experiences, particularly regarding the problems associated with the communication of their initiative:

- **Gaël Drillon**, President of the *association des Idées pour Baumont* and the promoter of the ICE "Moratorium for management and treatment responsible waste";
- **Philippe Perchoc**, Doctor of Political Sciences from the Institute of Political Science in Paris. A professor, he is also president of the think tank, *Nouvelle-Europe*, dedicated to the issues surrounding the enlargement and the neighborhood of Europe. He is part of the citizens 'committee of the ICE "Fraternity 2020" for the reinforcement of European exchange programs;
- **Philippe Cayla**, President of the board of directors of *Euronews* and a member of the supervisory board of the *Aspen Institute France*. He has also spoken as a promoter of the ECI initiative "Let me vote", an initiative for the harmonization of voting conditions on an European level;
- **Vincent Chauvet**, a student at the Institute of Political Science in Paris and president of the *MoDem Sciences Po*. He is also a member of the National Office of Young Democrats and co-founder of the *Collective of 31 May*. It is in his position as promoter of the ECI "Single Communication Tariff Act" for a harmonised tariff for mobile communications in the EU which he will address at this conference.

During the afternoon workshops, the panel speakers were able to add to the discussions with the following themes:

- Workshop A on the **means of communication** directed by **Catherine Van Eeckhaute**, Deputy-Director of the Belgian NGO *Government2you*:

- **Philippe Cayla** (biography above);
- **Bruno Kaufmann** (biography above);
- **Michael Malherbe**, Consultant at the communication consulting agency *Cohn & Wolfe*, he also speaks at the I.E.P. in Lille, at the Sorbonne and at the Efad in Paris. Michael Malherbe is also a member of the team of contributors to the blog, *La Communication Européenne* (www.lacomeuropeenne.fr);
- **Nicolas Quilliet**, a specialist in digital communication. He also founded the web agency *Wokine* and the entrepreneurial community management agency *L'Autre Média*;
- **Daniel Van Lerberghe**, Social Media Director and Founder of *Euractiv Politech*. He is also co-founder of *Initiative.eu*, a platform for the promoters of ECIs.
- Workshop B on the **networking** directed by **Dominika Rutkowska-Falorni**, Secretary General of the *European Movement France*:
 - **Vincent Chauvet** (biography above);
 - **Philippe Perchoc** (biography above);
 - **Nicolas Ciron**, Doctor of International and European Law. He holds the position of head of relations with the European organisations for the think tank *Sauvons l'Europe*, engaged in the review of a Europe with a social vocation. He also belongs to the citizens' committee of the ECI project "Who will pay for today's debt and tomorrow's investments?";
 - **Ségolène Pruvot**, Co-Director of the think tank *European Alternatives*, active in the promotion of democracy and culture in Europe. She also speaks as a promoter of the ECI on pluralism in the media.
- Workshop C on the **fundraising** led by **Tony Venables**, Director of ECAS:
 - **Gaël Drillon** (biography above);
 - **Xavier Grimault** is the head of the Internet fundraising and e-fundraising for *CCFD-Terre solidaire*;
 - **Jean Blondeel**, Associate Director of the *A&B Partners* agency specialized in international business strategy.

Finally, the closing plenary session allowed the following speakers to respond to the conclusions of the workshops.

- **Françoise Castex**, Member (S&D) of the European Parliament where she is Vice-President of the Legal Affairs Committee. She supported the ECI "Water is a Human Right.";

- **Philippe Le Guen**, the Director of the *Jean Monnet Association* whose main purpose is to transmit the memory of Jean Monnet, considered to be one of the founding fathers of the European Union;
- **Alain Mouchoux** the Vice-President of the Conference of International Non-Governmental Organizations (Conference of INGOs) within the Council of Europe;
- **Thomas Seguin** Sociologist and Professor at Galatasaray University. He is also a member of the Scientific Interest Group (SIG) on *Participatory Democracy and Public Participation in Decision-Making*. Directed by the CNRS (*National Center for Scientific Research*), this SIG aims to develop research on public participation in decision-making processes and participatory democracy.

Participants

Participants came from very different backgrounds, mainly from the **non-profit sector** (think tank, organisations) and **the educational world** (academics, professors, students). A smaller number of participants came from the **institutional and political** world (regional councils, ministries, European institutions) and from **industry** (consultants, project managers, project directors).

The diverse civil society represented an important element as it was the targeted audience of this event. The main objective was to generate a reflection and to make recommendations on the more effective means of communication for a citizens' initiative. This diversity also added to the debate and allowed to gather the opinions of the European citizens, non-expert in the field.

A day of conferences opened by representatives from the European institutions

The speakers of the opening plenary session, Henri Malosse, President of the Employers' Group of the European Economic and Social Committee; Bruno Kaufmann, President of the *Initiative and Referendum Institute Europe*; Luc Van den Brande, President of the Commission CIVEX of the Committee of the Regions; and Tony Venables, Directeur of ECAS, welcomed the initiative of the European Commission aiming to present a solution to the democratic deficit which the European Union is suffering.

All the speakers emphasized that the ECI, which initially appears to be easily accessible, should nevertheless be thoroughly thought through as it is not necessarily a tool available to every citizen, nor applicable to every topic. In addition to some political impediments - it is firstly important to check that the initiative has not been discussed by the government and that it does not compete with the European policies-, the ECI requires a relatively complex computer installation to ensure securitization of data and is additionally subject to some transnational criteria which are not easy to overcome. An ECI should come from seven member states and from seven citizens of those countries. In addition, the citizens' committee has twelve months to collect one million signatures from the date the ECI has been registered.

While Mr Van den Brande and Mr Malosse reaffirmed the willingness of their respective institutions to help the citizens with their European initiative, Tony Venables repeated that the ECI is a relatively new and complex tool that the citizens should learn to master in order to maximize its full potential. Besides, Bruno Kaufmann suggested a typology of the ECI in order to clarify its nature and its purpose. He then distinguished:

- An ECI which speeds up a latent project;
- An ECI which aims to slow down a project or an existing dynamics;
- A publicized ECI, attracting the attention of the European Commission;
- An ECI which catalyses the aspirations collected simultaneously in Europe;
- An ECI with the objective of promoting an idea at an European level.

Therefore, during this opening plenary session, the representatives from the institutions had the opportunity to call on the citizens to arm themselves with this new democratic tool whilst being aware of the communication challenges inherent in the use of a political object on a continental scale.

The ECI: feedback

The plenary session organised around the promoters of the European Citizens' Initiative was an opportunity to present the **first ECIs** submitted to the European Commission. Gaël Drillon presented an initiative about the treatment of waste, Philippe Perchoc, the initiative "Fraternity 2020", Vincent Chauvet the "Single Communication Tariff Act" and Philippe Cayla the initiative "Let me vote".

This session allowed the speakers to present the origins of these different projects but also **their nature and the purpose** of their initiators. This reasoning represents an important element in the approach followed by the organisers, in order to allow the participants to comment on the method of communication of the European Citizens' Initiative. A successfully

completed and efficient communication strategy cannot be designed without understanding **the interests at stake and the motivations of the players** and the powers at play.

The representatives from these ECIs have all drawn attention to the need to create an efficient website, to promote on the social networks, then to obtain a tool to gather the signatures online for the ECIs, but beyond these **technical considerations**, is the need for **financial means** in order to succeed. While the funding of a pan-European communication campaign is not being considered, the costs related to providing a server to host the website and to gathering the signatures represent an important issue that many promoters of ECIs are currently facing. Besides, the European Commission announced in July 2012, one month after this conference, that the deadline for the gathering of signatures is reset and that its own servers shall be made available to the promoters of ECIs, encountering difficulties.

The mobilization of European citizens was another decisive factor that has been discussed. The discussion was centered on the power of the promoters of an ECI to approach and convince the European citizens that they have been offered an opportunity to collectively defend a common cause. According to the promoters of ECIs at the conference, **a strong citizens' network**, resulting particularly from time spent abroad or from professional networks, plays an important role in the achievement of an initiative, firstly, during the constitution of the citizens' committee and subsequently, in order to respect the system of quotas of signatures per country established by the European Commission.

During this plenary session dedicated to the feedback from the promoters of ECIs, some communication issues have been raised and have formed part of the exchanges within the workshops in the afternoon. These sessions are described in greater details in the following section.

Proceedings for the workshops

For each workshop, those attending came from very different backgrounds: organisations, media, institutions, universities. These diverse profiles allowed very constructive reflections and exchanges about the three themes proposed in the three workshops, each lasting ninety minutes.

Workshop A offered a forum to discuss the communication tools available to the promoters of an ECI.

This workshop directed by Catherine Van Eeckhaut (Deputy-Director of the NGO *Gov2you*) consisted of the following four speakers : Bruno Kaufmann (President of the *Initiative and Referendum Institute Europe*); Michael Malherbe (Consultant at the communication consulting agency *Cohn & Wolfe* and Editor of the blog *La Communication Européenne*); Nicolas Quilliet (Founder of the Web agency *Wokine* and the entrepreneurial community management agency, *L'Autre Média*); and Daniel Van Lerberghe (Social Media Director, Founder of *Euractiv Politech* and co-founder of *Initiative.eu*).

During this workshop, the participants were able to respond immediately after the delivery of each speaker so as to exchange views on the spot.

The workshop started with a discussion about the reasons that motivate the players [of an ECI] which, according to Michel Malherbe, should be identified clearly before the registration of an initiative. In the course of the discussion, the opposition to a project, [which constitutes one of the grounds that motivates the players of an ECI], became a very important element in the creation and the development of the European Citizens' Initiative (ECI). This refers to the "ECI-brake" mentioned by Bruno Kaufman, whose purpose is to be opposed to an ongoing project. In this case and according to Michael Malherbe, **lobbyists' skills** constitute the basis of the development of a successful initiative even though the purpose of an ECI is also to be part of a social movement and/or a "mouvement d'opinion". This initiative is to be realized while keeping in mind that one million signatures should be gathered in a year. This challenge requires the mobilization of resources and means specifically available to the lobbyists.

An important point which features throughout the workshop is that of the sharing of common interests: the purpose is **to find a common ground amid these common interests** (being cultural, social or political). The European citizens must be united around common values such as equality between men and women or even environmental protection. The common value must be strong enough so as the citizens to get mobilized and ready to give their signatures or even a financial contribution.

Michael Malherbe also gave the example of the controversial communication campaign of the European Commission entitled "Science, it's a girl's thing!" which attracted a considerable amount of interest on YouTube due to the media coverage of criticism by European feminist organisations. The purpose of this example was to show the paradox of **online communication**: the internet offers substantial possibilities in terms of communication but there is no theory that ensures their successful use.

According to Daniel Van Lerberghe, we need to construct an ECI combining **assistance from the institutions and from the organisations of civil society**, even though this may impose certain limits, in particular for the **European Commission**. The participants of the workshop

largely agreed that the **European Commission could not be both judge and member**, in other words, it could not have the power to accept or refuse an initiative while at the same time be associated with the partners of a promoter of an ECI.

In a more technical approach to communication, speakers and participants gave the idea of developing **exportable widgets**. These online digital marketing modules would therefore be integrated into the search engines and would permit the creation of links between the searches of internet users and an ECI looking for signatures. Further, Daniel Van Lerberghe presented during this workshop, the platform *Initiative.eu* whose purpose is to facilitate the setting up of ECIs while federating the potential promoters.

When the participants mentioned the complexity of the task facing an ECI promoter, Daniel Van Lerberghe made a comparison with “le mouvement des indignés” that managed to gather significant support thanks to ad hoc means of communication and to show therefore that a **successful communication campaign** lies both in **motivation and in the good use** of tools.

Regarding the more technical aspects, Nicolas Quilliet talked about the importance of the e-reputation in order to be qualified as an “opinion leader” and thereby to give the European Citizens’ Initiative more credibility and visibility. From this perspective, the promoters can use a blog or a website as a content aggregator (videos, articles etc...) which also enables the dissemination of this content on social networks in particular. Communication can therefore be **viral**. Nicolas Quilliet also insisted that a real budget should be allocated to communication in order to offer an increasing visibility to the ECI. To achieve this, the participants talked about the usefulness of the **crowdfunding sites**. These internet platforms enable the web-users to make donations for the projects which are presented. Nicolas Quilliet considered that this kind of support could be very useful for projects ranging from 2000 to 4000 euros.

Following the discussion in the workshop regarding the scope of the actions to be undertaken and the small chances of success, Bruno Kaufmann talked about the important democratic potential of an ECI: a tool that we should use and protect in spite of the complex and diverse tools of communication to be set up in order to bring an initiative to its conclusion.

Parallel to this discussion regarding the means of communication, **Workshop B** dealt with the creation of an efficient network of partners around an ECI.

Lead by Dominika Rutkowska-Falorni, Secretary General of the *European Movement France*, this workshop heard from four speakers :: Ségolène Pruvot (Co-Director of *European Alternatives* and promoter of an ECI on pluralism in the media) ; Nicolas Ciron (Head of the relations with the pro-European organisations at *Sauvons l’Europe* and promoter of the ECI “Who will pay?”); Vincent Chauvet (student at *Sciences Po*, co-founder of the *Collective of 31 May* and promoter of the ECI “Single communication tariff Act”); and Philippe Perchoc (co-founder of *Nouvelle Europe*, Professor at the Sorbonne and promoter of the ECI “Fraternity 2020”).

After a short presentation by each of the participants regarding their own experiences on setting up a network and the related difficulties, the debate began. Following this, the participants and speakers were able to continue to reflect on this in sub-groups in order to bring forward recommendations.

The speakers' presentations of the different ECIs allowed the identification of several aspects in the constitution of a network of European partners. The discussion was based on the following questions: How to identify them? How to encourage them to join the ECIs? How to then lead this network?

The approach was nearly the same for the four promoters (Ségolène Pruvot, Nicolas Ciron, Vincent Chauvet and Philippe Perchoc): they used the existing network to approach the potential future partners. Nicolas Ciron and Vincent Chauvet, both involved in politics, one in the Socialist Party and the other in the MoDem, both used their own contacts. According to Nicolas Ciron, these connections could facilitate the creation of partners for the project but could also constitute the limit to the project: political support could alter the project, influence it, which is not the purpose of it. *Sauvons l'Europe* relied mainly on a network of non-profit and technical partners (*Café Babel*, *La Netscouade*). Similarly, Vincent Chauvet, for his own ECI, also relied on friends that he met at *Sciences Po*. This ECI is also been spread over an academic network with the help of a Professor of Law. The ECI "Fraternity 2020" whose purpose is to intensify exchanges programs in order to bring European citizens together, relied on a committee of 30 people coming from 24 different countries. Philippe Perchoc, one of the members of this committee is a visiting professor in France, at the College of Europe in Bruges and in Latvia. His mobility has allowed him to forge many contacts with supporters and with European students.

The importance of contacts is one of the main points that stand out from this working group. Another major element as underlined by the Eurodeputy, Françoise Castex (S&D), is the support of the Members of the European Parliament which she outlined during the closing plenary session.

Therefore, as explained by Ségolène Pruvot, the initiative brought by *European Alternatives* on pluralism in the media, firstly resulted from a collaborative assessment on this subject jointly with the European Parliament. This assessment has been undermined when Silvio Berlusconi came to power in Italy and the denunciation of his stranglehold over the Italian media. While the work undertaken with the European Members of Parliament coming from different political parties and of different nationalities allowed the introduction of a resolution which has finally not been adopted, it constituted nonetheless the first step of the ECI.

However, how do you proceed when you do not have such contacts? As explained by several speakers, contacting a Member of the European Parliament from one's own country is not difficult and "you would be welcomed to do so in Brussels". This leads to a number of unanswered questions: is this limitless? How many ECIs would the Members of Parliament be ready to use their network for? Is there a risk of 'traffic jam'?

In addition, according to the promoters, the network is clearly built according to the theme of the ECI: *European Alternatives* therefore contacted journalists' networks for its initiative. All agreed that although political support is important, even essential, to find partners at the beginning of the project, the local networks in each country should then be targeted. Once the constitution of the citizens' committee was discussed, speakers and participants mentioned that the promoters should broaden their networks to give the ECI the best visibility possible, and to try to gather the one million signatures required. Each partner should therefore call upon the broadest network possible in their country. A participant also mentioned the advertisement surrounding an ECI, and gave the example of a petition spread through the

airports which were partners of the action. As each traveler could sign it at the time of the check-in, this petition ensured a significant impact on a wide and diverse audience.

As several participants quickly outlined the difficulties associated with establishing a partnership, the idea of an identification tool for the potential partners in other European countries has emerged: an online database enabling users to select a theme, a type of partner (organisation, trade union, citizen), as well as a country (or to search in the 27 member states). It could be developed and approved by the European Commission or funded by the Commission in each country and be available in 23 languages.

While waiting for such a database to be created, the workshop's participants turned to the exploitation of the existing networks: twinning networks, platforms for organisations, NGO groups, trade union federations, European political parties, official registries of lobbyists in Brussels. All the participants therefore asked for these tools to be used and developed by the ECIs initiators. The lists of bodies funded by the European Commission in the member states could also be used even if, to be useful, these lists ought to be more accurate and detail the nature and the purpose of the funded body as well as its contacts.

Then, speakers and participants talked about national and even regional focal points which would give information about the ECI to citizens, and would most importantly, benefit from a European network and thereby support the networking.

Then, the European Year of Citizens 2013 has been presented as a chance to promote the ECI and to organize events for the European citizens to meet and to think about and even create ECIs together.

Finally, there was a reminder that existing or future platforms such as *Rencontrez l'Europe* or the coming ECAS's Helpdesk could actively support the ECIs initiators in their networking. Several participants expressed their doubts regarding a greater involvement, in particular financial, from the European Commission for the benefit of the ECI.

Workshop C offered an interesting discussion regarding the fundraising problems at the start and at the completion of an ECI. Tony Venables (Director of ECAS) together with Jean Blondeel (Associate Director of the Brussels Counseling agency *A&B Partners*); Gael Drillon (Promoter of the ECI for a better treatment of waste and against incinerators); and Xavier Grimault (Head of the Internet fundraising and e-fundraising for *CCFD-Terre solidaire*) directed this workshop.

The participants reviewed all the fundraising aspects required for the completion of an ECI, based on the feedback on the ECI presented during the plenary session. Tony Venables explained that "So far, fundraising has never really been brought up". He began this working group by setting the scene: How does the ECI correspond to the fundraising techniques? Shall we be innovative? Do we need public funds to use this new tool?

The first exchanges between participants were quite optimistic as they considered that if the message carried forth by the ECI could reach the citizens at the outset, the fundraising would naturally follow. However, at the end of this workshop, they became more realistic and acknowledged that some difficulties had to be overcome in the search for funds.

At the beginning of the discussion, the participants focused on the message carried out by the ECI to encourage donors to invest in such project. The businessman, Jean Blondeel who was also a psychologist compared Asian society to European society. He noticed that in Asia, there were less “boxes” and that populations had more energy in Asia. He said that: “We must understand what makes the society happier, and to get there, you need willingness” and, “the non-profit sector and the private sector will sooner or later meet and interoperate”.

Léon Dujardin, former Secretary General of the *Secours populaire* and participant at this conference, underlined the importance of the key message delivered by the European Citizens’ Initiative: “Donors must be happy to participate and feel involved with the European project”. Initiatives must be made visible and volunteers should be able to manage their working time. Mr Dujardin also insisted on the role of the media to promote the ECIs.

Xavier Grimault, Head of the Internet fundraising and e-fundraising for *CCFD-Terre solidaire* shared his experience and insisted on web marketing techniques which allow fundraising, such as mailing lists. Mr Grimault summarized: “What works the best for the general public is direct marketing: engineering (databases, follow-up etc.)”. He said that private or public fundraising could be a long process. He also emphasized that for organisations, it is very difficult to delegate this task to volunteers as it is not always possible to ensure a follow-up on this work. The image of the company that will be asked for funds has also been discussed. Mr Grimault underlined: “We must find businesses with shared common values”.

The participants then talked about tax exemption measures intended to facilitate volunteering in organisations which differs from one country to another. According to the participants and to the speakers, these key measures would convince citizens to participate financially in an ECI.

The speakers also emphasized that it was useful to make donors aware of the project. To achieve this, there should be a follow up of the ECI signatories. However, one problem still remains to be solved: the signatories’ files are automatically deleted in accordance with the law on data protection.

Citizens should therefore be asked whether they wish to be kept informed about the project when they sign, thereby obtaining their consent.

Mr Venables queried which tools the European Commission could provide to participants at the start of an ECI? Gael Drillon, promoter of the ECI for an improved treatment of waste and against incinerators continued: The idea of a public funding remains interesting but how do you put it to practice on the ground?

According to the opinions of different participants, a micro-fund could support research, particularly through established networks. Mr Drillon shares this view. He pointed out the length of the procedure to obtain funding.

There is therefore a real need for support that could be translated into a « start-up» fund. For example, this fund could be used to create an annual guide on fundraising techniques and to provide legal advice.

Finally, the participants insisted on the smooth-running of the downloaded software used to sign the ECIs and on the importance of translations of the ECI. Mr Venables also suggested the reimbursement of the citizens' committee's travel fees and the creation of a facility dedicated to funding on the website which would also display the main ECIs.

Proceedings for the closing plenary session

The closing plenary session allowed the facilitators of the three workshops to draw conclusions and to make recommendations from the working groups. This session was directed by Olivier Breton, Director of *Paris-Berlin*, and comprised of several speakers: Françoise Castex, French Eurodeputy (S&D); Philippe Le Guen, Director of the *Jean Monnet Association*; Alain Mouchoux, Vice-President of the Conference of INGOs of the Council of Europe; and Thomas Seguin, Doctor of Sociology, Professor at Galatasaray University.

After listening carefully to the recommendations made at the beginning of the plenary session, Françoise Castex, a Eurodeputy and a former trade unionist, mentioned that one of the first entities to experience the ECI was the European Trade Union Confederation: “They broke their teeth on that one. They will not do it again!” Mrs Castex did not want to appear too pessimistic and wished to reiterate this example as she considers that the failure of a structure such as this federation is representative of the difficulties posed by an ICE.

The right to petition is a well-known tool by the Members of the European Parliament and from which they have benefitted for a long time. Furthermore, **Françoise Castex** considers that the ECI and the petitions do not compete with, but rather complement one another, and that the creation of an ECI does not remove the usefulness of the right to petition. She recalled the work undertaken at the European Parliament with her colleague at that time, Vincent Peillon (S&D), on “Euromed” which is an Erasmus Program for the Mediterranean region and which originated from the civil society. In order to have this written declaration signed by Members of the European Parliament from other political parties and from other countries, required a lot of energy, not only from the Members of Parliament in charge of the declaration but also from the civil society committed to it. However, only 5% of the declarations are signed. According to François Castex, this percentage would be ridiculous for the ECI at an European level.

Françoise Castex continued to explain that once it is signed, it does not imply that it will be followed up. If “Euromed” is never reintroduced within a legislative proposal, the project will remain only an idea. Françoise Castex concluded: “I support the ECI even though I am reserved about its implementation, as everything is good in the fight against democratic deficit”. However, she added that “one should not wear oneself out, and it is important to be supported by the European Parliament”.

Alain Mouchoux, Vice-President of the Conference of INGOs at the Council of Europe, emphasised the real need for democracy in Europe, in the European Union and beyond as is reflected in the work of the 47 representatives of the member states at the Council of Europe. He declared that: “One should not forget that Belarus is part of Continental Europe!” According to Mr Mouchoux, the European Union should set an example; it has “an obligation for results”. He explained that: “Each time European citizens can be brought closer to the institution, it is a good thing.”, and said that the Council of Europe and the European institutions are committed to the same battle for democracy. He admitted that “However, that does not remove the barriers to achieving this ...”. Following the idea developed in the workshop C, Alain Mouchoux requested the European Year of Citizens 2013 to be used to communicate about the ECI. He wished the European Union would seize this proposal.

The sociologist **Thomas Seguin** adopted a more theoretical approach to the ECI and its role in strengthening European democracy, particularly participatory democracy. He explained that: “Europe should be re-substantialised by civil society”. The blockage is in the best method of ensuring initiatives have retrospective effect. We must collaborate on the political and jurisdictional proposals with the European Commission”. According to Thomas Seguin, the ECI is an opportunity for citizens to participate in the work of the European Commission, but there are substantial obstacles to its implementation. “We should therefore make a difference between the ECI as a means of control over the institution and one of a protest or proposal”. According to the researcher, the second option is the more interesting one as it enables to break the ostracism of the Commission: “the latter asks for it and needs it”. Thomas Seguin underlined the importance to collaborating with the European Commission in particular at the planning stage and during the drafting of the White Papers rather than being in a power struggle. Mr Seguin explained that: “the ECI could allow participation in the definition of European values”.

However, the sociologist also put forward the real purpose of the ECI which is the “structuring of transnational communication, in the absence of a European public sphere”. Ségolène Pruvot disagreed and considered that this sphere exists. According to Mr Seguin, even though “this sphere is not yet structured, the ECI is going in this direction, particularly as it will encourage civil society to work more with the European Parliament”. Finally, Thomas Seguin presented the use of new technologies as essential: e-democracy would not only be the best way to gather signatures but also to create bridges between different ECIs. He gave the idea of an ECI bank funded by the Commission but developed by a neutral and independent body.

Philippe Le Guen, Director of the *Jean Monnet Association* and representative from the organisations, put himself in a citizen’s shoes and wondered “Nowadays, who has six European friends from six different countries, willing to build an ECI?” While he did not deny that the tool is interesting, he declared that many elements were needed for its implementation. He then called for the creation of local intermediaries to help non-informed citizens. The Director of the *Jean Monnet Association* added that “People must not be too discouraged”, “in any case, whatever the success of the ECI, they would at least have had a European experience”.

Tony Venables, the director of ECAS, concluded that this conference was part of a cycle, the latest being held in October in Vienna. During this conference, the European decision-makers will be invited to listen to the recommendations made during the previous meetings. He was very pleased about the results obtained during this meeting organized by *Toute l’Europe*.

General conclusions and recommendations

While the morning plenary sessions weighed up the importance of the creation of a democratic tool against the complexity of its use, speakers and participants gave ideas throughout the day and made recommendations in order to make the ECI a real European democratic object.

The ECIs initiators recalled the importance of a **website** which remains the only **efficient tool to promote** an ECI at an European level. They also regretted the overly cautious approach of the European Commission with regard to the problems surrounding the collection of signatures and the certification of the related computer system. This situation also hinders the launch of other **communication campaigns for gathering signatures**.

Regarding the **means of communication**, workshop A pointed out the use of virtual and online tools whose cost/efficiency ratio is unbeatable for a group of citizens with no financial support. The conclusions of this workshop also demonstrated the importance of preliminary assessment, echoing the typology of Kaufmann. Citizens wishing to initiate an ECI must therefore define their endeavour: **speeding-up or slowing down a project** in order to adapt the communication message and strategy, especially on the internet.

The **networking** theme in workshop B led to several comments. Firstly, the importance of the personal and professional network, both for the initiation of an ECI and for the gathering of signatures, **the key players** must therefore be clearly **identified** at the time the group of seven citizens from seven member states is constituted. Subsequently, it is important to identify the most efficient intermediaries: the European media and the politicians (in particular the European Parliament as underlined by Françoise Castex in the closing plenary session), while being careful **not to distort or lose control** over the communication campaign around the ECI in question.

The participants of workshop C on the issue of **fundraising**, agreed to request **the establishment of a micro-fund** that will allow for the funding of research through the networks in particular and the constitution of a "start-up fund" for the ECIs initiators as well as for the **publication of a guide** explaining the fundraising techniques while also giving legal advice. This could help the ECIs initiators to cope with current issues.

Closing the day with an in-depth discussion about the ECI and its communication issues, Philippe Le Guen suggested that the ECI resembled, in reality, "**the community method applied to the citizens**" as it was about to keep a balance, follow rules and develop a "European" idea.

Below is a list of themes which summarise the main recommendations drawn up throughout this conference regarding communication issues related to a European Citizens' Initiative:

The means of communication:

- **In advance, define clearly and precisely the nature of the ECI (purpose, what is at stake, common interest, European dimension) in order to adapt its communication and to ensure its completion**
- **Develop a multilingual, clear and attractive website to be used as a content aggregator**
- **Develop ECI widgets to be integrated into online search engines**
- **Ensure that the gathering of signature software is efficient**
- **Centre the communication strategy on virtual and online tools (social networks, blogospheres)**
- **Plan a real budget dedicated to communication**
- **Gain lobbying skills or hire a lobbyist**

The networking:

- **Support the development of a tool certified by the European Commission to identify potential partners (online multilingual database according to the theme, the type, the country)**
- **Use existing networks (federations, political parties, group of NGOs etc...)**
- **Rely on personal and professional networks**
- **Develop national/regional focal points to give information to citizens and to assist them**
- **Target the most suitable media intermediaries and political intermediaries (European media, Eurodeputy(ies) etc...)**
- **Use the European Year of Citizens (2013) to promote the ECI**

The fundraising:

- **Support the European harmonization on tax exemption (to encourage donations)**
- **Support the establishment of a European legal status for organisations in order to facilitate approach and fundraising**
- **Maintain a facility dedicated to donations on the ECI's website**
- **Set up a program of project follow up for the signatories/donators**
- **Develop a start-up micro-fund for smaller scale ECIs**
- **Publish a guide on fundraising techniques**
- **Promote the use of crowdsourcing platforms**
- **Spread the idea "One signature costs one euro"**

Pressbook

www.citizensforeurope.eu
Citizens For Europe are civil society actors supporting themselves to create a participatory and democratic Europe

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Accueil

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29 juin / Comment communiquer sur l'Initiative citoyenne européenne ?

f y+ in p t

Dans la continuité de la consultation sur l'ICE organisée en juin dernier par Toute l'Europe et ECAS et après avoir recueilli les recommandations et doléances exprimées par des citoyens et ONG sensibles à ces questions autour de l'ICE, Toute l'Europe organise cette année une grande conférence pour discuter avec les institutions, la société civile et le grand public sur les moyens de communiquer sur l'ICE. Le but de cette journée sera d'émettre un certain nombre de recommandations en matière de communication pour les Initiatives en cours de réalisation ainsi que la réalisation des initiatives à venir.

<http://www.touteurope.eu/fr/menu-...>

Haut de page

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"Nous ne coalisons pas des Etats,
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Pages du [site de la Commission européenne consacré à l'initiative citoyenne européenne](#)

Article de presse sur l'initiative citoyenne européenne qui pose un état des lieux et quelques interrogations sur ce nouveau droit.



Compte-rendu de la conférence "Comment communiquer sur l'initiative citoyenne européenne" à laquelle l'Association Jean Monnet a participé

Association Jean Monnet
 9 bis, rue Georges Berger . 75017 Paris
 Tél. : 33 (0) 1 56 33 71 00
 Fax : 33 (0) 1 48 88 09 42

Jean Monnet | Maison | Association | Evénements | Publications | Liens | Espace membres

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BREF APERCU Conférence : "Comment communiquer sur l'Initiative citoyenne européenne (ICE) ?"

Posted by Morgane Bravo on 10/07/12

Tags: #EU #UE #Europe, Initiative citoyenne européenne (ICE) UE EU EUROPE



Luc Van den Brande (Président de la Commission CIVEX et ancien Président du Comité des Régions), Henri Malosse (Président du groupe des Employeurs au Comité Economique et Social Européen) et Bruno Kaufmann (Président du Initiative & Referendum Institute Europe) *Crédit Photos @Morgane BRAVO

La conférence : Comment communiquer sur l'Initiative citoyenne européenne (ICE) ? a eu lieu le 29 Juin à l'Espace La Rochefoucauld à Paris.

Dans la continuité de la consultation sur l'ICE organisée en juin dernier par Toute l'Europe et ECAS et après avoir recueilli les recommandations et doléances exprimées par des citoyens et ONG sensibles à ces questions autour de l'ICE, Toute l'Europe a organisé cette année une grande conférence pour discuter avec les institutions, la société civile et le grand public sur les moyens de communiquer sur l'ICE.



Participants (18)



Peut-être (6)



Invités (5)



Exporter - Signaler

Conférence | Comment communiquer sur l'Initiative Citoyenne Européenne ?

Évènement public · Par TouteEurope Ue

vendredi 29 juin 2012 09:00 - 18:45

Paris

Toute l'Europe organise cette année une grande conférence pour discuter avec les institutions, la société civile et le grand public sur les moyens de communiquer sur l'Initiative Citoyenne Européenne. Le but de cette Journée sera d'émettre un certain nombre de recommandations en matière de communication pour les Initiatives en cours de réalisation ainsi que la réalisation des initiatives à venir. Venez discuter avec les députés et experts des institutions européennes, ainsi qu'avec les organisations de la s...Afficher la suite

Message Photo/vidéo Question

Exprimez-vous



Emilio Fuentes Romero y participe.

J'aime · Commenter · S'abonner à la publication · 9 juillet, 19:38



Manue Dominicé y participe.

J'aime · Commenter · S'abonner à la publication · 28 juin, 18:00



Initiatives citoyennes

pour une dynamique populaire du Front de gauche

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Conférence : Comment communiquer sur l'Initiative citoyenne européenne (ICE) ?

 Proposé par Lino83 (618) ★★★★★
22 juin, 2012 - 16:58

Débatte

Toute l'Europe organise régulièrement des rencontres pour permettre à nos internautes de débattre avec les personnalités qui font l'actualité européenne (élus, diplomates, responsables politiques, experts, représentants associatifs, journalistes, etc...). Elles sont une occasion d'interroger des décideurs, de confronter les points de vue, bref de saisir les enjeux des débats européens en cours.

Conférence : Comment communiquer sur l'Initiative citoyenne européenne (ICE) ?

Vendredi 29 juin 2012 à Paris, de 9h à 18h45 (sur inscription via le formulaire ci-dessous)

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 (618) ★★★★★
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13 juillet, 2012 - 10:09

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13 juillet, 2012 - 10:01

Décrypter la communication européenne



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← Communication de crise : les réactions de la Commission européenne face à la polémique contre une vidéo sexiste
Quelle est la stratégie de communication européenne de l'Allemagne ? →

Comment communiquer sur l'initiative citoyenne européenne ?

Posted on 2 juillet 2012 by [Michael Malherbe](#)

Le centre d'information sur l'Europe en France, Touteurope a organisé une journée de réflexion sur « [comment communiquer sur l'initiative citoyenne européenne](#) » (ICE). Les échanges de vue ont porté à la fois sur les manières de faire connaître l'ICE auprès du grand public et sur des recommandations pour les ICE en cours et à venir.

L'initiative citoyenne européenne : quelles nouveautés et utilité pour les citoyens européens ?

À côté de la démocratie représentative européenne – moribonde au vu de l'abstention aux scrutins européennes – une démocratie participative européenne s'est peu à peu développée :

- [droit de pétition des citoyens auprès du Parlement européen](#) pour formuler une plainte, une observation concernant l'application du droit communautaire ou une incitation lancée au PE pour qu'il prenne position sur un sujet ;
- possibilité indirecte de pression sur le Parlement européen via les « [déclarations écrites](#) », qui lorsqu'elles recueillent une majorité de signatures d'eurodéputés, deviennent des actes officiels du PE et sont alors transmises aux destinataires mentionnés ;
- participation des citoyens aux [consultations de la Commission européenne](#) organisées en amont de l'élaboration des politiques européennes.

Au-delà de la définition de l'ICE comme un moyen de lever le blocage dans l'imaginaire de l'UE entre l'idéalisme de peuples qui se donnent « une union sans cesse plus étroite » et le réalisme de l'« eurocratie bruxelloise », selon les termes du sociologue Thomas Séguin, quelles sont la nouveauté et l'utilité de l'ICE pour les citoyens européens :

- d'une part, le pouvoir d'initiative confié aux citoyens permet de briser l'exclusivité de la Commission européenne dans la définition de « l'intérêt communautaire », quoique les objets des ICE doivent respecter un « bloc de constitutionnalité » issus des traités européens ;

Recherche

Description

Ce blog, animé par un consultant dans une agence-conseil en communication, intervenant dans le master "Communication Publique" de Sciences-Po Lille, le master "Affaires européennes" de la Sorbonne et enseignant un cours de communication européenne à l'Efap Paris – vise à mieux appréhender les projets et initiatives en matière de communication européenne. Parce que la communication européenne devient stratégique aujourd'hui, il convient de mieux décrypter ces spécificités.



Catégories

- Communication de l'UE
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- Médias et Europe
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- Opinion publique européenne
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Mots-clefs

année européenne
audiovisuel blog
campagne citoyens
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Le ME-F participe à la journée de conférences sur l'initiative citoyenne, vendredi 29 juin 2012, Paris

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Dominika Rutkowska-Falorni, Secrétaire générale du Mouvement Européen-France, interviendra dans la journée de colloque organisé par **Toute l'Europe** et **ECAS** (European Citizen Action Service) et qui portera sur le thème

Comment communiquer sur l'Initiative citoyenne européenne (ICE) ?

Vendredi 29 juin 2012
9h00 – 18h45

A l'Espace la Rochefoucauld
11, rue de la Rochefoucauld, 75009 PARIS

Dominika Rutkowska-Falorni y animera un atelier sur le thème « La création d'un réseau efficace pour une ICE », de 14h15 à 15h00, et dont les intervenants seront **Philippe Perchec** - Fondateur de Nouvelle Europe, ATER à la Sorbonne Nouvelle, promoteur de l'ICE Fraternité 2020 ; **Ségolène Pruvot** - Co-directrice d'Alternatives Européennes ; **Vincent Chauvet** - Etudiant de Sciences Po, Co-fondateur du Collectif du 31 mai et promoteur de l'ICE Single Communication Tariff Act ; **Nicolas Ciron** - Responsable des relations avec avec les organisations pro-européennes pour le think tank Sauvons l'Europe.

Informations pratiques :

Pour vous inscrire et voir le programme de la journée, [cliquez ici](#).

Publié dans L'agenda du Mouvement Européen France | [Tags](#) : ECAS, ICE, Initiative citoyenne européenne, ME-F, Mouvement Européen France, TouteEurope.eu

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Actualité 25 07 2012

Wesign.it, la solution pour communiquer sur les initiatives citoyennes européennes (ICE) ?

Par La Netscouade |  5 |  0 |  0



Toute l'Europe a organisé le 29 juin dernier une conférence sur le thème : « Comment communiquer sur l'initiative citoyenne européenne », qui a permis de rassembler autour des institutions européennes des experts en affaires publiques et en ICE. La Netscouade, qui a développé un module de création de pétition en ligne, [wesign.it](#), était présente.



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29 juin 2012, Paris, France

Comment communiquer sur l'initiative citoyenne européenne ? (ICE)

Communiquer sur l'ICE : Outils, Fundraising, Monitoring



Lors de cette conférence, des représentants institutionnels, des eurodéputés et des experts en communication prendront la parole ;

Des workshops auront lieu l'après-midi en présence d'experts et de promoteurs d'ICE ;

Des interviews pourront être organisées lors du cocktail de clôture.

→ [Voir le programme de l'événement](#)

Monde > France > Ile-de-France > Paris > Paris



10 participants



Conférence | Comment communiquer sur l'Initiative Citoyenne Européenne ?



Informations

- Paris
- Vendredi 29 juin 2012, 09h00 à Vendredi 29 juin 2012, 09h45
- Organisé par : **Touteurope Ue**
- Page d'évènement sur Facebook

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Description

Le programme de la conférence est disponible ici :
<http://www.touteurope.eu/fr/menu-rapide-haut/debattre.html#c:148466>

Pour confirmer votre présence, veuillez vous inscrire ici :
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CONFÉRENCE : COMMENT COMMUNIQUER SUR L'INITIATIVE CITOYENNE EUROPÉENNE (ICE) ?



TOUTE L'EUROPE EN UN CLIC

Olivier Breton, directeur de la publication de PARISBERLIN, participera à la conférence de ce vendredi 29 juin 2012 organisée par TouteEurope.eu, sur les initiatives citoyennes européennes (ICE). La séance plénière d'ouverture qu'il animera en présence de Sandrine Bélier (Eurodéputée), Luc Van den Brande (Président de la Commission CIVEX et ancien Président du Comité des Régions), Henri Malosse (Président du groupe des Employeurs au Comité Economique et Social Européen) et Bruno Kaufmann (Président de l'Initiative & Referendum Institute Europe) aura pour thème « la communication autour des ICE ».

Après avoir présenté le rôle et le fonctionnement des ICE, le débat interrogera la qualité des outils existant actuellement, leur efficacité et leur usage pour la promotion d'idées en Europe. Par quels moyens de communication peut-on passer pour faire connaître des ICE (Site Web Commission, réseaux sociaux)? Quelles limites à la communication autour d'une ICE? Quel rôle peuvent jouer les institutions européennes dans la promotion et la communication d'une ICE?

Durant la journée, des cas pratiques autour de la communication des ICE les plus récentes ainsi que trois workshops seront proposés pour détailler les outils de communication, analyser l'efficacité du Networking comme moyen de créer un réseau de partenaires autour des ICE, et pour considérer les motivations des sponsors lors de Fundraising.

A l'issue de cette journée et lors de la plénière de clôture, Olivier Breton collaborera avec Françoise Castex (eurodéputée française S&D), Philippe Le Guen (Directeur de l'association Jean Monnet), Alain Mouchoux (Vice-président de la Conférence OING du Conseil de l'Europe), Thomas Seguin (Docteur en sociologie, enseignant-chercheur à l'Université Galatasaray) et Tony Venables (Directeur d'ECAS) pour achever cette conférence.

Date et lieu : Vendredi 29 juin, de 9h à 18h45. 11, rue de La Rochefoucauld, Paris IXème.

Participation gratuite sur inscription: <http://www.touteurope.eu/fr/menu-rapide-haut/debattre/inscription-a-la-conference-debat-du-29062012.html>

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REVUE DE PRESSE FRANCO-ALLEMANDE
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Les humeurs de Moody's n'affecteront pas l'Allemagne (lemonde.fr, 26/07/2012)

Frankreichs Autoplan : Déjà-vu (faz.net, 25/07/2012)

Allemagne : les banques disent oui aux aides, non à la régulation (lemonde.fr, 25/07/2012)

Von Susanne Götz 13.07.2012 / Ausland

Direkte Demokratie mit Hindernissen

Die Europäische Bürgerinitiative hat Startschwierigkeiten

Seit gut drei Monaten ist die EU ein bisschen demokratischer: Nach der Einführung des europäischen Bürgerbegehrens können sich wahlberechtigte Europäer zusammenschließen, um der EU-Kommission Vorschläge zu machen. Das neue Instrument muss sich aber erst beweisen.



Unterschriften sammeln auf konventionelle Art
Foto: dpa/Mario Gentzel

Von einem »Run« auf das neue Beteiligungsinstrument kann nicht die Rede sein. Bis jetzt sind nur sieben Europäische Bürgerinitiativen (EBI) registriert und die Organisatoren eher frustriert als motiviert. Seit Mai sammeln sie Unterschriften in sieben Ländern, um ihr Anliegen bei der EU-Kommission einreichen zu können. Dann könnte ihr Antrag zu einer Richtlinie werden oder sich zumindest das EU-Parlament damit befassen.

Doch schon im ersten Schritt gibt es Pannen: Bis jetzt funktioniert das angekündigte Online-Unterschriftensystem nicht. Da die meisten Initiativen es vorziehen, per Internet Unterschriften zu sammeln statt sich vor Läden und Rathäuser zu stellen, sind ihre Kampagnen blockiert. »Die Onlineregistrierung ist eine europäische Dienstleistung und müsste seit Monaten zur Verfügung stehen«, echauffiert sich Philippe Cayla, Gründer der Initiative »let me vote« (Lasst mich wählen). »Wenn wir wählen gehen, dann kümmern wir uns schließlich auch nicht darum, ob Urnen da sind oder nicht.«

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17.09.2010

Die Bürger sollen die Initiative ergreifen

Linksfraktion im EU-Parlament debattierte über direkte Demokratie >>

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Rabbiner in Aufruhr >>

Explosive Stimmung in Spanien >>

Aktuelle Dossiers | Aktuelle Schlagworte

Berliner Wasser



Der Kampf um die Rekommunalisierung der Berliner Wasserbetriebe ist voll entbrannt. Während der Berliner Senat aus SPD und CDU, der 1999 einst die Wasserbetriebe zu widrigen Konditionen auf Jahrzehnte an RWE und Veolia verscherbelt hatte, die Anteile der Privaten zurückkaufen will, pochen Bürgerinitiativen auf einen möglichst kostengünstigen

PROGRAMME

MATIN

9 h – 9 h 30 Accueil café

Cette journée sera animée par Olivier Breton, Directeur de la publication de ParisBerlin.

9 h 30 – 11 h Séance plénière - La communication autour de l'ICE

Sandrine Bélier - *Eurodéputée française (Verts)* ;

Bruno Kaufmann - *Président de l'Initiative & Referendum Institute Europe* ;

Henri Malosse - *Membre du CESE et Président du groupe des employeurs* ;

Luc Van den Brande - *Président de la Commission CIVEX du Comité des Régions.*

11 h – 12 h 30 Cas pratiques autour de la communication sur une ICE

Propos introductifs

ICE «OGM J'en veux (toujours) pas» (Avaaz/Greenpeace)

Quels enjeux pour la mobilisation online ? - Marie Yared

ICE «Moratoire pour une gestion et un traitement responsables des déchets»

Comment trouver (et motiver) les partenaires au lancement d'une ICE ? Gaël Drillon

ICE «Fraternité 2020»

Quels moyens de communication et quels obstacles à la mise en place d'une ICE ? - Philippe Perchoc

ICE «Let me vote»

A quelles difficultés peut-on être confronté lors de la communication autour d'une l'ICE ? - Philippe Cayla

ICE «Single Communication Tariff ACT (SGTA)»

Comment promouvoir une ICE de manière optimale ? - Vincent Chauvet

12 h 30 – 13 h 30 Lunch

APRÈS-MIDI

13 h 30 Introduction aux différents ateliers

13 h 45 – 15 h 30 Workshops

Workshop A Les outils de communication de l'ICE

Animateur : Catherine Van Eeckhaute - *Directrice adjointe de Gov2you*

Philippe Cayla - *Directeur d'Euronews et promoteur de l'ICE Let me vote* ;

Bruno Kaufmann - *Président de l'Initiative & Référendum Institute Europe* ;

Michael Malherbe - *Rédacteur du blog La Comm' européenne* ;

Nicolas Quilliet - *Fondateur de l'agence web Wokine et de l'agence de community management L'Autre média* ;

Daniel Van Lerberghe - *Directeur Social Media, Fondateur de Politech et Co-fondateur d'initiative.eu.*

Workshop B La création d'un réseau efficace autour de l'ICE : le Networking

Animateur Dominika Rutkowska - *Sécrétaire générale du ME-F*

Vincent Chauvet - *Co-fondateur du Collectif du 31 Mai et promoteur de l'ICE SCTA* ;

Nicolas Ciron - *Responsable des relations avec les organisations pro-européennes pour Sauvons l'Europe* ;

Ségolène Pruvot - *Co-Directrice d'Alternatives européennes et promoteur de l'ICE sur le pluralisme des médias* ;

Philippe Perchoc - *Co-fondateur Nouvelle Europe, ATER à la Sorbonne, promoteur de l'ICE Fraternité 2020* ;

Workshop C Fundraising, sponsoring et motivation des acteurs

Animateur Tony Venables - *Directeur d'ECAS*

Jean Blondeel - *Directeur associé de l'agence A&B Partenaires spécialisée dans l'international business strategy* ;

Gaël Drillon - *Promoteur de l'ICE «Un moratoire pour une gestion et un traitement responsables des déchets»* ;

Xavier Grimault - *Responsable collecte Internet et e-fundraising pour CCFD - Terre Solidaire* ;

Marie Yared - *Chargée des campagnes de mobilisation pour Avaaz.*

15 h 30 – 16 h Pause-café

16 h – 16 h 30 Synthèse des trois workshops et recommandations pour les ICE

Synthèse des workshops par les facilitateurs.

16 h 30 Plénière de clôture

Françoise Castex - *Eurodéputée française (S&D)* ;

Philippe Le Guen - *Directeur de l'association Jean Monnet* ;

Alain Mouchoux - *Vice-président de la Conférence OING du Conseil de l'Europe* ;

Thomas Seguin - *Docteur en sociologie, enseignant-chercheur à l'Université Galatasaray* ;

Tony Venables - *Directeur d'ECAS.*

17 h 30 Cocktail de clôture

LES INTERVENANTS



Sandrine Bélier est eurodéputée française (Verts/ALE). Au Parlement européen, elle est membre de la Commission de l'environnement, de la santé publique et de la sécurité alimentaire (ENVI), de la Commission des pétitions (PETI) et de la Commission des affaires constitutionnelles (AFCO).



Françoise Castex est eurodéputée française (S&D). Vice présidente de la Commission des affaires juridiques, Françoise Castex préside l'Intergroupe Services Publics du Parlement européen. Elle a également apporté son soutien à l'ICE « Eau est un droit humain ».



Philippe Cayla est président du directoire d'Euronews, chaîne pan-européenne d'information depuis 2003. Il est membre du conseil de surveillance de l'Institut Aspen France et promoteur de l'ICE "Let me vote".



Vincent Chauvet est président du MoDem SciencesPo, et membre du Bureau national des Jeunes Démocrates, du Club JADE. Il est également le co-fondateur du Collectif 31 mai pour aider l'insertion professionnelle des étudiants étrangers et promoteur de l'ICE "Single Communication Tariff Act".



Nicolas Ciron est docteur en Droit international et européen de l'Université Paris I Panthéon-Sorbonne. Il est également responsable des relations avec les organisations européennes pour le Think Tank progressiste Sauveons l'Europe.



Jean Blondeel est directeur associé du cabinet de conseil A&B Partners spécialisée dans l'international business strategy. Jean Blondeel dispose d'une expertise en matière de partenariat et de financement internationaux.



Gaël Drillon est président d'E2P (Évaluation Politique et Publique), association qui oeuvre en faveur de l'évaluation des politiques publiques. Il est également promoteur de l'ICE "Un moratoire pour une gestion et un traitement responsables des déchets".



Xavier Grimault est responsable de la collecte Internet et e-fundraising pour CCFD-Terre Solidaire.

LES INTERVENANTS



Bruno Kaufmann est président de l'Initiative and Referendum Institute Europe. Il est également journaliste radio et spécialiste des affaires internationales à la télévision.



Philippe Le Guen est le Président de l'association Jean Monnet et responsable de mission pour le Réseau d'Appui et de Capitalisation des Innovations Européennes (Racine).



Michael Malherbe est consultant digital PR à Cohn & Wolfe et intervenant à Sciences-Po Lille, Sorbonne Paris 1 et enseigne un cours de communication européenne à l'Efap Paris. Il est également rédacteur du blog "La com européenne".



Henri Malosse est président du Groupe des Employeurs au CESE, chargé de missions consultatives auprès de la présidence de IACFCI (Assemblée de chambres françaises de commerce et d'industrie) et vice-président fondateur de l'association des PME au Parlement européen. Il est le créateur du réseau des Euro info-centres, qui fournissent des informations aux petites entreprises dans toutes les régions d'Europe.



Alain Mouchoux est Vice-Président de la Conférence des Organisations Internationales Non-Gouvernementales du Conseil de l'Europe et ancien Secrétaire général du Comité Syndical Européen de l'Education.



Ségolène Pruvot est co-directrice du think tank European Alternatives qui a lancé une initiative citoyenne sur le pluralisme des médias.



Philippe Perchoc est doctorant et enseignant à Sciences-Po Paris ainsi qu'à l'Université Paris 3 Sorbonne-Nouvelle. Il est également président de Nouvelle Europe (groupe de réflexion sur l'Europe élargie et son voisinage), et promoteur de l'ICE "Fraternité 2020".



Nicolas Quilliet est fondateur de l'agence web Wokine et de l'agence de community management entrepreneurial l'Autre média.

LES INTERVENANTS



Dominika Rutowska est secrétaire générale du Mouvement Européen-France (ME-F).



Catherine Van Eeckhaute est directrice adjointe du Think tank Gov2you.



Luc Van den Brande est président de la Commission de la citoyenneté, de la gouvernance, des affaires institutionnelles et extérieures (CIVEX). Il a occupé la fonction de président du Comité des Régions de 2008 à 2010.



Daniel Van Lerberghe est directeur Médias Sociaux à l'Institut PoliTech dont il est le fondateur. Daniel Van Lerberghe est également co-fondateur d'Initiative.eu et de la Fondation EurActiv PoliTech.



Tony Venables est le directeur d'ECAS (European Citizen Action Service).



Marie Yared est chargée des campagnes de mobilisation pour Avaaz. Le site internet Avaaz.org permet notamment à tout citoyen de lancer une pétition en ligne.

ANIMATION



Olivier Breton est le fondateur de l'Agence de communication et de presse All Contents et le directeur de la publication de ParisBerlin. Créé en 2004, ce magazine mensuel informe sur l'actualité franco-allemande et européenne dans de nombreux domaines.

Photos from the event

