

EUROPEAN CITIZENS' INITIATIVE FORUM





ECI Forum Webinar

How to raise funds

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EUROPEAN CITIZENS' INITIATIVE FORUM



The ECI Forum is a pilot project, operated by a consortium of three organisations – ESN, ECAS and CARSA – on behalf of and under contract to the European Commission.



Content

1. How to use Voiceboxer
2. The European Citizens' Initiative: general overview
3. How to raise funds
4. Success story: End the Cage Age ECI
5. Q&A session



1. How to use Voiceboxer

- **Choose your language:**
English, French, Spanish, German, Greek
- **Interact:** use the chat to ask questions/share your comments (translation option)
- **Recording and presentation**



2. The ECI: general overview

First supranational instrument of participatory democracy

You have an idea for
EU legislation



The European Commission
has competence



**Launch your
initiative!**



Main steps



More info

Guidance material



ECI webinar 1 – Procedural steps
and tips for drafting an initiative



3. How to raise funds

Possible costs & tips for saving money

Translation

European Commission

Staff

Volunteers

Legal advice

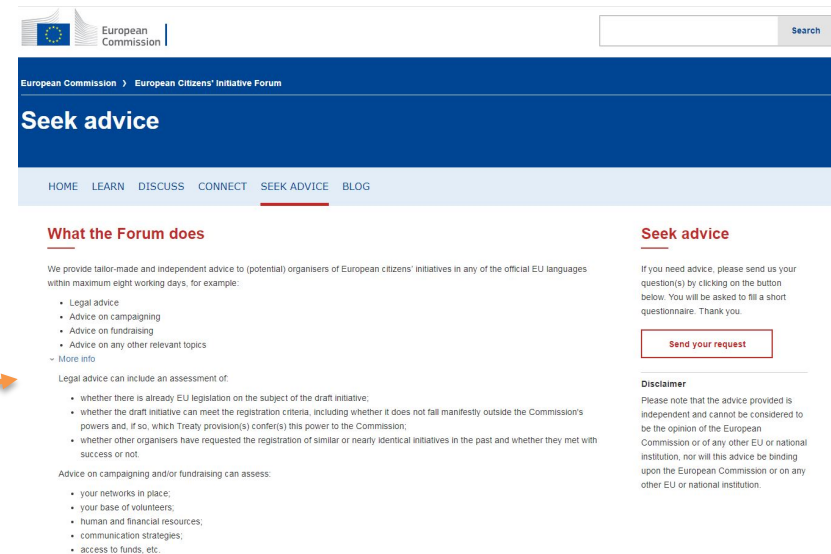
ECI Forum

Communication
strategy

Guidance
material



ECI webinar 3 – How to
run a successful campaign



Keep careful track of financial support as all sources of support and funding worth more than EUR 500 per year and per sponsor must be disclosed regularly throughout the procedure



3. How to raise funds

Hints & Tips

Create an alliance

- Map potential partners at local, regional, national and European level
- Use the ECI Forum to look for partners (CONNECT)
- Use the EU Transparency Register to identify relevant stakeholders
- Role of private sector and industry associations

More info

Guidance
material



ECI webinar 2 – How
to look for partners

Tips

- Be active
- Be creative
- Be tenacious



3. How to raise funds

Hints & Tips (II)

Draft a common budget

- Expected costs (staff, web, advertising, events, etc.)
- Limits
- Non-financial support
 - EC translation services
 - Free-of-charge online collection system
 - European Economic and Social Committee complementary support

Burden-sharing

- Organisers
- Associations
- Foundations
- NGOs
- Volunteers

Tips

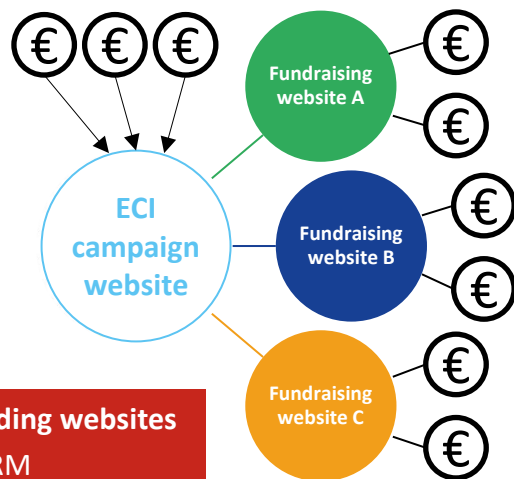
- Invite supporters to donate when they sign your ECI
- Use partners' mailing lists to ask for donations
- Spend wisely!



3. How to raise funds

Other ways to raise funds

Crowdfunding



Crowdfunding websites

- CiviCRM
- YouCaring
- Classy.org

Peer-to-peer fundraising



Merchandising

- T-shirts
- Leaflets
- Cards
- Caps
- Bracelets
- Scarfs

Alternative ways

- Social media
- Organise a party
- Bingo
- Raffle
- Viral challenges
- Board game tournament
- Sports tournament
- Auction
- Karaoke night
- Talent auction



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



Webinars

1. [Procedural steps and how to draft an initiative](#)
2. [How to look for partners](#)
3. [How to run a successful campaign](#)
4. How to collect statements of support
5. How to raise funds

➤ [ECI Communication Campaign](#)

➤ [Subscribe to the Newsletter !](#)



4. Success story: End the Cage Age ECI



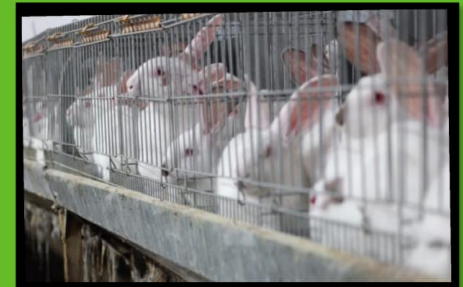


The 'End the Cage Age' ECI

Subject matter: Hundreds of millions of EU farm animals are kept in cages for most of their lives, causing great suffering. We call on the European Commission to end this inhumane treatment of farm animals.

Main objectives: Cages inflict suffering on enormous numbers of farm animals every year. They are cruel and unnecessary, as higher-welfare cage-free systems are viable. The Commission is therefore invited to proposed legislation to prohibit the use of:

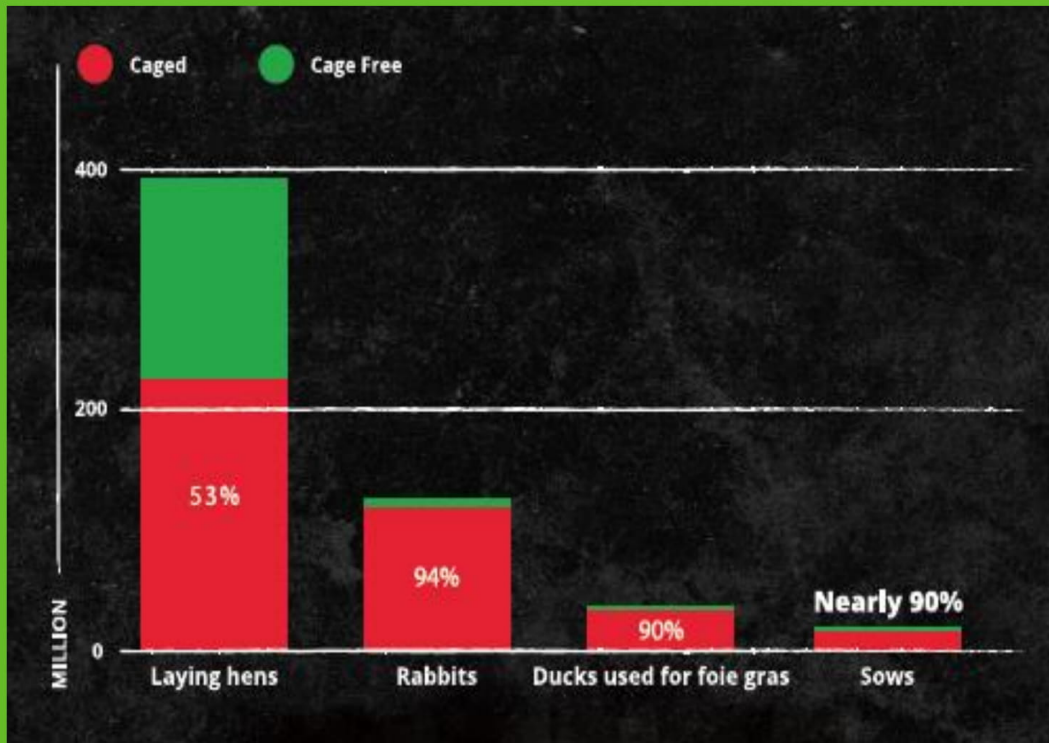
- cages for farmed rabbits, pullets, broiler breeders, layer breeders, quail, ducks and geese and enriched cages for laying hens;
- farrowing crates for sows;
- sow stalls, where not already prohibited
- enclosed calf pens, where not already prohibited



Acts, Regulations and Directives that would be impacted: 98/58 – General Farm Animals Directive; 2008/120 – Pigs Directive – specifically Article 3(4), relating to sow stalls; 99/74 – Laying Hens Directive – specifically Chapter II, Article 5, and Chapter III Article 6, on enriched cages; 99/74 – Laying Hens Directive – specifically Article 2(2a), relating to age of hen (for pullets). Remove 'which have reached laying maturity and are kept for production of eggs not intended for hatching; 2008/119 – Directive on the Protection of Calves - specifically Article 3 (1a)



How big is the problem in the EU?



In the EU, over **300 million animals** spend all, or a significant part, of their lives imprisoned in cages.



Best performers in the EU

Country	Caged hens	Caged rabbits	Caged sows
Austria	1%	-	95%
Belgium	39%	BANNED	99%
Bulgaria	56%	96%	90%
Croatia	73%	96%	42%
Cyprus	72%	96%	99%
Czech Republic	84%	96%	100%
Denmark	20%	-	95%
Estonia	86%	-	95%
Finland	60%	-	98%
France	65%	97%	99%
Germany	7%	96%	99%
Greece	84%	96%	69%
Hungary	63%	60%	79%
Ireland	54%	-	98%
Italy	62%	97%	94%
Latvia	87%	96%	90%
Lithuania	96%	-	59%
Luxembourg	BANNED	-	82%
Malta	97%	96%	100%
Netherlands	18%	40%	99%
Poland	87%	96%	44%
Portugal	93%	96%	88%
Romania	60%	-	45%
Slovakia	85%	-	90%
Slovenia	57%	96%	23%
Spain	88%	99%	98%
Sweden	12%	BANNED	BANNED

Bans for cages for:

- **'Enriched' cages for hens:** Luxembourg; Austria (2020) & Germany (2025)
- **Cages for rabbits:** Austria (meat rabbits), Belgium (2025), Netherlands (barren cages) and Germany (barren cages, 2024)
- **Sow stalls:** Sweden & the UK
- **Farrowing crates:** Sweden



Funding

- Total amount of support & funding: **€132,000** (this figure has increased and is to be revised).
- Campaign funds from ongoing campaign 'End The Cage Age'.
- Major gifts from the U.S. and Europe.



EUROPEAN CITIZENS' INITIATIVE FORUM



The Network

- **130+ NGOs:** animal welfare & environmental groups
- An ECI requires a minimum total of **1 million validated signatures** to be collected from at least **7 EU member states** within a 12 month period.
- We will be aiming to collect over **2 million signatures**.



EUROPEAN CITIZENS' INITIATIVE FORUM



Target signatures



Cage farming is a nightmare that we can end

END THE CAGE AGE

WE NEED 1 MILLION SIGNATURES – PLEASE SIGN RIGHT NOW!

CAGE FARMING IS A NIGHTMARE THAT WE CAN END

We are part of a Europe-wide campaign that is demanding the European Commission ban the use of cages for farm animals. Through a European Citizens Initiative, we seek to unite a continent against cruelty and send a clear message to the Commission: Europeans want pigs, chickens, rabbits and all farm animals out of cages!

TO DO THIS WE NEED ONE MILLION SIGNATURES FROM ALL OVER EUROPE

Please sign today!

You can sign online OR, you can download petition forms for you, your friends and family to sign. Everything you need to help us get 1 MILLION citizens to sign is available here: www.endthecageage.eu

WE NEED 1 MILLION SIGNATURES – PLEASE SIGN RIGHT NOW!

ΕΦΤΑΣΕ Ο ΚΑΙΡΟΣ ΝΑ ΚΑΤΑΓΗΖΟΥΜΕ ΤΑ ΚΛΟΥΒΙΑ

Country	Target 1 million	Target 2 million
Austria	15,000	25000
Belgium	15,000	25000
Bulgaria	12,000	25000
Croatia	9000	15000
Cyprus	4500	10000
Czech Republic	20,000	50000
Denmark	10,000	25000
Estonia	4500	15000
Finland	10,000	25000
France	150,000	250000 / 300000
Germany	300,000	500000 / 400000
Greece	15,000	35000
Hungary	15,000	35000
Ireland	10,000	30000
Italy	150,000	225000 / 375000
Latvia	6000	10000
Lithuania	8000	15000
Luxembourg	4500	10000
Malta	4500	10000
Netherlands	80,000	225000
Poland	40,000	140000
Portugal	15,000	35000
Romania	25,000	40000
Slovakia	9000	25000
Slovenia	6000	20000
Spain	80,000	150000
Sweden	15,000	30000
Total	1,033,000	2,000,000



Milestones

Sept 2018	ECI ask approved by Commission
Sept 2018 – Oct 2018	Launch of ECI at European Parliament and public launch events in certain countries
Sept 2018 – Sept 2019	Signature collection publicity events and stunts
Sept 2019	High profile event to mark end of signature collection 12 months after launch
Nov/Dec 2019	Signatures validated by MS Competent Authorities and approved by Commission
March 2020	Hearing held at EP/Meeting held with Commission

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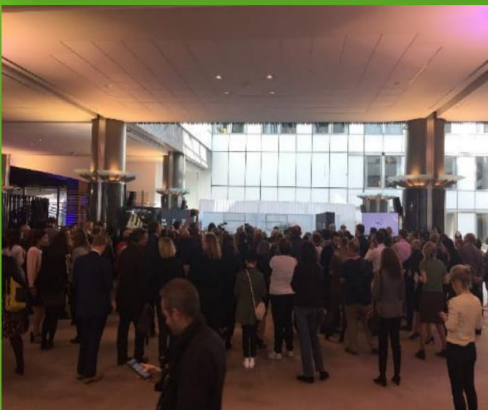
EU Parliament launch event, 25 September



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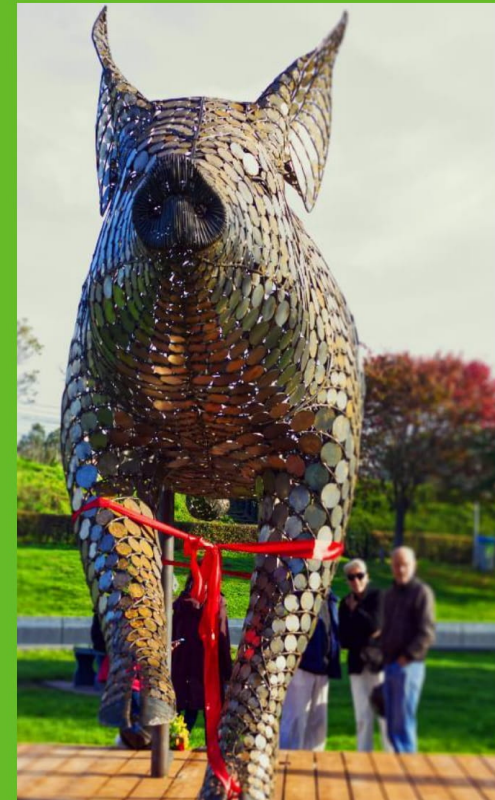
EU Parliament exhibit, 25-27 September





Launch in the Netherlands, 9 October

A national launch with a giant art pig in the Westerpark in Amsterdam (3 months), then tour around a few cities for a few weeks at every stop.





Launch in Poland, 9 October

Events in 15 cities and a premiere event with famous Polish actors





Launch in Czechia, 9 October

Launch in Prague near Parliament with interviews with members of the coalition, a dance show of a group of girls and the “cage fighter” photo opportunity. On the same day, NGO NESEHNUTÍ held a similar event in Brno.





Launch in France, 10 October

Launch in Paris with Pamela Anderson





Launch in Greece, 12 October

Launch event in the office of the European Parliament in Greece with the MPs, Ministry officials and reps from 40 Greek NGOs.





Launch in Italy, 16 October

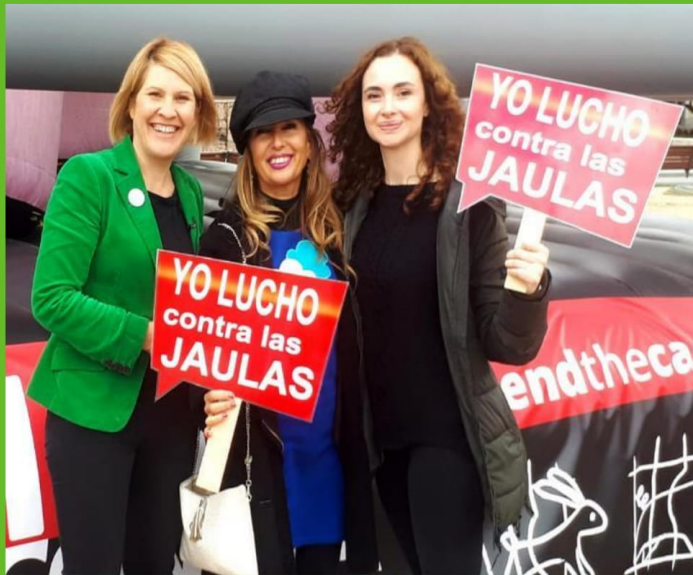
A press conference & exhibit launch in the Italian Parliament





Launch in Spain, 11 November

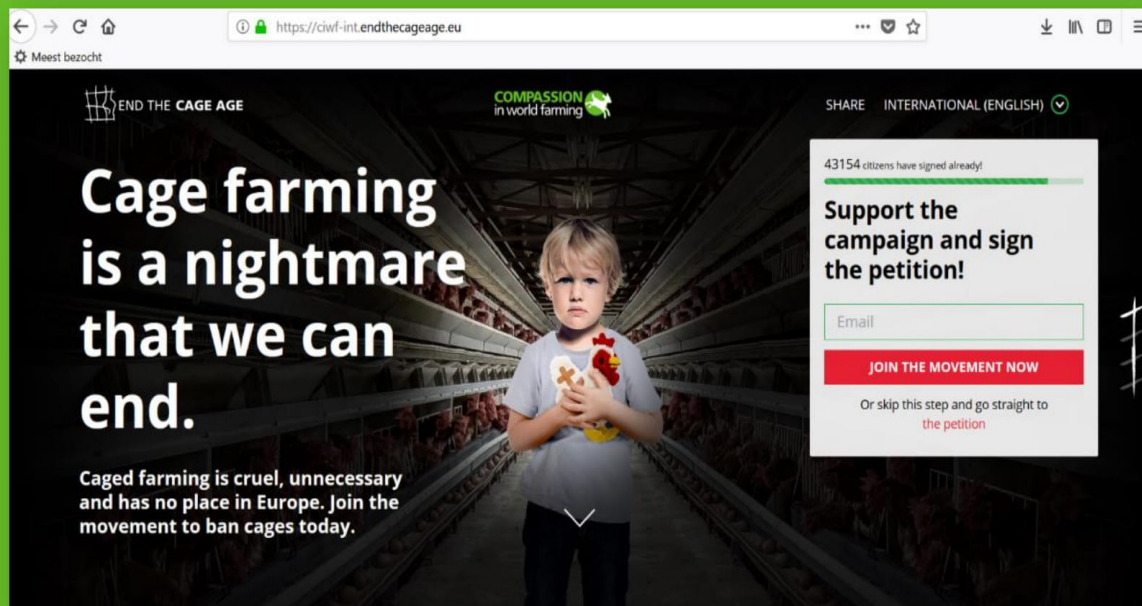
Event with Hope the inflatable pig at Town Hall, in collaboration with PACMA the Spanish party against animal abuse.





Digital action

Websites



Social media





**END THE
CAGE AGE**



Thanks for your attention!

5. Q&A session

Use the chat to ask questions in any language!



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