



**TAKE  
THE INITIATIVE**  
**European Citizens' Initiative  
as a tool to shape Europe**

PROGRAMME

**13 December 2018**

Haus der Europäischen Union,  
Wipplingerstraße 35, Vienna, Austria

EN



EUROPEAN UNION

# TAKE THE INITIATIVE

TAKE THE INITIATIVE: this event will bring insights on citizens-powered democracy to Vienna for a day of learning, connecting and debating around the European Citizens' Initiative.

The interactive conference TAKE THE INITIATIVE is held in the Haus der Europäischen Union, Wipplingerstraße 35, Vienna, Austria, on Thursday 13 December 2018 in the context of #EUTakeTheInitiative, a campaign by the European Commission to raise awareness of the European Citizens' Initiative as a way for Europeans to have a greater say in the policies that affect their lives.

The event is a unique opportunity to be among the first ones to learn first-hand what changes the EU will implement to make the European Citizens' Initiative more user-friendly and easy-to-use. You will also learn how to coordinate a successful European citizens' initiative campaign; and will be invited to pitch your own idea of an initiative and look for innovative activities, tools and partnerships to turn it into a campaign with an impact.



# PROGRAMME

**13 December 2018**  
**Haus der Europäischen Union,**  
**Wipplingerstraße 35,**  
**Vienna, Austria**

9:30

REGISTRATION | COFFEE

10:00

OPENING SESSION

## Welcome

**ROBERT STEIN** *Head of Department of Electoral Affairs,  
Federal Ministry of the Interior, Austria*

## Introduction on the reform of the European Citizens' Initiative

**GYÖRGY SCHÖPFLIN** *Member of the European Parliament,  
Rapporteur on the European Citizens' Initiative*

**RUDIGER BOOGERT** *Head of Unit Policy Priorities &  
Work Programme, Secretariat-General, European Commission*

## Europe as a People's Project: Towards a new paradigm for citizen participation

**ALBERTO ALEMANNI** *Professor of European Union Law & Policy,  
HEC Paris & Founder, The Good Lobby*

11:00

COFFEE BREAK

11:15

## Towards the new European Citizens' Initiative: a vision for more citizens' participation in EU policymaking

*Moderator* | **BRUNO KAUFMANN**  
*Global Democracy Correspondent, Swiss Broadcasting Company*

**GYÖRGY SCHÖPFLIN** *Member of the European Parliament,  
Rapporteur on the European Citizens' Initiative*

**RUDIGER BOOGERT** *Head of Unit Policy Priorities &  
Work Programme, Secretariat-General, European Commission*

**KINGA JOÓ** *Member of the European Economic and Social Committee  
and Rapporteur of the opinion on the European Citizens' Initiative*

**GREGOR WENDA** *Deputy Head of Department of Electoral Affairs,  
Federal Ministry of the Interior, Austria*

**ERWIN MAYER** *Founder of Mehr Demokratie! Austria  
& Board member of Democracy International*

12:30

LUNCH

14:00

## The European Citizens' Initiative in practice: how to realise its full potential



### #1 | How to draft an initiative (EN)

ELISA LIRONI *Digital Democracy Manager*

FLAVIO GRAZIAN *Digital Democracy Coordinator,  
European Citizens' Initiative Forum & European Citizen Action  
Service (ECAS)*



### #2 | How to raise funds (DE)

PIETER BOEDER *Communication Consultant & Member of  
We are Europe!*



### #3 | How to look for partners (EN)

DESSY GAVRILOVA *Chairwoman of European Network of  
Houses for Debate "Time to Talk" & Founder and Chair of The  
Red House Center for Culture and Debate, Sofia*



### #4 | How to campaign (DE)

JULIA HAHN *Head of Bürgerforum Europa*



### #5 | How to communicate and collaborate better on the European Citizens' Initiative? (EN)

YANA PARGOVA *#EUTakeTheInitiative Campaign Manager,  
GOPA Com.*

15:00

## COFFEE BREAK

15:30

## What is your citizens' initiative idea or challenge you would like to work on for a greater impact?

Moderator | YANA PARGOVA

*#EUTakeTheInitiative Campaign Manager, GOPA Com.*



Pitch your idea for a European citizens' initiative and  
develop it collaboratively; raise a challenge you are facing  
and find a solution together; look for innovative ways,  
activities, tools and partnerships to turn your idea into a  
campaign with an impact.

17:00

## CLOSING

17:05

## COCKTAIL