



LOOKING FOR PARTNERS: HIGHLIGHTS FROM WEBINARS

This document displays the main recommendations on looking for partners shared during the webinars of the European Citizens' Initiative Forum. The recommendations are grouped by topics and are retrieved from the following webinar:

- [How to look for partners European Citizens' Initiative Forum Webinar 2018](#)

Key takeaways

1. To launch a European citizens' initiative, a group of organisers must be set up with at least seven members residing in 7 different EU Member States.
2. Having sufficient partners is crucial in order to implement a successful campaign and to collect signatures. Organisers should not shy away from contacting possible partner organisations as early as possible.
3. National partners are fundamental for the success of a campaign. While it is good to have a great European network, national partners are the biggest help to collect signatures on the ground.

Further relevant points

Timing

- To look for partners, it is pivotal to contact organisations in other Member States as early as possible. It is important that responsibilities are clearly defined between the partners.
- It is important to get a realistic picture of the capacities that partners have and how they can support the initiative in the different Member States.
- Organisations should have their goals well defined from the very beginning.
- It is important to have sufficient resources to run a successful campaign from an early stage.

Types of partners

- Partners can be intermediaries (sympathetic), sponsors, influencers (politicians, celebrities) and volunteers.
- The main characteristics of partners should be: diverse, numerous, proactive, spread throughout the EU.
- It could be a good strategy to approach MEPs to tell them about the initiative and what it seeks to achieve.
- It is a challenge to find the right balance between empowering local campaigns so that they have ownership on their campaign and centrally coordinating the campaign.
- Organisers should build an alliance of around 100 organisations committing to contribute to signature collection.

Interaction with partners

- All members of the group of organisers have to be very reliable.
- Organisers have to be very careful with the use of logos. They should only apply them when the support of a specific organisation is definitely secured.