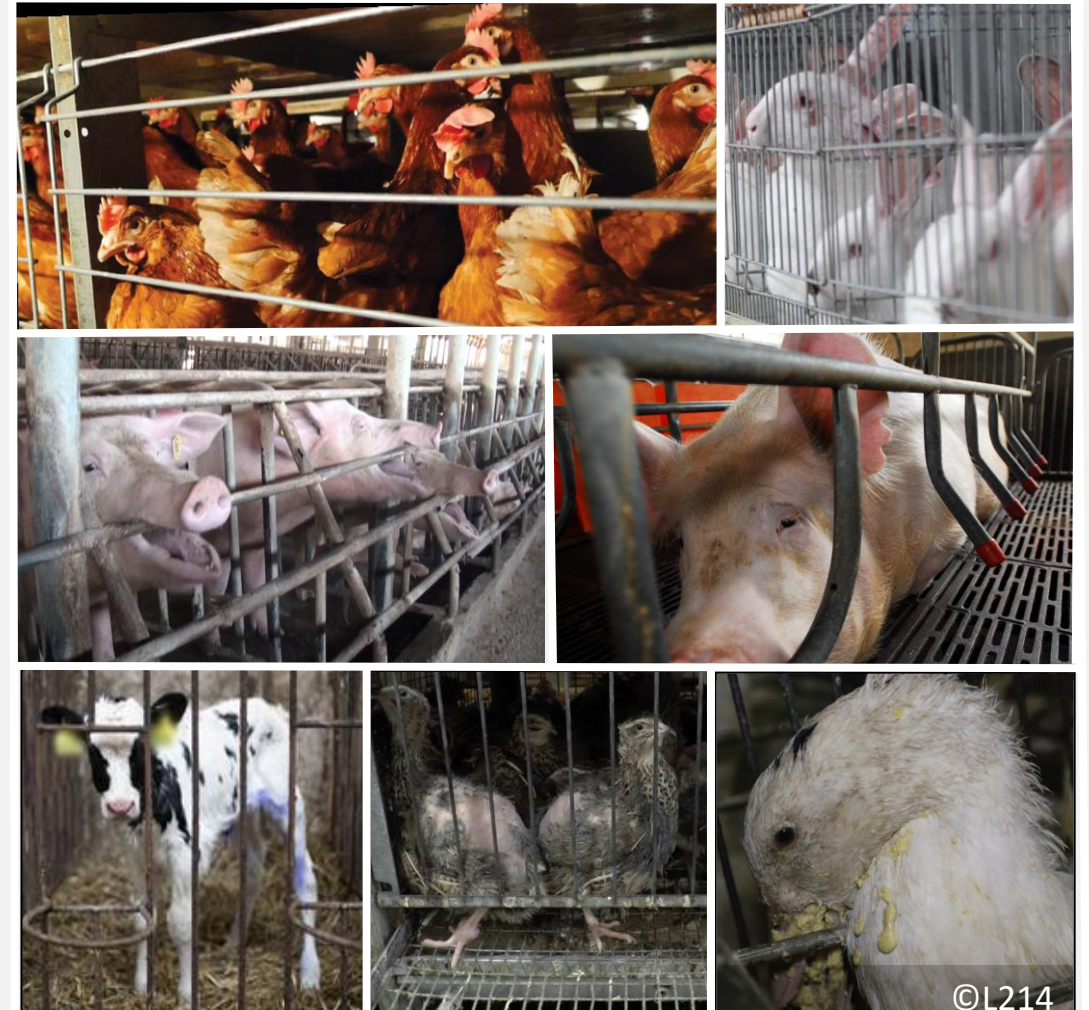


'End the Cage Age' European Citizens' Initiative



- The 'End the Cage Age' European Citizens' Initiative calls on the EU to prohibit the use of cages for **laying hens, rabbits, calves, mother pigs, quail, ducks, geese** & others.
- Collected statements from September 2018 to September 2019
- **Nearly 1.4 million validated signatures**
- Surpassed the minimum thresholds in **18 Member States** (equal first)



Timeline



- 2 October 2020 – submission of statements to EC
- 30 October 2020 – meeting EC
- 15 April 2021 – ECI Hearing
- June 2021 – Plenary I debate and vote
- 30 June 2021 – expected adoption of EC Communication

Procedural steps



- **Pre-registration:** clarifying the ask, building the Network, conducting research, deciding on the OpenECI software, creating the website and other materials.
- **Campaigning:** mobilising the Network, sending newsletters, sharing materials, keeping track of the number of statements.
- **Validation:** follow up with member states to confirm they receive the statements and reply on time.



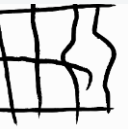
Rules of the new Regulation



- Not all Member States were well informed – we had to expedite hand in of statements for verification because some countries still had the old timelines.
- Collecting and sorting the printed statements per country took more time than expected.
- Communication with MS takes time
- Flexibility under the new rules adopted for the Covid-19 period was useful.
- The Commission's ECI team was very helpful.



Overcoming hurdles when campaigning



- Generate new materials to ensure continued interest by supporters
- Keep partners informed and engaged over a long period. Share materials with them
- Remain active in social media channels
- Assure supporters that their personal information is safe
- Focus on online signature collection
- Learn from previous organizers



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