

EUROPEAN CITIZENS' INITIATIVE FORUM





ECI Forum Webinar

How to raise funds

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Guest Speaker: Olga Kikou (End the Cage Age ECI)

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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

Staff

Legal advice

Communication strategy

European Commission

Volunteers

ECI Forum

Guidance material

ECI webinar 3 – How to run a successful campaign



The screenshot shows the 'Seek advice' page on the European Commission website. The page header includes the European Commission logo and a search bar. Below the header, there is a navigation menu with links for HOME, LEARN, DISCUSS, CONNECT, SEEK ADVICE (highlighted), and BLOG. The main content area is divided into two columns. The left column is titled 'What the Forum does' and contains a paragraph about providing tailor-made advice, followed by a bulleted list of services: Legal advice, Advice on campaigning, Advice on fundraising, and Advice on any other relevant topics. Below this is a 'More info' link. The right column is titled 'Seek advice' and contains a paragraph asking users to click a button to fill out a questionnaire, followed by a 'Send your request' button. A 'Disclaimer' section at the bottom right states that the advice is independent and not binding.

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

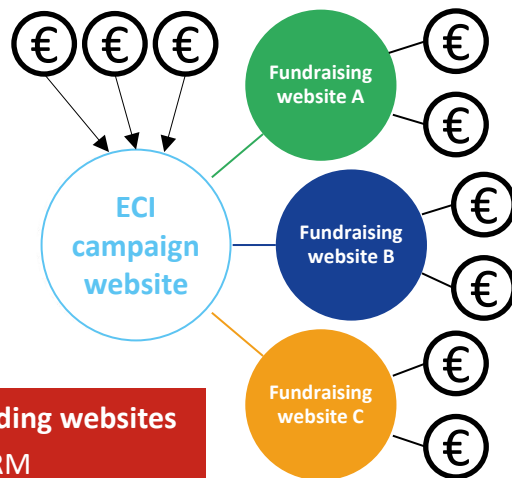
- Invite supporters to donate when they sign your ECI
- Use partners' mailing lists to ask for donations
- Spend wisely!



3. How to raise funds

Other ways to raise funds

Crowdfunding



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

Crowdfunding websites

- CiviCRM
- YouCaring
- Classy.org



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




**END THE
CAGE AGE**

The beginning of the end...



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:

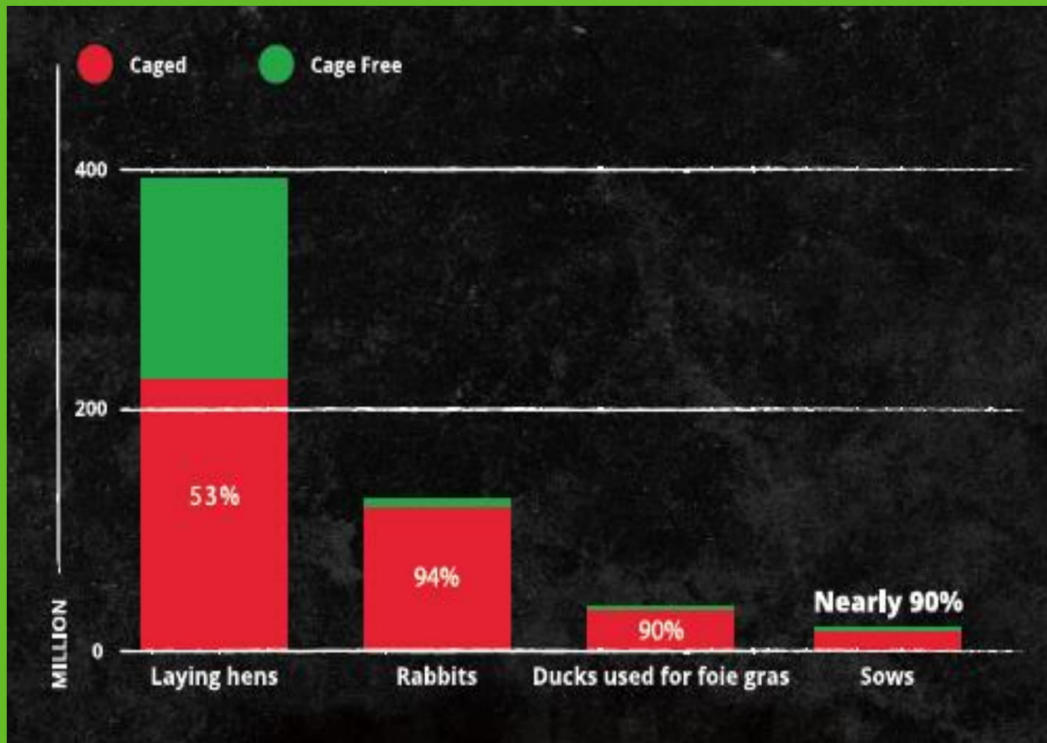
- cages for farmed rabbits, pullets, broiler breeders, layer breeders, quail, ducks and geese and enriched cages for laying hens;
- farrowing crates for sows;
- sow stalls, where not already prohibited
- enclosed calf pens, where not already prohibited



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.





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**.





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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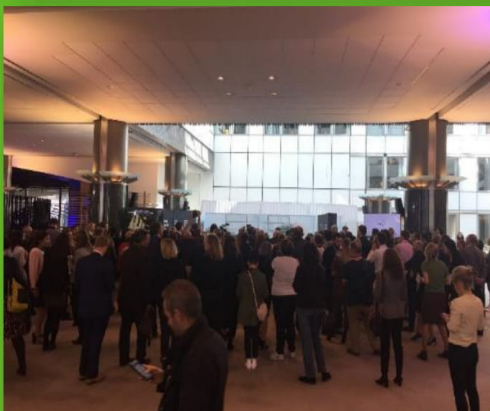
EU Parliament launch event, 25 September



EUROPEAN CITIZENS' INITIATIVE FORUM



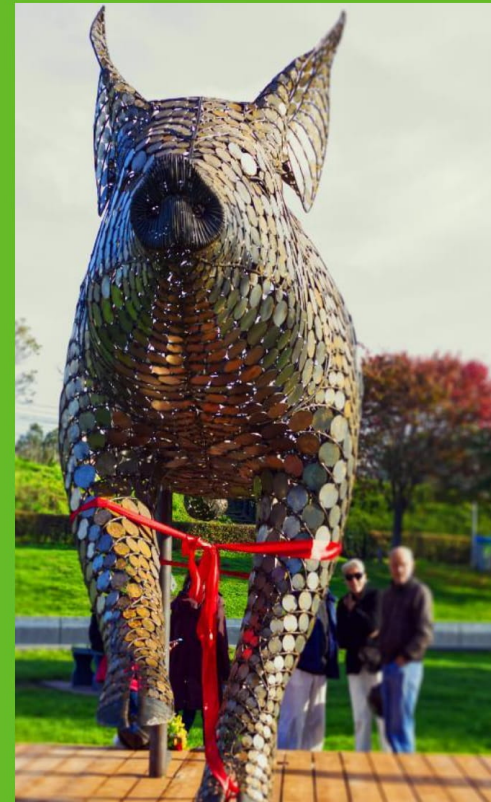
EU Parliament exhibit, 25-27 September





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

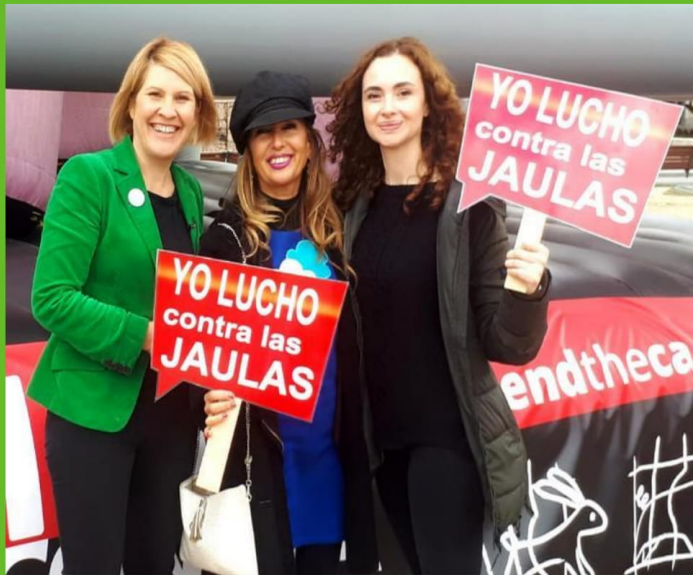
A press conference & exhibit launch in the Italian Parliament





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

The screenshot shows a web browser displaying the website <https://ciwf-int.endthecageage.eu>. The page features a dark background with a photograph of a young child standing in a long, narrow aisle of a factory-style farm, holding a small chick. The text on the page reads: "Cage farming is a nightmare that we can end." Below this, it states: "Caged farming is cruel, unnecessary and has no place in Europe. Join the movement to ban cages today." On the right side, there is a white box with the text "43154 citizens have signed already!" and "Support the campaign and sign the petition!". Below this is an email input field and a red button labeled "JOIN THE MOVEMENT NOW". A link below the button says "Or skip this step and go straight to the petition". The website also includes a logo for "END THE CAGE AGE" and "COMPASSION in world farming".

Social media

The social media graphic features a photograph of a young girl with her arms crossed, holding a pink piggy bank. She is standing in a dark, industrial-looking environment, likely a factory-style farm, with metal bars and pigs visible in the background. The text on the graphic reads: "Cage farming is a nightmare that we can end." Below the text is a red button labeled "Sign now". The logo for "END THE CAGE AGE" is visible in the top right corner of the image.



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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