

DRAFT 2nd UBI ECI CAMPAIGN PLAN

Presented along the lignes suggested by the UBIE Executive Committee :

In order to advance with the discussion - we think we need a decision by mid 2017 the latest if we want to run a successful, noticeable campaign 2018-19 - we would like to see some sort of campaign plan, answering - in detail - at least the following questions:

1. What is the political objective of the campaign, i.e. what change do we want to trigger?
2. What strategic aim do we as UBIE achieve with such a campaign?
3. What tactical approach do we want to follow, what are our concrete (measurable) targets and success criteria?
4. Whom do we target with the campaign, what is our key message to them and what are the effects we want to have within this/these group(s)?
5. Where do we want the campaign become visible, what media and multipliers do we count on?
6. What resources do we need to achieve our targets? Where do we find them?

For point 2/3, we strongly recommend a look at the various options mentioned excellent ECI Handbook written by Bruno Kaufmann, published by GEF, chapter 1.2:

http://gef.eu/uploads/media/ECI_Pocket_guide_updated_edition_web_02.pdf

Additionally, if we come to the result that an ECI is desirable and feasible, we need a formulation of the ECI objective that is a) derived from the answers to the questions above and b) looks legally admissible enough (noting that a refused ECI can also lead to a successful campaign under certain conditions).

1. What is the political objective of the campaign, i.e. what change do we want to trigger?

3 Main political objectives could be achieved by this initiative: (1) Clarifying what we stand for ; (2) Encouraging Research about it ; (3) Demonstrating progress :

(1) Clarifying what we stand for:

- Making very clear to the general public as well as decision makers what UBI is
- Establishing UBI clearly as a tool to ENHANCE currently existing social protection system (improving their reach, quality and efficiency - in particular as regards reaching the most excluded and fighting non take up in social benefits) and NOT TO REPLACE them

(2) Encouraging research about it:

- Getting funding for research and experimentations on UBI implementation
- Getting national official research agencies and social security agencies to produce reports on ubi and the steps required to implement UBI schemes nationally
- Getting researchers the access to state data to start studies and simulations of UBI implementation both at national

(3) Demonstrating Progress:

- Demonstrate the progress of support for the idea in the european population
- Demonstrate the progress and organisation of UBI activists networks and their capacity of reach in the general public

2. What strategic aim do we as UBIE achieve with such a campaign?

This ECI campaign could also fulfill 3 strategic aims for UBIE as an organisation: (1) Strengthening UBIE ; (2) building up negotiation power ; and (3) Allowing us to develop new activities :

(1) Strengthening UBIE: as the ECI would imply

- getting more people involved in UBIE & its affiliates
- getting all Member Organisation of UBIE working together on a common project again

(2) Building up negotiation power:

- By making UBIE more well known and tying ourselves to other european-wide civil society organisations/ platforms/ coordinations
- By putting ourselves and the idea of a UBI on the front scene, as something that matters a great deal to the european people (first successful initiative since 2012!) right before the next EU elections

(3) Allowing us to develop new activities:

- As we could eventually channelling some of the research money we may get to finance academic reunions/ make the UBIE General Assembly more like BIEN's ones, with academic presentations next to internal discussions and political interventions.

or, in the vocabulary of the ECI Handbook written by Bruno Kaufmann and published by GEF, this ECI will be at once a "gas pedal" to get the EU to do smtg (ECI function n°1) ; a "bargaining chip" in future negotiations (ECI function n°4) ; a "catalyst for coalition building" (ECI function n°5) ; and a "collective canvasser" to make UBIE more famous (ECI function n°6)

[see: http://gef.eu/uploads/media/ECI_Pocket_guide_updated_edition_web_02.pdf]

3. What tactical approach do we want to follow, what are our concrete (measurable) targets and success criteria?

- Getting at least 10 eu wide organisation to support the launch of the initiative
- Getting at least 27 MEP (on per member state) to support the launch of the initiative
- Reaching the quota in at least 10 countries
- organising a least 2 conferences at the EU parliament (one for the launch and one for the last rush)
- organising at least 4 thunderclaps within the 12 months
- organising at least four 24h-long reddit Q&A within the 12 months
- Gathering first 500k ...
- ... then one milion signatures !

4. Whom do we target with the campaign, what is our key message to them and what are the effects we want to have within this (these) group(s)?

Our key message could have 3 parts, and our main targets can be divided up into 3 big groups that would demand specific approach & lines of arguments

key message

1/ UBI is a tool to improve currently existing welfare systems, not something to replace them completely

2/ This tool is a major and necessary step to reach the most excluded, fight non take up in social benefits and move towards emancipatory forms of social protection

3/ A UBI is something paid in cash not in kind or in coupons, a UBI is paid to each individuals, not to households, a UBI is without work requirements or activity control, a UBI is for everyone, without means test, and the duty to make sure everyone gets it is on the state and not on people to

ask for it (THIS LAST POINT MAY SEEM OBVIOUS BUT NOW THAT UBI IS ATTRACTING MORE AND MORE ATTENTION IT IS ESSENTIAL TO ALWAYS MAKE SURE PEOPLE DO UNDERSTAND THIS which in France at least is far from always being the case, even amongst sympathizers)

Key targets

Key target A = organised civil society, starting with anti poverty organisation ; labor unions & unemployed labour unions

Intended effect on those groups = Making them see UBI as a tool that would help their activities rather than as a competitor/replacement of their activities (as the ultimate weapon against non take up imposing on states a duty to reach for the most excluded without patronising and oppressing them for anti poverty organisations ; as a universal strike support fund for labor unions ; etc. - as something to assist them and make their job easier, not replace them)

Key target B = MEPs & National Governments

Intended effect = Making them feel there is a social urgency to implement UBI and a strong movement of support for the idea in the general public

Key target C = Left Wing parties & organisations

Intended effect = Making them realise and admit that UBI even at only the level of social minimums in every EU countries AS LONG AS NOT FINANCED BY DESTRUCTION OF SOCIAL PROTECTION is a huge social progress empowering politically the most excluded and giving more breathing room to the precariat allowing it to mobilise politically for its working (labour) rights

5. Where do we want the campaign become visible, what media and multipliers do we count on?

We want the campaign to be visible primarily everywhere european-wide organised civil society gathers and particular national and regional european civil society gathers. This will maximise our reach and impact both at the time, and in the future. Organised civil society and people invested in it are the most powerful multiplier we can ever count on.

6. What resources do we need to achieve our targets? Where do we find them?

Ressources we need

- several EU law and EU institution specialists' advice to best assess what we can get from the commission and formulate it in the most binding way
- Backing from MEPs to organise the 2 conferences in the EP
- Funds to organise the conferences, print out advocacy material and partly reimburse the travel to the meetings of the initiative country coordinators

Where do we find them ?

Advice: by asking our friends

Money: By crowdfunding & asking MEPs if they have available funds