

# „ECI on UBI Campaign Plan (Version 17. Oct. 2017)“

We try to answer several questions:

1. **What is the political objective of the campaign**, i.e. what change do we want to trigger?
2. **What is our message?**
3. **Whom do we want to address?**
4. **In order to bring our message into the public, we need „stories“:**
5. **How are we able to mobilise?**
6. **Which organisational structure and resources do we need?**
7. **Campaigning time schedule**
8. **How does the political goal of the campaign further UBIE´s strategy?**
9. **What are the indicators to measure success?**
10. **Which results do we need from this campaign?**

## **1. What is the political objective of the campaign,**

i.e. what change do we want to trigger?

We intend to change this society. We want to get a more **social Europe**. Therefore we want to **put the UBI on the agenda** of the EU institutions.

### **The UBI can be an effective tool to:**

- Liberate people from pressure
- Eliminate poverty
- Give people more (social) security
- Increase awareness about UBI
- Intensify public debate about UBI (in Europe and globally)
- Get UBI introduced in Europe (EU member states) and globally

### **The following effects we want to achieve:**

Chance for improvement of:

- Cohesion and solidarity of society
- Social justice
- Democracy
- Education and culture
- Health
- Environmental sustainable development

### **(a) We want to clarify what we stand for:**

- Explaining to the general public as well as to decision makers what UBI means to us:

1/ Unconditional Basic Income (UBI) is an amount of money, paid on a regular basis to each individual unconditionally and universally, high enough to ensure a material existence and participation in society. (see UBIE charter) The UBI is paid without means test in cash not in kind of or in coupons. The UBI is paid to each individual not to households. The UBI is without work requirements or activity control. The UBI is for everyone who is living in respective country. The UBI makes sure that everyone gets it, not only people who ask for it.

2/ UBI is a step towards an emancipatory welfare system (see UBIE Charter) UBI is a tool to improve currently existing welfare systems, not to replace the welfare system completely.

3/ The UBI is a major and necessary step fight against poverty and social exclusion, against non take up in social benefits and against forced labour.

4/ UBI is - together with free access to public goods, to public and social infrastructure and services - a step towards emancipatory forms of social protection and realizing social basic rights as universal human rights.

5/ UBI is - together with other political strategies - a step towards gender equality and socio-ecological transformation of society.

- Establishing UBI clearly as a tool to ENHANCE currently existing social protection systems and NOT TO REPLACE them.

### **(b) We want to encourage research about it:**

- To raise funding for research and experimentations on UBI implementations
- To get national official research agencies and social security agencies to produce reports on UBI and to take steps required to implement UBI schemes nationally.
- To enable researchers easier access to state data material, when they start studies and simulations of UBI implementation both at national and international level.

### **(c) We want to demonstrate progress:**

- Progress in supporting the idea in the European population
- Progress for the organisation of UBI activists' networks and for their capacity of reach in the general public.

## **2. What is our message?**

**We want UBI introduced in Europe,** because we believe, that UBI has many advantages:

**for each person:**

- UBI makes free of poverty, of fear losing livelihood and for social exclusion
- UBI makes health affordable
- UBI liberates from many kinds of pressure as to accept every job at any condition
- With UBI, you can improve your working conditions
- UBI makes easier free choice of good work
- With UBI, you don't have to fear unemployment
- UBI can help everyone to engage in the field, where ones interest is and skills are
- UBI reduces danger of depression and burn-out
- UBI gives you more time with family and friends and helps solving personal problems and others
- UBI reduces bureaucracy
- UBI means freedom for democratic engagement
- UBI helps you to think over how to want to live and in which kind of society
- UBI allows you to do what you really want to do!
- UBI increases your quality of life

**for the EU:**

- UBI helps to realise a good life for all
- UBI reduces inequalities
- UBI reduces unemployment
- UBI gives people the possibility to think over problems, which have to be solved
- UBI supports solidarity within the EU
- UBI ends poverty

**3. Whom do we want to address?****- Civil people (also supporters / activists)**

- Unemployed youths and other unemployed persons
- Persons in precarious social situations
- Persons who suffer from burnout/stress
- Persons in poverty – especially woman and single parents
- Families
- Women, care-workers
- Poor people, rich people
- Volunteers
- Students
- Artists
- Employees, employers
- KMUs
- EPU
- Teachers

- Psychologists
- IT- and other innovators

#### **- Politicians**

- Members of the EU Council
- Members of the EU Parliament
- Members of the EU Commission
- Members of National governments (esp. Ministers for social, educational and financial affairs), parliamentarians
- Mayors, communal councillors
- Authorized persons in the field of education
- Political Parties (Delegates)

#### **- Organisations**

- Trade-/Labour Unions
- Churches (ministers a.o.)
- Environmental, social initiatives (NGOs)
- Farmers

#### **- Media**

- Social media influencers (e.g Youtubers, Twitter, Opinion Leaders)
- Broadcasters: TV, Radio, Newspapers

## **4. In order to bring our message into the public, we need „stories“**

**„Since I am retired, I have a kind of basic income and can do with my time what I want – I wish everyone could do that.“**

**„I am doing my job just for the money, while I could do so many more useful activities.“**

„At work, I constantly face degradation – I want to be able to do a job in dignity.“

„I was not able to find a paid job where I could really use my skills, so I ended up in an unpaid internship.“

„As a woman, I have to endure sexual harassment by my boss but I can't say anything, because I'm afraid to lose my job.“

## **5. How are we able to mobilise?**

We are in the good situation, that we have already a network of several organisers (and substitutes) in each country, which already have been taking part in the first ECI on UBI (2013 / 2014).

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IT-technical support (besides official one by EC and Luxemburg) was mainly given by Heinz Swoboda (Austria) and Robin Ketelaars (NL).

We could ask all of them, if they were willing and would be able once again to take the responsibility for the collection of signatures. If not, they could give us advice as to which person in her / his country should be asked to take over this task.

We will have to deal with **different phases of a citizens' initiative** / Citizens' committees: Registration, Collection, Submission to the Commission and Follow-up phase.

Transparency and awareness-raising is very important.

We want the campaign to become visible primarily everywhere in Europe where organised civil society and particularly national and regional european civil society gathers together. This will maximise our reach and impact at present time and in the future. Organised civil society and people engaged in it certainly are the most powerful multiplier we can ever count on.

### **Concrete proposals within the different phases of an ECI:**

- Multilingual campaigning
- Face book - live videos of debates
- Interviews with signatories
- TV / radio interviews
- Organising manifestations
- Family days
- Flashmobs

## **6. Which organisational structure and resources do we need?**

- Translation of ECI & campaign material into all EU languages
- Campaign material: Flyers, videos / movies, presentations, newsletters, press releases, posters/shields, exhibitions, t-shirts (EUROPEAN INITIATIVE FOR UNCONDITIONAL BASIC INCOME) etc.
- Funds for organising conferences, partly for reimbursing traveling costs to the meetings (for initiatives' country coordinators).

## **7. Campaigning time schedule**

<b>Year</b>	<b>Month</b>	<b>Proposal for new Version of Contribution C</b>
2017	Sept.	Draft Text & Campaign Plan: (for discussion in Lisbon)
	Okt.	
	Nov.	Final text & Campaign plan (Improvements should be proposed until 24. Nov. 2017)
	Dec.	
2018	Jan.	
	Febr.	UBIE decision on campaign
	March	
	April	Submission of ECI to EC
	May	
	June	
	July	
	Aug.	
	Sept.	Beginning collection of signatures
	Oct.	
	Nov.	
	Dec.	
2019	Jan.	
	Febr.	
	March	
	April	
	May	Election EU-Parliament?
	June	Election EU-Parliament?
	July	
	Aug.	

	Sept.	Submission of signatures to EC
	Oct.	
	Nov.	Hearing in EU-Parliament
	Dec.	
2020	Jan.	
	Febr.	Result of consideration in EU

## **8. How does the political goal of the campaign further UBIE´s strategy?**

- Charter: „UBIEurope´s goals are: the introduction of unconditional basic income throughout Europe; and in order to render a life in dignity for all people, the recognition of UBI as a universal Human Right“
- UBIE will gain new members/supporters with the aid of the campaign.

### **The ECI campaign**

- **Strengthens 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
- **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 successfull initiative since 2012!) right before the next EU elections
- **Allows 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.

## **9. What are the indicators to measure success?**

- Number of signatures
- Number of countries where quorum is met
- MEPs supporting the ECI
- Amount of media coverage per country



## **10. Which results do we need from this campaign?**

A successful ECI with over 1.000.000 signatures (and quota met in 7+ countries) is discussed in the European Parliament.