

# „ECI on UBI Campaign Plan (version 24th March 2019)

We try to answer several questions:

1. What is the (political) objective of the campaign?
2. What is our message?  
Which slogan, which logo should be used?
3. Whom do we want to address? Where are our partners to cooperate?
4. In order to bring our message into the public, we need „stories“ and wordings of VIPs.
5. How are we able to mobilise?
6. Which organisational structure and resources do we need?
7. Campaigning time schedule
8. Milestones should be given

## 1. What is the (political) objective of the campaign,

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 and therefore we start an ECI.

The political subject matter and objectives are written down in **Att. 4**  
The challenge for the ECI is it, the necessary

**one million signatures** to collect EU-wide within one year, in order to achieve the agenda setting in Europe.

Therefore we are sketching the main items of a campaign, by which it shall be possible to reach the quantitative aim on the best possible way.

The better it will be topped, the higher the political whigt of the UBI will be.

## 2. What is our message?

**Which slogan, which logo should be used?**

They (slogan / logo) are to be find and could be possible in line with the international week of UBI.

## 3. Whom do we want to address? Where are our partners to cooperate?

- To get the quantitative aim of the campaign (1 million signatures) respectively to top it maximally, we have to search EU-wide the so called broad publicity.
- The traditional public media (TV, radio, newspaper ... ) could probatly have a more important role as the digital ones (social media, home pages ...).
- To get a good perception in the general flood of information and pictures, there are to invent forms of culture and actions which can generate as strong pictures that they are picted up too by overfedded journalists.
- For the realisation of such a public relation and especially of the culture and

action forms which it initiates, we need support from and cooperation with: unions, churches, political parties (or parts of them, which are open for alliances); NGOs; cooperations with media agencies; communication cooperations, companies for sponsoring.

- 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 (see also 5b).

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

„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.“

A list of VIPs should be collected by national organizers.

#### **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).

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.

The result of collecting signatures has to be well observed during the year of the campaign. The better the number of signatures is going on, the easier it will be, to sketch the follow-up. But the task is already to be planned in the time schedule.

For the best possibly result of the collecting of signatures, all the different methods to get it have to be operationalized.

Different levels of mobilisation:

**5a) Centrally coordinated and transnational activities:**

At first we have to design different possibilities and to proof them, if they are possible to realice and than to decide. For this decision time is forseen in the timetable.

**5b) Parallely their are to prepare simplier designed activities for special targed groups. For this also have to be organized workshops for multiplicator-training. E.g. also family days, flashmops**

**5c) Measures which are supporting these activites: audios, flyers, posters, tshirt, exibitions, scientific meetings, multilingual campaigning, face book - live videos of debates, interviews with signatories, TV / radio interviewes.**

Important is also to develop a **manual** for the campaign which includes short sammuries of the objectives; legal, technical, organisatoric, financing, framing conditions to different activities, security aspects (assurance); calendarium ... - perhaps done in an online-work-in-progress.

**5d) Big start and Finale:**

An international coordinated start in as much as possible cities should be performed, who should develope transportable pictures and few weeks before the end of the collection period again a international coordinated big finale should help to mobilize for the last possible signatures.

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

- Financial aspects has to be carefully considered and a plan developed, dependend on the international and the national planed activities.
- An internal network for the coordination of the organization of the international activities would be useful.

**7. Campaigning time schedule**

<b>Year</b>	<b>Month</b>	<b>Descriptions of the phases</b>
2016	May October	Working Group ECI on UBI (Hamburg) Working Group ECI on UBI (London)
2017	July September	Working Group ECI on UBI (Ljubliana) Working Group ECI on UBI (Lissbon)
2018	March	<b>Draft Text &amp; Campaign Plan: (for discussion and decision in Göteborg)</b>
Nov.	25th Nov.	Working Group Meeting Budapest decided in general to

2018		perform a ECI on UBI and accepted the proposal text.
2019	16th Feb.	<b>regional UBIE Meeting (AT,GER,HU,SLO,SK,CZ) to finalize the proposal text for the general assembly.</b>
2019	23th March	<b>Confirmation was given regarding the subject matter by the general assembly of UBIE</b>
2019	24th March	<b>ECI meeting in Berlin</b>
2019	April/May	<b>Phase I:</b> Collect slogan and logo proposals. Preparation of a central campaigning budget. Preparation of centralized activities.
2019	Summer	<b>Phase II:</b> Preparation of the campaign. Finding allies Funding! Marketing and communication plan.
2019	11th – 13th Oct.	ECI meeting in Vienna: Founding of the „Initiative Committee“; Finalize the paper for the registration for our ECI. Further preparation of the ECI campaign.
2020	January	<b>Phase III: Registration</b> of the ECI IMPORTANT: Not before the new rules of the ECI are in place.
2020	Max. two months later	<b>Phase IV:</b> Decision by the EU Commission about registration
2020	Mid June	If Yes, <b>START</b> of the collection of signatures. Collection runs for exactly 12 consecutive months.
2021	Mid June	<b>Phase V:</b> Member states verify signatures within max. 3 month.
2021		<b>Phase VI:</b> Commission evaluation within max. 3 month
2021		<b>Phase VII:</b> Organisation of Hearing at the EU-Parliament
2021		<b>Phase VIII:</b> Formal Commission decision on follow-up with a legislative proposal.

## 9. Maistones should be given

There should be planned to have „mailstones“ (e.g number of signatures each 2 month.) Number of countries where quorum is met.