

„ECI on UBI Campaign Plan

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. **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,

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 Contribution B. 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 picked up too by overfed 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).

Country	Name	E-mail Address	estimated signatures:
Austria	Klaus Sambor	Klaus.sambor@aon.at	minimum. 50.000
Belgium	LAMBRECHT Christina	Christinalambrecht.bi@hotmail.com	etc

Bulgaria	KIRILOV Ivaylo	sajeev@thebluebird.org	
	KALYASHEVA Tsvetelina	tsvetelina.kalyasheva@thebluebird.org	
Croatia	Visnja ZELJEZNIK	visnja@zeljeznjak.com	
Czech Republic	HRUBEC Marek	marek.hrubec@gmail.com	
Denmark	MIKKELSEN Lars	lars.thomsen.mikkelsen@get2net.dk	
Finland	STORLUND Vivan	vivanstorlund@gmail.com	
France	JOURDAN Stanislas	Stan.jourdan@gmail.com	
Germany	BLASCHKE Ronald	Rblaschke@aol.com	
	LÜDEMANN Otto	Otto.luedemann@googlemail.com	
Greece	RAPTIS Olympios	olympiosraptis@gmail.com	
Hungary	LASZLO Zoltan	Zoltan.laszlo.web@gmail.com	
Ireland	MURPHY Michelle	michelle.murphy@socialjustice.ie	
Italy	SANTINI Luca	luca.santini@bin-italia.org	
	Sepp KUSSTATSCHER	kusstatscher@gmx.net	
Luxembourg	HORNUNG Alex	alexhornung8949@gmail.com	
Malta	BRIGUGLIO Michael	mbrig@hotmail.com	
Netherlands	PLANKEN Adriaan	voorzitter@basisinkomen.nl	
Poland	WERONOWSKI- PTASZYNSKI Krzysztof	Krzysztof.wer@o2.pl	
	Karolina NADOLSKA	karolina_nadolska@yahoo.com	
Portugal	MERRILL Roberto	nrbmerrill@gmail.com	
Romania	MERESI Mihaela	meresi.mihaela@gmail.com	

Spain	BARRAGUE CALVO Borja	Borja.barrague@uam.es	
Slovakia	STREDAK Alexander	Alexander.stredak@gmail.com	
Slovenia	BRANKO Gerlic	Utd.slovenija@gmail.com	
Sweden	JORDÖ Martin	Martin.jordo@gmail.com	
United Kingdom	MILLER Anne	anniemillerbi@gmail.com	
	JACOBSON Barb	barb@thecollectedcity.co.uk	

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. (As example see Contribution D).

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 realize and then to decide. For this decision time is foreseen in the timetable.

5b) Parallely there are to prepare simpler designed activities for special targeted groups (see Contribution D, item 2). For this also have to be organized workshops for multiplier-training. E.g. also family days, flashmops

5c) Measures which are supporting these activities: audios, flyers, posters, t-shirt, exhibitions, scientific meetings, multilingual campaigning, face book - live videos of debates, interviews with signatories, TV / radio interviews.

Important is also to develop a **manual** for the campaign which includes short summaries 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 develop transportable pictures and few weeks before the end of the collection period again an international coordinated big finale should help to mobilize for the last possible signatures.

6. Which organisational structure and resources do we need?

- IT-technical support (besides official one by EC and Luxemburg) was mainly given by Heinz Swoboda (Austria) and Robin Ketelaars (NL).
- What is equally important is to provide all key elements from day 1 of the signature collection, especially the data base for the signatures.
- It is important, that the request for registration will be done, after the collection system is functioning for our ECI.
- The translation of the ECI (with ANNEX and Appendix) has to start in each country as soon as possible.
- Financial aspects has to be carefully considered and a plan developed, depend on the international and the national planned activities.
- An internal network for the coordination of the organization of the international activities would be useful.

7. Campaigning time schedule

We should distinguish between 8 different phases, which are very briefly described in the campaigning time schedule;

<u>Year</u>	<u>Month</u>	<u>Descriptions of the phases</u>
2018	25th March	Draft Text & Campaign Plan: (for discussion and decision in Göteborg)
	April May.	Phase I: Collect slogan and logo proposals. Preparation of a central campaigning budget. Preparation of centralized activities. End May decision from (the to be formed) Initiative Committee for our ECI.
	June	Phase II: preparation of the campaign. The duration depends on the most time consuming planned activity, which we defined to be necessary at the beginning.
??	<u>6-8 Month</u>	Phase III: after the positive certification of the online system, asking for registration
2019	March	Phase IV: Decision by the EU Commission about our request for the registration and start (in the case of a positive result) of the collection of signatures.
2019	(May	EU parliament election?)

2020	March	Phase V: Member states verify signatures within max. 3 month.
2020	June	Phase VI: Commission evaluation within max. 3 month
2020	Sept.	Phase VII: Organisation of Hearing at the EU-Parliament
2020	Nov.	Phase VIII: Formal Commission decision on follow-up with a legislative proposal or not.

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 successful 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.