

## Contribution D (Version 27.Febr. 2018)

### Proposals for the ECI-2018/19 campaigning

#### a possibility / a (rough) illustration to the Contribution C (27.2.2018)

(Guido Rütthemann, RT Austria)

**UBECI** stands for **UNCONDITIONAL- BASIC-INCOME  
EUROPEAN CITIZENS INITIATIV**  
and too for: **unconditional basic eurocart income**

#### Preliminary remarks

At the **JIM** (a department at the ABPU, the Anton Bruckner Private University in Linz- the three letters standing for **J**azz and **I**mprovised **M**usic), the superb Christoph Cech presides over the fantastic **THINK BIGGER ORCHESTRA**.

In a way I feel this could be an inspiring example for the campaigns for the UBI/ European Citizens Initiative. A **THINK BIGGER CAMPAIGNING** should be designed and modelled in accordance with this orchestra!

The proposals I am going to make are meant to be impulses, "food for thought", that provokes and invites to develop alternatives.

The challenge now is to both come up with and exchange forms of action for the workshop that is scheduled to take place in March 2018. This would allow projects to mature and to be pre-selected with regard to their "usability" in a more international context.

Hence in the main-part of this paper I am going to present proposals that require cooperation between all or at least the majority of the countries involved; others, however, can be organized at any time and at any place.

The ambition to collect 1 million signatures in only one year is a huge challenge. In order to be perceived as serious partners and accepted as such, this is an objective not only not to be missed. If this happened a second time within such a short period it would be more than counter-productive for the UBI- movement/s. I also would not content myself with "just reaching the limit". I would regard the campaign as successful if we could double the number of signatures, means, 2 million signatures.

As I said: A huge challenge! In order to meet the challenge we have to find "images" that appeal to all senses, that can be conveyed via many "channels", and thus both stay in mind and provide topics for discussions and debates we might later return to.

As you know, some Swiss actionists set a good example by tilting 7 million (equating the population of Switzerland) "FÜNFRÄPPLER" (one fünfräppler approximates the worth of 5 cent) in front of the federal parliament building in Bern.

### Getting started:

## **Unconditional Basis Income: EUROPE´S “SOCIAL“ CERN**

CERN, the EUROPEAN NUCLEAR RESEARCH CENTRE in Geneva was founded in consequence of a proposition, formulated by the French physicist Louis Broglie on an international Cultural Conference in Lausanne in December 1949. The motion was later put forward and adopted at the 5th UNESCO General Assembly in Florence in 1950.

The UNESCO is to be empowered “ to encourage and promote the development of regional research centres in order to consolidate international scientific cooperation.“

These simple words were the beginning of an almost unbelievable success story which is to be sketched in brief:

- In 1989 the World Wide Web (www) was born - actually only as a by-product of basic research!
- On July 4th, 2012 the then theoretical discovery of the Higgs particle 50 years ago was confirmed and proclaimed.
- Today 10.00 scientists from about 100 countries work together peacefully at the CERN, irrespective of the fact that their countries once were at war with each other or even still are.

The European Citizens Initiative for an UNCONDITIONAL BASIC INCOME calls on the Commission of the EUROPEAN COMMUNITY to recommend the introduction of the Unconditional Basic Income to its member states and to support its implementation.

What CERN is in the world of science, the UBI could become for society. In today`s fast-paced society the UBI might turn out to be a cornerstone of a sustainable welfare system and thus for a secure, peaceful and democratic society in Europe, a model for the whole world!

## Conceptions for a European campaign ubeci2018-19

The abbreviation **ubeci** is meant to represent the motto of the campaign and to stand for:

**Unconditional- Basic-income – European Citizens Initiative**

but also:

**Unconditional- Basic EuroCard Income.**

### **Ideas for such a ubeci campaign:**

Firstly, such a campaign requires, apart from serious and convincing argumentation and timely submission, effective strategies and means of communication.

These would, secondly, comprise a few actions to be carried out at diverse locations (locally convenient but irrelevant of time) and should nonetheless be perceived by the media as regionally interconnected and therefore belonging together.

Two such types of actions are presented below:

A more elaborate and an easily feasible one!

Thirdly, such a campaign requires a suitable logo and effective IT & Social Media offers.

They are to be completed by centrally coordinated actions.

In point 4 and 5 you will find additional proposals

These last two proposals already take the *International Week of UBI* into account, insofar as they suggest coordinating the start and finale of the new campaign with the international UBI weeks 2018 and 2019.

Quite logically, action forms such as the ones mentioned here require a **manual** (both online and in a printed version) for the fellow campaigners to be kept up to date and assisted in all possible questions that might come up. Moreover, they need to be written in their mother tongues. The sooner, the better, because also the first stage of a campaign needs to be prepared well.

What is equally important is to provide all key elements from day 1 of the signature collection, especially the data base for the signatures. By that time and in terms of public relation, its address should already be a household name. Preparation time is always getting short !

## A proposal for a more elaborate action

### 1 ubeci-container sculptures

If, e.g. a tower/sculpture made of e.g. ten containers was erected at a highly frequented location in Vienna, the containers might e.g. be identified as follows: This is the volume needed to collect a UBI debit card for every Austrian, male and female, enabling them to have access to the UBI on a monthly basis. Likewise quotes such as the one modeled on a citation by Carl Sandburg should be used as inscriptions on containers but also as a boilerplate for the campaign:

Short form

**Imagine, any time 50% of all Europeans see a container, they wish to have access to their ubeci, their ubasic eurocard income!!!**

**Well, then it has to be put into practice!**

**By the way: 1 UBeci, this is the debit card for unconditional basic income, UBI, at approximately 1200€ -1500€! Just because!!**

**On a monthly basis!**

Or a longer version:

Imagine, any time 50% of all Europeans see a container, they wish to have access to their ubeci, their basic eurocard income!!!

Well, then it has to be put into practice!

And Carl Sandburg's ambition, so impressively put down in writing, would come true!

“ Some time they will give a war and nobody will come! “

By the way: 1 UBeci, this is the debit card for unconditional basic income, UBI, at approximately 1200€ -1500€! Just because!!

**On a monthly basis!**

*Etc.*

The calculation behind it:

If about 26.000 debit cards required one cubic meter, 8.8 million cards (one for every Austrian) would take 340 cubic meters. (this is my calculation and I am still waiting for a bank's response!)

One container has 33 cubic meters, 340 cubic meters would then require 10 containers for a tower/sculpture in Vienna!

With an estimated factor of 850.000 cards per container, the number of containers required for a random city, region or even for a whole country could easily be calculated!

And the more such actions, the more highly original images .....



*UBI debit cards for all 500 million EU-citizens would, according to a provisional estimate, require a decent number of about 660 containers or a whole cargo vessel!*

In accordance with this idea the design of the container would be modeled on the shape of a colossal ubeci- debit card! And a motive like the one shown here could easily be reshaped, given today`s pictorial media.

Something like this is an absolute must if a social revolution like the UBI was to be implemented in a peaceful way, or even “ if only“ sufficient signatures were to be collected! And if many container actions were organized, the wittiest and most original ones could be awarded a prize by the end of the year.

### **A proposal for a simpler type of action:**

## **2 ubeci- “ tossing bogus money “ (or whatever this action may be called)**

It means throwing fake banknotes ( = flyers that resemble 50€ or 100 € bills) at the spectators. On the other hand, these bills would also be relevant for its informational content with a www. address to be signed and account numbers for donations!

At convenient public places (train stations, shopping malls, universities, colleges, highly frequented tourist hot spots, banks, etc. ) these bills are “poured“ from the top of elevators onto the floors below. “ . . . Committed campaigners will possibly not want to miss the chance to repeat these actions at “ their favourite location.

Those flyers are, however, not only symbolic of the UBI , they surely will arouse interest and be picked up from the floor.

Furthermore, they can serve as cues- a traditional way of striking up a conversation and starting a discussion at a public place.

Of course this action form should be accompanied and completed by others.

Such flyers should also be made available on the homepages of the campaign as prototypes for printing them oneself, but also for a larger circulation. The back side should be at the campaigners` free disposal.

**Of course, flyers are nothing special, actions forms like “tossing the bogus money“ would be more in keeping with the beci2018-19- actions; another alternative would be using the action-name only, which is meant to achieve identification throughout the EU!**

## **3 On the logo and structure of internet addresses**

If the container-sculpture idea was to be seized upon as the general key action form, the campaign logo should quite naturally go with this action form; in other words, allow associations with the container- form via a striking ubeci debit card design!

Or, as an alternative, with any other key action form.

As for the structure of the internet addresses:

**If the ubeci-abbreviation were to be used, the following design seems possible:**

For the central European address:

[www.ubeci2018-19.eu](http://www.ubeci2018-19.eu) and for all national homepages of the campaign that could be integrated into unconditional-basic-income initiatives via links

Moreover: (so far these addresses have not been used yet)

[www.ubeci2018-19.de](http://www.ubeci2018-19.de); [www.ubeci2018-19.fr](http://www.ubeci2018-19.fr); [www.ubeci2018-19.at](http://www.ubeci2018-19.at), [www.ubeci2018-19.po](http://www.ubeci2018-19.po), etc.

## Proposals for centrally coordinated actions:

### 4 A ubeci–exposition train

(with e.g. 5 carriages, 3 for the exposition, 1 adapted for film/ cinema shows/ events, 1 for office stuff, administrative counselling etc. )

This train starts at the beginning of the signature collection. It could be coordinated with the unconditional basic income week in the autumn of 2018. ( in week 38, and preparations for the week should start in the first week of September at the latest! Likewise might the erection of a container sculpture in the city where the train starts be synchronized with an international workshop on this action form.

During the course of the year the exposition travels through the countries and cities involved and reaches Brussels or Straßbourg (week 36 in 2019), early enough before the end of the campaign, about a month before the presentation of the signatures. We should put this presentation and the weeks to follow to a good use for a great international finale of the ECI and, if possible, it should again be coordinated with the international/ European Basic Income Week 2019! It might take place 2 or 3 weeks ahead of schedule, and in case this was inopportune for whatever reasons, the grand campaign finale 2019 should be given preference before the International UBI week. The campaign slogan for the train might slightly be altered into:

### **Get started for the ubeci, for the unconditional basic eurocard ncome**

**Get on the train!**

**The UBI-train is picking up speed!**

[www.ubeci2018-19.eu](http://www.ubeci2018-19.eu),

[www.ubeci2018-19.de](http://www.ubeci2018-19.de),

[www.ubeci2018-19.hu ...](http://www.ubeci2018-19.hu)

**Funding proposal for an exposition train:** (after a consultation with an communication professionalist)

Estimated cost's about 250.000,- €

a) Local promoters: e.g. promoters in 35 cities (1 week for 3.300,-€) 115.000,- €

b) e.g. promoters in 19 cities (3 days for 1.900,-€)... = 35.000,- €

c) Sponsoring through companies, corporations etc. = 100.000,- €

*(in very round terms)*

Every local promoter organises the tour guides with “ their“ local railroad companies !

Many others ideas or alternatives are requested --: for a good decision of the best one !

### 5 ubeci finale

E.g. A bus rally on the arrival of the exposition train in Brussels or Straßbourg.

Just imagine: shortly before the end of the campaign, busses with fellow campaigners from cities as far away as Madrid and Bukarest, Glasgow and Naples, arrive in Europe`s capital city and these busses are then parked at an appropriate location , so that an aerial photograph from a small aircraft and a highrise office block would show the following lettering:

**ECI UBI NOW**

(written with type :

etc., every line = 1 bus)

or: **ECI BGE jetzt!** (e.g. in different languages!)

Or /and photos are designed in the following way:

Busses ( in the middle) — Campaigners / *on top and on the ground*)

Unconditional  
**U B I**  
Basic Income

etc., etc., If this doesn't get the media on board, what then?? And the “reaping“ of the last signatures is underway.....

### **Expectations with regard to the 5 activities proposed:**

**A) Maybe 200.000:** on the occasion of the start and finale of the campaign with international media presence and invitation to forwarding which definitely makes sense during the signing process!

**300.000 signatures** collected in the course of the journey of the exposition train (maybe 1000 signatures per city on average, in roughly 70 cities), as well as the “container art“ ( EU-wide about 40 x 2000 signatures each, which possibly can be doubled via “likes“.

**Furthermore, another 400.000** signatures in 2 bigger countries, e.g. in Germany ( with the BGE –party ?), / in France ? . . .

**B) For another (whole) 2nd million,** well, there seems to be some room for improvement, but with e.g. 10.000 actions in about 20 countries, on average 500 actions per country with 100 signatures each, there is a good chance to achieve this goal!

The estimation of an average of 500 actions per country throughout the whole campaign year may well be an understatement in the face of such simple action forms as “tossing the bogus money“ ! Even for a tiny country such as Austria it should not be difficult to reach this aim, provided that there is adequate promotion !( comp. part III)

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### **The proposals below are meant to discuss the upsides and downsides of its and especially of the abbreviation “ubeci“:**

#### **Advantages** (of the abbreviation):

++ with this one single logogram/ term the two key messages are transmitted over and over again namely:

**ubeci** as a term for the unconditional BI (Basic (euro-card) Income ( a UBI would, quite probably, be transacted via such a card ) **and** be used for signing the ECI.

(Somehow it appears to be an ironic sting against the patronizing act of approval of an ECI by EU-authorities that their ECI logo is co-opted for the content of the campaign. I hope this doesn't look too sophisticated!). Anyhow, it would definitely make sense **to get a (politically aware) communication specialist on board-** also with regard to public response. It would be extremely harmful if opponents of the campaign turned it into ridicule.

To ask were for example [www.fabrikanten.at](http://www.fabrikanten.at); a highly professional team for communication concepts, projects and campaigns in the context of interdisciplinary subjects such as art and politics would be a perfect choice! )

#### **Disadvantages:**

++Abbreviations such as UBI would – at least during this campaign - play second fiddle.

++English again takes precedence over linguistic diversity.

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PS: mind: Guido R uthemann, “Sonnenfinsternis 2064”, print & ebook)

My work on time travel back then turned out to be more than helpful for these proposals.

<https://www.bod.de/buchshop/sonnenfinsternis-2064-guido-ruethemann-9783848262182>:

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