

ECI DAY

Types of partners, selection criteria and procedure

I. Permanent ECIDAY partners

1.1 Based on the experience of several years of close cooperation and the actual yearly contributions, namely: active participation in the brainstorming and preparatory phases, organisation of thematic workshops (including concept + speakers + workshop delivery + moderation + report) – the EESC proposes to maintain permanent status for the following partners (in alphabetical order):

- Democracy International
- European Citizen Action Service
- European Committee of the Regions
- The ECI Campaign

The permanent partners contribute every year by:

- finding a common date and
- participating as speakers or moderators and/or
- proposing themes, structure, content, priorities and speakers and/or
- proposing new interactive and innovative methods of conducting the event and/or
- (co-)organising thematic workshops on the day of the conference by proposing content, identifying the speakers and running the workshop itself.
- Equally important, the ECI DAY partners promote the ECI DAY through all their communication channels and spread information about the conference to their contacts to share all available information before, during and after the event, mentioning clearly the main organiser – the EESC – and the source of information (EESC website, etc.).

1.2 The EESC shall maintain the role of the main coordinator and should be informed well in advance if one of the permanent partners no longer wishes to keep its status and/or is not able to fulfil its permanent partner commitments, as described above.

1.3 Permanent membership is reserved solely for those organisations that collaborate with the EESC on the ECI DAY for at least three consecutive years and make important contributions. Organisations that fulfil this criterion may be put forward for the ECI DAY permanent membership by the EESC following an initial discussion with the potential new partner. The EESC may seek the opinion of the existing permanent members before taking the final decision.

II. Types of new partners and selection criteria

As the topic of citizens' initiatives, active citizenship and citizens' consultations of all kinds is developing dynamically, new forms of interaction between the institutions and citizens and new social trends emerge every year. The EESC is committed to keeping the ECI at the heart of the ECI DAY, but is also aware of the bigger picture and context in which this instrument now

finds itself. The EESC is therefore favourable to the idea of opening up to new partners and new participatory ways of engaging with those attending the ECI DAY. The EESC is open to new partners provided that what they offer is consistent with its values and with the objectives of the ECI DAY.

All types of new partners receive:

- visibility on all printed and online material related to the ECI DAY
- brand/logo recognition in print materials and on the ECI DAY website (linked on the websites of all the permanent partners)
- media partners: priority access, such as to VIPs, and exclusive interviews

All new requests shall be evaluated in reference to the services described in the bullet points below each type of partner.

1. Media partners

These are media outlets that can offer media coverage for the ECI DAY through various available channels. The ECI DAY partnership request in this category must refer to the potential of:

- advertising the event and its conclusions in print and/or online,
- advertising through their social media channels,
- interviewing the speakers and/or participants in the ECI DAY,
- writing an article in a publication,
- publishing a blog,
- displaying a banner in print and/or online.

2. Promotional partners/ambassadors

These are people who are public figures, known for their civic activism, who may support the event by featuring in a promotional video or by mentioning the ECI DAY on their social media etc. They may act as ambassador for citizens' initiative and the ECI DAY. In the case of high-level figures, the event may be organised under their auspices. The ECI DAY partnership proposal in this category, submitted by permanent partners only, must include:

- a short biographical note about the ambassador with a special focus on their activities related to the ECI or the ECI DAY theme (if known at the time of request);
- proposals for activities/productions including contributions from the ambassador.

3. Research/academic/project/workshop partners

These are academic institutions, think tanks, or other civil society organisations who do research on the ECI, citizens' participation and consultations. In such cases, the ECI DAY may serve as a platform for presenting the results and/or conclusions. The permanent partners may decide to launch such research/surveys or other projects before the ECI DAY specifically to address one or more themes chosen for the event. Criteria:

- The project/research/workshop must relate closely to the ECI/citizens' participation and/or activism and/or public consultations in the EU and their impact.
- The project/research/workshop must bear a close relation to the theme of the conference.
- The authors agree to launch or present it at the ECI DAY and promote the ECI DAY and its conclusions alongside the results of their project/research.
- The authors are available at the ECI DAY to provide information about their research/project at a stand.

4. Prize partners

These are organisations that sponsor a prize for the winners of competitions launched and managed by the permanent ECI DAY partners. For each competition, the EESC will draw up a set of specific rules and a selection procedure.

III. Selection procedure

The selection procedure for the approval of new ECI DAY partners for an individual edition shall be the following:

- a) New partners may put themselves forward by sending in the request form (Annex I) to citizensinitiative@eesc.europa.eu, with "ECI DAY partnership proposal" in the subject line of the message.
- b) Promotional partners/ambassadors may be suggested by permanent ECI DAY partners and shall be approached by the EESC upon the approval of all ECI DAY permanent partners.
- c) The proposal must include the following information:
 - full name of the person/organisation,
 - requested type of partnership: media/ambassador/research-project-workshop/prize,
 - a short description (maximum half a page) of its own activity with a focus on issues related to the ECI and/or citizens' participation and/or citizens' consultations,
 - a short letter of motivation (maximum half a page), including a description of the proposed services in relation to the ECI DAY and its annual theme (if known at the time of request).
- d) The EESC informs all the permanent partners of the new request in a message sent to all of them and requests their opinion and vote. All communication on this issue shall always include all the partners in copy.
- e) The final decision is taken by the European Economic and Social Committee.
- f) The request can be submitted at the latest by 31 January of the year in which the ECI DAY is taking place.
- g) The new partners shall be informed of the decision by the EESC on behalf of all the permanent partners.

Template for the ECI DAY partnership request

Date: _____

Name of the person/organisation: _____

Partnership request for the ECI DAY 20... (*indicate the year*)

Type of partnership requested:

- Media partnership
- Promotional partnership/ambassador
- Research/academic/project/workshop partnership (*delete as applicable*)
- Prize partnership

A **short description** of your organisation's mission and activity in relation to the objectives of the ECI DAY (in case of ambassadors please provide a short biographical note with a focus on ECI-related activities)

A **short letter of motivation**, including a description of proposed activities/visibility plans/project/research outreach/workshop theme and content/proposed prize:

Contact details of the requester:

Name: _____

Position: _____

Email: _____

Telephone: _____