

Avanti Europe !

The online European citizens' movement.



Injecting creativity and dynamism in the search of common answers to our common challenges.

At a glance

It's a critical moment for the European Union. The on-going economic and financial crisis and politicians' failure to resolve it have led citizens to mistrust and question the very foundations of the system. Less enthusiasm for Europe translates into lack of ambitions and commitment for Europe by national political leaders.

Avanti Europe !, created by a group of concerned Europeans, wants to break this dangerous negative spiral and establish an online platform to mobilise millions of citizens across the continent on key European issues, using innovative communication campaigns and participative tools. *Avanti Europe !* wants an ambitious Union, one that will promote a more democratic and progressive vision of European society, based on its fundamental values of solidarity, freedom, justice and respect for human rights. The campaigns will focus on common concerns and frustrations that go well beyond national borders and that require a European answer (e.g. environmental and resource depletion, transparency and regulation, participative decision making structures etc). We will draw upon the experience of existing successful online campaigning platforms (e.g. Move On, Avaaz, change.org), which have engaged millions of online users.

The kick-off campaign

The first campaign of *Avanti Europe !* focuses on the need for European solidarity with those Greek citizens that are suffering the consequences of this major crisis; the campaign will also call for a revision of the existing austerity measures in Europe.

The primarily online campaign will aim to:

- gather support for the petition and start building the *Avanti Europe !* community;
- organise and coordinate offline activities;
- raise awareness of and attract media attention to the hardship of Greek citizens.

It will be launched on the 25th of March (Greek National Day) and will last up until the 9th of May (Europe Day). It will run simultaneously in Germany, France, Netherlands, Spain, Italy and Greece, moving on to other European countries.

There will be a short video and a petition text, a powerful *Avanti Europe* website and active social networking, all developed in 7 different languages. The results of the campaign will be shared with European decision makers.

Join us and contribute to a better Europe for its citizens

You and your organisation are invited to play a key role: by spreading the message within your network, you can help thousands of Europeans to get involved. This is how:

- send the campaign package (access to the video and petition text) to your network;
- upload our campaign banner on your website and/or include it in your newsletter;
- share the campaign on Facebook, Twitter and other social networks.

Your organisation will be included as supporter of the initiative on the *Avanti Europe !* website and thus contribute to this long-term citizens' movement.

Please find enclosed the petition text in English and a video brief (work in progress). You will receive the final material by the 20th of March 2013.