



PRE-LAUNCH STRATEGY

European Citizens' Initiative "All On Board"

December 2025 – September 2026

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1. Introduction: Why "All On Board" Matters

The European Union is founded on the principle that all citizens should receive equal attention and opportunities within the Union. Yet in practice, access to European opportunities and participation remains uneven. While some young people benefit from exchange programmes, international education, and strong civic engagement opportunities, many others — particularly those in vocational training, rural areas, or disadvantaged communities — have little access to these experiences.

This inequality weakens the sense of belonging to the European project and leaves space for disinformation and anti-European narratives. European citizenship should not be experienced only by a privileged minority; it should be accessible to all.

The **"All On Board" European Citizens' Initiative (ECI)** aims to close this gap by proposing a new framework that guarantees meaningful opportunities for citizens to learn about, experience, and benefit from European citizenship.

The initiative seeks to transform European citizenship from a legal concept into a lived reality for millions of people across Europe.

2. The All On Board Proposal

The All On Board initiative proposes the creation of a **European framework guaranteeing equal access to opportunities that allow citizens to understand, experience, and benefit from European citizenship.**

The initiative is built around three complementary pillars.

1. Learning about European Citizenship

Every citizen should have the opportunity to learn about European rights, values, and democratic participation as part of civic education alongside national curricula.

This includes developing knowledge of the rights and opportunities linked to European citizenship, as well as how individuals can participate in European democratic life.

1. A “Right to Experience Europe”

All citizens should have access to at least **one meaningful European mobility or exchange opportunity during their lifetime.**

While programmes such as Erasmus+ have expanded access to international experiences, participation remains highly unequal across socioeconomic groups and education pathways. The initiative aims to ensure that these opportunities are accessible not only to university students but also to vocational learners, apprentices, and young people from less advantaged backgrounds.

2. Recognition of Skills and Qualifications

Participation in European mobility experiences should be accompanied by **clear recognition of academic and professional qualifications**, strengthening the functioning of the EU internal market and supporting labour mobility across Member States.

From the age of 16, citizens would receive information about these opportunities and rights, allowing them to plan how they can benefit from European mobility and participation throughout their lives.

Implementation would allow flexibility for national authorities while ensuring monitoring and coordination at the European level.

The legal basis of the proposal draws on provisions related to EU citizenship, education and training, and the internal market within the Treaty on the Functioning of the European Union.

All On Board seeks to create a new European right for everyone – and not just a privileged minority – to know, practice, and enjoy the benefits of their European citizenship. This

initiative would bring about systemic change and a more democratic EU¹. We first presented this ECI during our [Annual Conference](#) on December 3rd, 2025.

Thanks to pro-bono support from the law firm Paul Weiss, a draft of the demanded European law will be published when the ECI is submitted.

3. The ECI as a Democratic Instrument

The ECI is the only instrument of participatory democracy at EU level that allows citizens to invite the European Commission to propose new legislation.

To submit an ECI:

- A citizens' committee of at least seven EU citizens from different Member States must register the initiative with the European Commission.
- Once registered, organisers have **12 months to collect at least one million signatures** from EU citizens.
- Signatures must reach minimum thresholds in **at least seven Member States**.

Thresholds for "All On Board" Target Countries

Country	Threshold
67 680 - Germany	14 805 – Belgium
55 695 - France	14 805 - Portugal
53 580 - Italy	13 395 – Austria
41 595 - Spain	9870 – Finland
36 660 - Poland	9165 - Ireland
23 265 - Romania	5640 – Slovenia
20 445 - Netherlands	4230 – Luxembourg

¹ All On Board draws on the guidance and requirements set out in the [ECI Portal](#) – the Commission's official platform for registration, compliance checks, and signature collection. It also draws on consultations with the [ECI Forum](#), by the European Citizens Action Service, whose support service offers legal advice, technical assistance and bestpractice tools for organisers.

If successful, the initiative receives a public hearing in the European Parliament and a formal response from the European Commission.

EICIs are ambitious undertakings. Since the instrument was introduced, only around **10% of initiatives have succeeded in reaching the required number of signatures**. However, recent campaigns have demonstrated that well-organised, citizen-led initiatives can mobilise large transnational networks even with limited financial resources.

“All On Board” seeks to build such a movement by mobilising young people and civil society organisations across Europe.

4. Campaign Strategy: Building a Youth-Led European Movement

While the ECI is a European instrument, **signature collection takes place at national level**. Successful campaigns therefore combine a shared European message with strong local mobilisation.

The All On Board campaign will be built around a network of **Youth Task Forces (YTFs)** — small, peer-led groups of young people organising outreach and signature collection within their communities.

Each Youth Task Force will:

- consist of at least **three members** to ensure continuity and shared responsibility,
- operate within schools, universities, vocational institutions, community organisations, or local civic networks,
- organise outreach activities and awareness events,
- mobilise peers both online and offline to support the initiative.

Youth Task Forces will not only collect signatures; they will also contribute ideas, content, and campaign activities. This participatory approach ensures that the campaign reflects the diversity of youth experiences across Europe.

The campaign draws inspiration from previous ECI experiences, including the **“Voters Without Borders”** initiative, which successfully mobilised grassroots networks and generated strong political visibility despite limited resources.

Through this approach, the campaign aims to create a **broad youth-led European movement advocating for equal access to European citizenship opportunities**.

5. Governance and Coordination

To support a transnational campaign across multiple countries while maintaining flexibility and local ownership, the initiative follows a **circular and decentralised governance model**.

This model combines European coordination with strong grassroots participation.

The ECI Stakeholder Board

The ECI Stakeholder Board brings together European organisations, networks, and institutional partners who support the objectives of the initiative.

Its role is to:

- provide **strategic advice and policy expertise**,
- support the initiative's visibility and credibility at European level,
- facilitate connections with institutional actors, including Members of the European Parliament and European Commission officials.

Stakeholder Board members contribute to shaping the broader political context of the initiative and amplifying its message across Europe.

ECIT – European Coordination

The ECIT Foundation coordinates the initiative from Brussels.

Its responsibilities include:

- legal coordination of the ECI process,
- development of campaign strategy and materials,
- coordination of European-level communications,
- support for national partners and Youth Task Forces,
- organisation of digital coordination meetings and campaign events.

ECIT also develops the Action Kit, a shared set of resources that allows Youth Task Forces to organise campaign activities locally.

National Clusters and Coordinators

Within each participating country, the campaign will seek to establish National Clusters composed of several Youth Task Force leaders.

These clusters will:

- coordinate national outreach,
- support communication and translation of campaign materials,
- connect local groups with national partners and organisations.

Where possible, a **National Coordinator** linked to a partner organisation may support this process by acting as a liaison with the Brussels coordination team.

Youth Task Forces

Youth Task Forces represent the **grassroots foundation of the campaign**.

These peer-led groups translate the initiative's European objectives into local activities by:

- organising public discussions, workshops, and awareness events,
- engaging communities through social media and local networks,
- contributing ideas and content to the campaign's shared resource library,
- participating in cross-European coordination activities.

Youth Task Forces will connect through monthly **Digital Town Halls**, which combine campaign updates, training sessions, and peer-to-peer exchange.

This structure ensures that the campaign remains **resilient, participatory, and scalable**, even with limited central resources.

6. Coalition-Building Strategy

A successful ECI requires a broad coalition of partners across multiple sectors. The campaign therefore seeks to build partnerships with organisations that can both **mobilise participants and amplify the initiative's message**.

Recruitment Hubs

Organisations able to recruit or host Youth Task Forces.

Examples include:

- universities and vocational training institutions,
- student unions and youth organisations,

- Erasmus+ networks,
- civic participation organisations.

European student federations and mobility networks — such as the European Students' Union, Erasmus Student Network, and the Organising Bureau of European School Student Unions — represent key partners for reaching large youth communities.

Amplifiers

Certain partners may not collect signatures directly but can significantly increase the campaign's visibility and reach.

These include:

- EU information centres and civic participation hubs,
- municipalities and regional authorities,
- youth media outlets,
- digital content creators and influencers.

Such partners help communicate the initiative's message and connect it to broader audiences.

Institutional Allies

European civil society organisations, policy networks, and umbrella organisations can support the initiative by:

- sharing expertise,
- providing policy input,
- connecting the campaign with institutional stakeholders.

These partners strengthen the initiative's credibility and support its policy objectives at European level.

7. Roadmap to the Signature Campaign

The preparation phase for the All On Board initiative follows a structured timeline leading to the launch of the signature collection campaign in September 2026.

Phase 1 – Infrastructure (March 2026)

Development of core campaign materials and digital infrastructure, including:

- the Action Kit,
- campaign website and resources,
- communication templates and guides for Youth Task Forces.

Phase 2 – Outreach and Recruitment (April 2026)

Initial outreach to major partner organisations and networks, with the goal of recruiting the first Youth Task Forces and identifying potential national partners.

Phase 3 – Co-Creation and Testing (May 2026)

A small group of early Youth Task Forces will participate in workshops to help shape the campaign's digital community and collaboration tools.

This phase allows the campaign to refine communication strategies and operational structures before wider expansion.

Phase 4 – Movement Launch (June 2026)

The first **Digital Town Hall** will mark the transition from preparation to movement-building, bringing together Youth Task Forces and partners from across Europe.

This will initiate a regular cycle of online meetings focused on campaign coordination, training, and peer exchange.

Phase 5 – Signature Campaign (September 2026 – September 2027)

The formal signature collection campaign will be launched across multiple countries on **World Democracy Day (15 September 2026)** through coordinated events and media activities.

Youth Task Forces and partner organisations will lead local outreach activities while contributing to a shared European campaign.

8. Expected Outcomes

Through this strategy, the All On Board initiative aims to achieve several outcomes:

- the establishment of a **European network of Youth Task Forces** advocating for equal access to European citizenship opportunities,
- the mobilisation of a broad coalition of civil society organisations, academic institutions, and civic networks,
- the collection of **more than one million signatures across at least seven EU Member States**, enabling the initiative to be formally considered by the European institutions.

Beyond the ECI process itself, the campaign seeks to strengthen **youth participation in European democracy** and contribute to a more inclusive understanding of European citizenship.