

DE- BRIEFING



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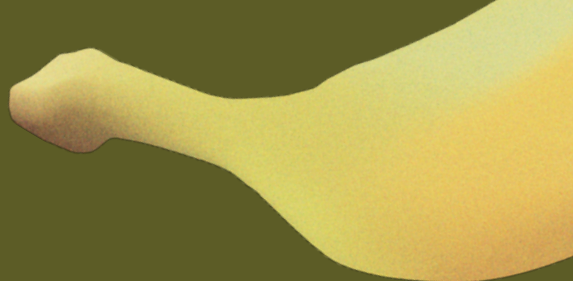


Laki särmään (Law on Point) is a citizens' initiative campaign advocating for the regulation of defence procurement. The Finnish Parliament rejected the initiative by 142 votes to 20 on 24 April 2026.

The facts included in this document have been checked, but deadlines, procedures and legislation may change. Before launching your own campaign, always check the current official information.

This debrief was prepared by Laki särmään team.

Helsinki, 3 August 2026



SETTING THE GOALS FOR THE CAMPAIGN

Reaching a shared understanding of the campaign's objectives at an early stage helps us choose tactics, organise the work and direct resources in later stages. The six-month collection period passes quickly, so it is important to be clear about what we are trying to achieve from the start.

The most immediate objective of a citizens' initiative is to collect the required 50,000 signatures. However, the campaign may also serve broader strategic aims, such as raising awareness, shaping the public debate, strengthening networks or building pressure for future action.

At the time of writing, a total of 88 citizens' initiatives have proceeded to parliamentary consideration. Parliament has approved eight initiatives, either as submitted or in an amended form. This means that collecting the required signatures is a major milestone, but it is only one stage of the process. After that, the initiative still has to be considered by Parliament.

Parliament is obliged to consider a citizens' initiative that meets the formal requirements. However, the timetable for its consideration, the final decision and any possible amendments remain at Parliament's discretion. If an initiative is rejected, or if its consideration lapses when the parliamentary term changes, a new initiative on the same issue can be launched.

DRAFTING THE INITIATIVE

Writing the actual initiative is one of the most important stages of the campaign. The text needs to be clear, accurate and credible to Members of Parliament, officials and experts. At the same time, this kind of formal language is not accessible to many people. This means that the campaign must do two things: produce a legally robust initiative and make sure its message can be understood, shared and supported by the wider public.

A citizens' initiative can take the form of either a legislative proposal, or a proposal to initiate legislative drafting.

- A legislative proposal includes the proposed legal text itself, usually with specific sections and legal wording. It is then handled in Parliament as a legislative proposal.
- A proposal to initiate legislative drafting does not contain the final legal text. Instead, Parliament debates whether the Government should begin preparing legislation on the issue. In this case, the initiative is discussed in a plenary session as its single parliamentary reading, after which Parliament decides whether the matter should proceed to legislative drafting.

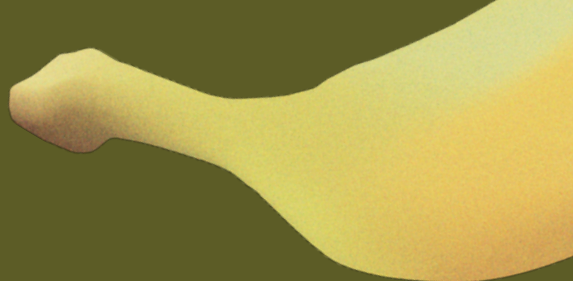
Because the formal requirements matter, it is important to get expert support early. To make sure the initiative would not fail because of technicalities, we sought and received substantial help from experts in arms trade, legal matters and citizens' initiatives. Their input helped strengthen both the substance and the wording of the initiative.

- For example, the phrase “ja antavan asiaa koskevan hallituksen esityksen eduskunnalle mahdollisimman pian” was added to the text. In English, this means “and to submit a Government proposal on the matter to Parliament as soon as possible”. This kind of wording may seem technical, but it can be important in guiding what the initiative is actually asking Parliament and the Government to do.

DRAFTING THE INITIATIVE

For the public, the most important part of the initiative is the “Aloitteen sisältö” (Content of the initiative) section. This is the part people are asked to sign. The “Perustelut” (Reasons for the proposal) section provides additional information and arguments, and it is still important for making the case, but it does not play the same public-facing role as the actual content of the initiative.

- Since the initiative itself is highly formal, it needs to be accompanied by more accessible versions of the basic information and key message. These popularised versions are not secondary to the campaign, but rather essential to it. They make it easier for people to understand what the initiative is about, explain it to others and take part. The same core message can then be used in social media posts, flyers, messages, conversations and campaign events.



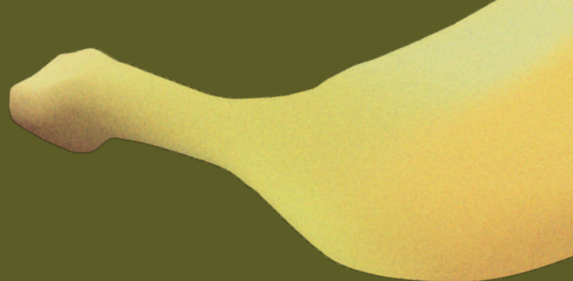
LAUNCHING THE INITIATIVE AND MANAGING THE PROCEDURE

Before the collection of signatures can begin, the initiative must be submitted through the Kansalaisaloite.fi service and checked by the Ministry of Justice. This step should be built into the campaign schedule, as the campaign cannot properly begin until the initiative has been reviewed and published.

A citizens' initiative must have at least five responsible persons, all of whom must be Finnish citizens entitled to vote. However, it is important to agree early on who will take responsibility for each official step.

Once the initiative has been published, signatures can be collected for six months. If the initiative reaches the required 50,000 statements of support, the responsible persons must submit them to the Digi- ja väestötietovirasto (DVV) for verification. This must be done within one year of the end of the collection period.

DVV checks the statements of support and confirms how many of them are valid. Once the required number has been confirmed, the initiative can be submitted to Parliament. The responsible persons then have one year from DVV's decision to submit the initiative to Parliament.



LAUNCHING THE INITIATIVE AND MANAGING THE PROCEDURE

This means that the responsible persons are not only names on the initiative. They also carry practical responsibility for making sure the process moves forward correctly: submitting the initiative, following the official instructions, coordinating the verification of signatures and, if the initiative succeeds, ensuring that it is handed to Parliament within the legal deadline.

- It is also worth noting that the responsible persons are publicly visible in the Kansalaisaloite.fi service. The minimum information shown in the service includes their full name, municipality of residence and email address. This should be discussed openly before the initiative is launched, so that everyone understands what taking on the role involves.

The legal deadlines also give the campaign some room to think strategically about timing. The initiative does not have to be submitted to Parliament immediately after the signatures have been verified.

- Where the legal deadlines allow, it may be wiser to avoid submitting the initiative too late in a parliamentary term, as initiatives that have not been dealt with by the end of the term may lapse. In some cases, submitting the initiative to the next Parliament may be the stronger strategic choice.

GATHERING SUPPORT FROM ORGANISATIONS

It is worth thinking early on about what kind of organisational support the campaign needs. In our case, we tried to build as broad a support base as possible, with organisations from different parts of civil society. In practice, we mostly received support from the “usual suspects”: organisations that were already familiar with the issue and likely to agree with the campaign’s aims.

Because we wanted the initiative to remain as open as possible to everyone, we decided not to publish a public list of supporting organisations. This was a strategic choice.

- A visible support list can strengthen credibility, but it can also shape how people perceive the initiative. In some campaigns, it may be useful to show broad organisational backing.
- In others, it may be wiser to keep the focus on the initiative itself and make it easy for people from different backgrounds to sign.

The organisations that supported us also offered valuable expertise in drafting and strengthening the text. This behind-the-scenes support was important. It also mattered that there was a broad understanding in the field that the initiative was necessary, well-founded and worth working for. If only some organisations in a field support an initiative while others remain critical or distant, it may be harder to present the campaign as broadly legitimate to the public.

GATHERING SUPPORT FROM ORGANISATIONS

When contacting organisations, it is important to be clear about what you are asking for. Different organisations can support the campaign in different ways, for example by offering:

- expert advice on the topic and the wording of the initiative
- public support or endorsement
- visibility in newsletters, mailing lists or member communications
- social media shares
- contacts to other relevant organisations or experts
- help in reaching specific audiences

It is also useful to have the initiative text at least partly drafted before contacting organisations. This makes it easier for them to understand what they are being asked to support, assess the wording and offer concrete feedback.

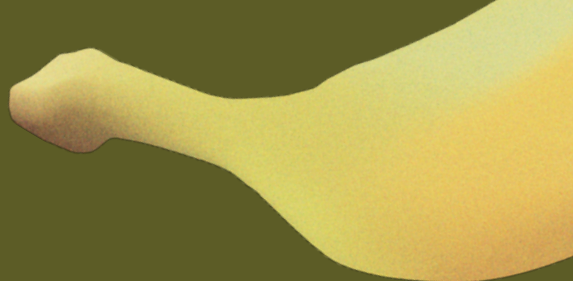
Political parties do not usually openly endorse citizens' initiatives or share them through their official mailing lists. However, they can still be useful sources of expertise.

- They may be able to advise on how the initiative should be framed, what kind of wording may work in Parliament and where different political actors are likely to stand when the issue is later discussed. Towards the end of our campaign, when the initiative was gaining more public support, individual Members of Parliament also started sharing it.

GATHERING SUPPORT FROM ORGANISATIONS

We also contacted some trade unions and local union branches, but this did not lead to much support in our case. This is still worth considering in other campaigns, especially if the issue connects clearly to workers' rights, public services, professional ethics or the interests of union members.

What worked best was not only public endorsement, but also the advice, credibility and networks that organisations could offer behind the scenes. Their support helped us improve the initiative, spread the message through their own channels and reach people we would not have reached on our own.



GATHERING SUPPORT FROM THE PUBLIC

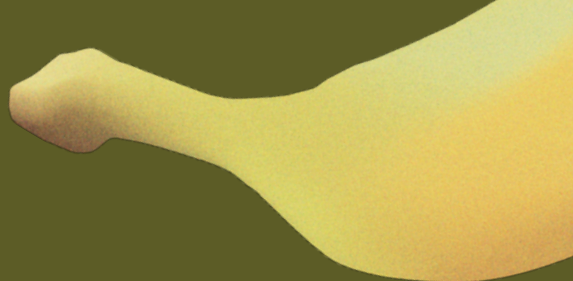
Public support does not build by itself. Even when the issue is strong, people need to understand what the initiative is about, why it matters and what they can do to help. In our campaign, support grew in very different ways at different stages. The timeline below shows how the campaign moved from a strong launch, to a slower and more difficult middle period, and finally to the last weeks, when social media started to gain real momentum.

TIMELINE

October to December 2024: Launch and first attempts to build visibility

Before publishing the initiative, we gathered a list of around 200 influencers, public figures and other potential supporters. They were contacted by email and social media and asked to visibly support the campaign on social media. This helped the campaign get off to a strong start: the initiative received 3,555 signatures on the first day and 7,833 signatures during the first month.

After the initial launch, growth slowed down. Our Insagram account seemed shadowbanned and it became difficult to reach new audiences. In December, we tried to draw attention to the initiative by creating a Christmas calendar. From 1 to 24 December, we posted quotes and face pictures from celebrities and supporters every day. The calendar created content, but it did not bring many new signatures or solve the reach problem.



GATHERING SUPPORT FROM THE PUBLIC

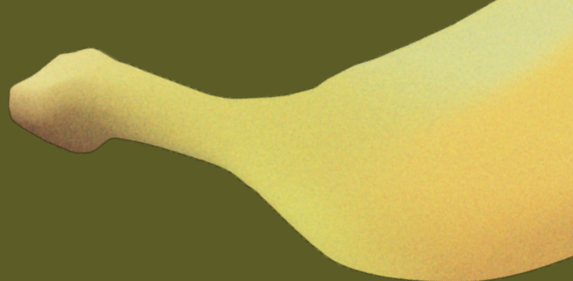
January to mid-March 2025: Rethinking the message and testing offline campaigning

From January to mid-March, we reconsidered our social media messaging. We started working on video material and researched how to run paid advertising on Meta. At the same time, supporters tried to reach people face to face through flyering at events and in public spaces, flash mobs and posters.

These activities did bring in some signatures, but they were labour-intensive and did not create visible spikes in support. The initiative reached 10,000 signatures in early February, around three months after launch.

A workshop model was also developed for supporters to use in their own communities. The idea was to give people basic information about the initiative and help them think through who they could share it with. Although the idea itself was good, it was labour-intensive and did not really take off as a new concept.

On 25 March, around five months after launch, an event with POLIFA was organised at Tekstin Talo. The event included two expert talks and a Q&A.



GATHERING SUPPORT FROM THE PUBLIC

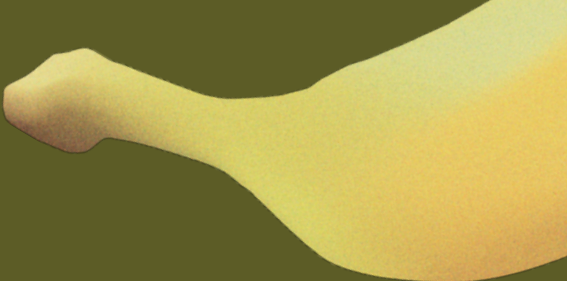
Late March to April 2025: The final push

By 23 March 2025, there was one month left and only 13,421 signatures. At that point, the campaign managed to get the snowball rolling by concentrating its energy on social media. During the spring, the messaging was revised to be more openly Palestine-centred, and new basic posts were created to explain the initiative more clearly and in a fresher visual style.

Several things then started to work at the same time:

- clearer basic posts explaining the initiative
- memes that made the message easier to understand and share
- collaboration posts with bigger accounts
- renewed outreach to influencers and public figures
- action posts with small, clear tasks, such as “share one of our posts today”
- quick direct messages to larger accounts after they followed the campaign
- paid advertising on Meta during the final 20 days
- much more frequent posting as the deadline approached

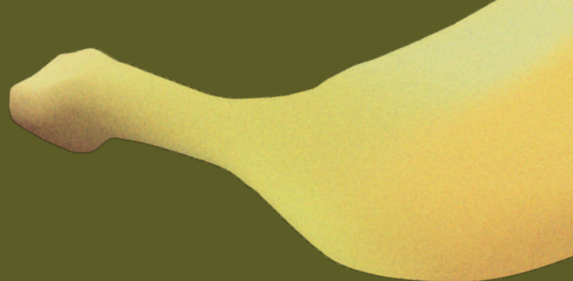
One strong campaign moment came when someone wore the campaign T-shirt at the Jussi Gala. This produced dramatic, real-life visual material that was very different from the usual “face and quote” posts.



GATHERING SUPPORT FROM THE PUBLIC

During the last six weeks, there was more content, more collaboration with bigger accounts and stronger social media reach. When the campaign started to gain momentum, many people who had previously ignored messages became more willing to say yes, including politicians. For the final four weeks, the campaign posted at least once every day. During the final week, posts went out around three times per day, and stories were reposted constantly.

During the last 20 days, a Meta advertising campaign was also launched. At first, the budget was 200 €, but donations made it possible to increase it to 600 €. Several different pieces of content were used so that Meta had different material to assess and use.



GATHERING SUPPORT FROM THE PUBLIC

Social media platforms

The campaign used Instagram, Facebook, X and, later, TikTok. Instagram was our main platform. Facebook probably also helped us reach some people. X was not used very actively, and TikTok did not gain much traction, partly because we did not put much energy into it.

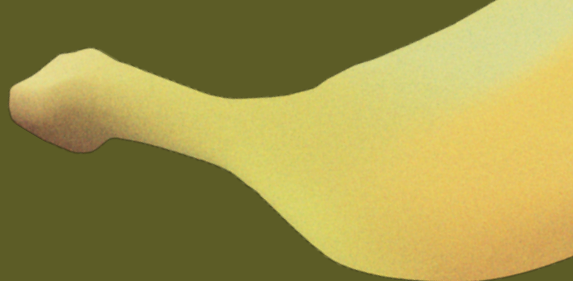
Messaging

At the beginning, the messaging was very careful, neutral and defense oriented. This created a problem: many people in our own circles did not really understand what the initiative was, while the people we thought this careful language might appeal to were not people we had strong connections to. The visuals also did not fully match the people the campaign was trying to mobilise.

Once the colour scheme became brighter and Palestine was included more openly in the messaging, the campaign became easier for supporters to recognise and share. Memes turned out to be especially useful: they helped explain the initiative in a lighter and more shareable way, and people seemed more willing to repost that kind of content. Supporters were also encouraged to make their own posts in their own language, style and visual identity.

The key lesson was to be clear about who we wanted to communicate with on social media:

- How do we reach them?
- What is their language, both visual and verbal?
- What kind of content are they likely to repost?



GATHERING SUPPORT FROM THE PUBLIC

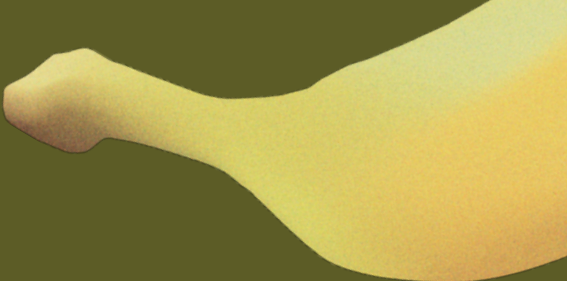
Posting rhythm

The campaign did not maintain a consistent posting schedule throughout the whole collection period. In the beginning, there were gaps of several days between posts because not enough content had been planned before launch.

In December, the Christmas calendar was used to activate the campaign's social media accounts by posting every day for 24 days. However, the accounts used for co-posting were not very large, the content did not get enough reposts, and the calendar had been planned at the last minute, which made it more labour-intensive than it needed to be. After the Christmas calendar, there were again several breaks of one to two weeks between posts.

From the beginning of March, the social media work finally became more consistent: first almost every day, then every day, and eventually several times per day. This was possible because January and February had been used for planning content, getting advice from communications professionals and preparing material. The pressure of the deadline also helped focus the work.

Key lesson: make a social media schedule, and plan content well before launching. When asking celebrities, public figures or supporters for quotes, photos or videos, give them a clear deadline, and make sure that deadline is much earlier than the campaign's own deadline.



GATHERING SUPPORT FROM THE PUBLIC

Types of content that worked

We learnt that there should be many different types of content:

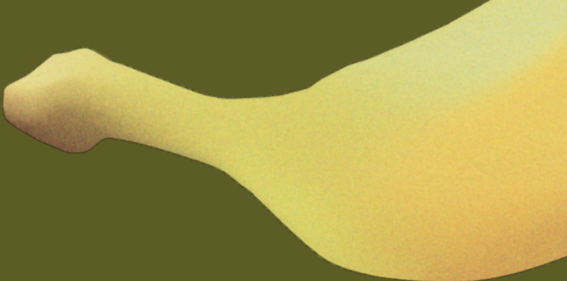
- interview videos
- fact-based posts
- memes
- faces and quotes
- collaboration posts with bigger accounts
- real-life campaign moments
- event material
- action posts with small, clear tasks
- stories and reposts from supporters

Video posts got significantly more views than picture posts. Memes helped explain the initiative, and people seemed willing to share that kind of content.

Behind the scenes

During the final month, when posting was most frequent, around five people worked on social media. Some made content, while others took shifts to publish posts, share stories, respond to comments and react to what was happening online.

A shared schedule helped the team see planned posts, publishing times, responsible people, missing materials and posts that needed follow-up in stories or comments. This kind of structure made it easier to move quickly when the campaign started gaining momentum.



GATHERING SUPPORT FROM THE PUBLIC

Outside social media

Offline campaigning also mattered, but it required a lot of resources. However, if the goal is simply to gather signatures as efficiently as possible, these methods may not create the same visible spikes as strong social media content.

Flyers were produced in Finnish, Swedish, Arabic, English, Somali and Russian.

Flash mobs or other public actions can also be useful, especially if they create strong visual material for social media.

What worked best

The most effective tactics changed over time, but several things clearly helped the campaign grow:

- collaboration posts with bigger accounts
- quotes and photos from celebrities and public figures
- immediate direct messages to larger accounts after they followed the campaign
- video content
- memes
- a brighter and more recognisable visual style
- real-life campaign moments, such as the Jussi Gala
- paid advertising on Meta
- frequent posting during the final weeks
- simple action posts that told supporters exactly what to do

MEDIA

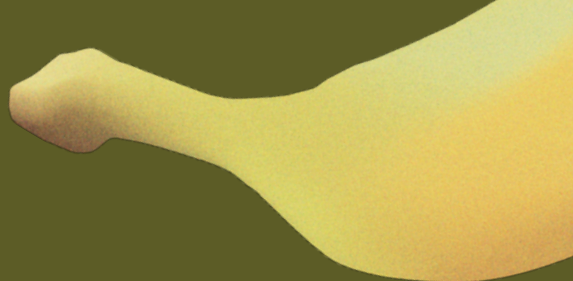
Media visibility can be difficult to secure, especially before the campaign has reached a clear newsworthy milestone. We sent out press releases on several occasions, but the first one that was picked up by wider media was sent after the initiative had reached the required 50,000 signatures.

Large media outlets were cautious about covering the initiative. Some suggested that they do not usually write about citizens' initiatives before they reach the required number of signatures. This meant that traditional media could not be relied on as the main driver of the campaign during the collection period.

Smaller and more movement-aligned publications were more open to covering the initiative. This worked with outlets such as Tiedonantaja, Voima and Rauhanpuolustajat. The lesson is that smaller publications can be valuable, but they often need clear material and a ready angle.

Radio, podcasts and interviews are also worth considering. In January, Sumud activists were interviewed by Svenska Yle, resulting in coverage across several formats, including an online article. Noora Dadu also discussed the wider political context on Veronika Honkasalo's Toivon politiikka podcast.

In future campaigns, podcasts could be used more systematically, especially when the aim is to explain the issue in more depth than a short news article allows.



ORGANISING THE WORK

The campaign was run by a small group of people, most of whom had not worked together before and had no previous experience of running a citizens' initiative campaign. This made the work more difficult than expected.

Throughout the campaign, we struggled to create a clear plan and stick to it collectively. Attempts to divide the work more clearly also often failed, partly because there were too few people and partly because there was not enough shared commitment to follow through on decisions.

Recruiting more people did not automatically make the work easier. In many cases, onboarding and coordinating new people took more energy than it added. A few skilled and proactive people made a real difference, but expanding the group only helped when people were able to take clear responsibility and act independently.

The work would have been easier with stronger shared practices around:

- planning meetings, setting agendas and facilitating discussions
- making decisions and returning to them later
- dividing tasks clearly
- distinguishing between people who take on individual tasks and people who carry overall responsibility
- following up on agreed work
- recognising competing interests, priorities and goals early enough

ADDITIONAL CONDITIONS CONTRIBUTING TO THE SNOWBALL EFFECT

It is worth noting that some of the biggest factors behind reaching 50,000 signatures were outside our control.

The municipal elections were held on 13 April 2025. The results seemed to create a more hopeful political mood and strengthen the feeling that ordinary people can have an impact. After the elections, the attitude towards the campaign appeared to shift: people who had previously been hesitant became more willing to share the initiative, and it became easier to gain visible support.

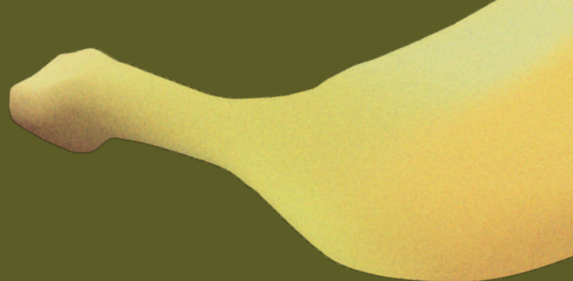
At the same time, the campaign finally started gaining real visibility on social media. As the hype grew, new people joined in quickly, including influencers with large followings. Accounts such as Mikä meitä vaivaa posted actively, and this seemed to show in the number of signatures. Posts that framed the campaign as something people should not fail at helped feed the sense of urgency.

The Easter holidays also happened to come right after the municipal elections. Instead of people fully disconnecting from their phones and social media, the momentum stayed high.

Once the number of signatures started rising quickly, people seemed to enjoy following the campaign almost like a live event. The experience became slightly gamified: people wanted to see whether we would reach the target, share the progress and feel part of something bigger.

ADDITIONAL CONDITIONS CONTRIBUTING TO THE SNOWBALL EFFECT

This also made it easier for more influencers and public figures to join in. When the snowball was already rolling, people wanted to be on the winning team.

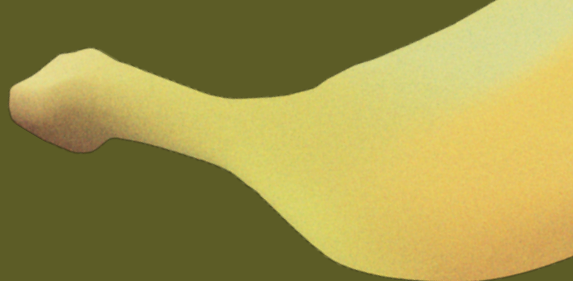


HANDING THE INITIATIVE TO PARLIAMENT AND THE PARLIAMENTARY PROCESS

This section describes the parliamentary process for a citizens' initiative that takes the form of a proposal to initiate legislative drafting.

- A citizens' initiative can also be drafted as a legislative proposal, in which case it is handled in Parliament as a legislative proposal. A proposal to initiate legislative drafting is discussed in a referral debate and then once in a single plenary reading. Legislative proposals are considered in two separate readings.

After the collection period has ended, the responsible persons have one year to submit the statements of support to the Digi- ja väestötietovirasto (DVV) for verification. Digital statements of support are submitted through the Kansalaisaloite.fi service, while paper statements of support are delivered directly to DVV. In our case, some messages from the Kansalaisaloite.fi service still contained outdated information about a six-month deadline, so it is worth checking the current DVV instructions directly.



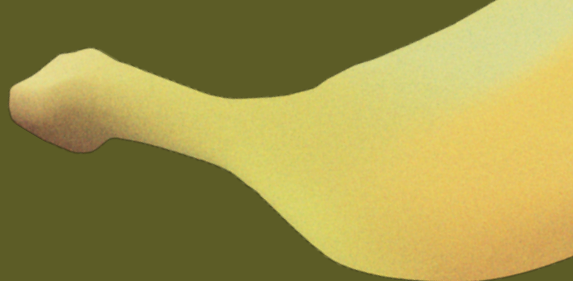
HANDING THE INITIATIVE TO PARLIAMENT AND THE PARLIAMENTARY PROCESS

Handing the initiative to Parliament

After DVV has verified the statements of support, the responsible persons have one year to hand the initiative to Parliament. In practice, the handover is usually agreed once DVV's decision has been issued. The timing may depend on available slots at Parliament's Kansalaisinfo.

- The handover is arranged with Parliament's Central Office and the relevant officials. The contact address is keskuskanslia@eduskunta.fi.
- The instructions we received in spring 2025 may have changed, but at that time we were asked to provide the names of everyone taking part in the handover. At least one person handing over the initiative had to be an official responsible person for the initiative. Other people could also take part, within reasonable limits.
- Parliament also needed the contact details of all responsible persons for later communication: name, email address and phone number.

Citizens' initiatives are handed over at Parliament's Kansalaisinfo in the Pikku-Parlamentti building, at Arkadiankatu 3, entrance F. There is a security check at the entrance. The handover itself is short, around 15 minutes, and is mainly an administrative procedure. The initiative is handed over to a parliamentary official, and the parliamentary process may be briefly discussed if needed.

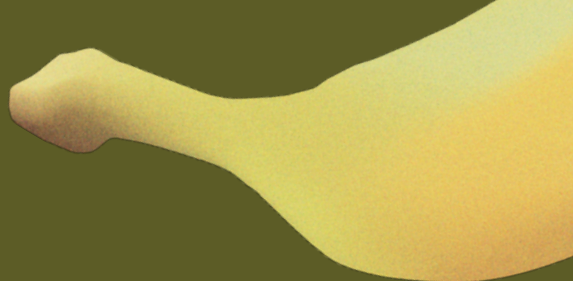


HANDING THE INITIATIVE TO PARLIAMENT AND THE PARLIAMENTARY PROCESS

The initiative handed to Parliament must be identical in content to the initiative published on [Kansalaisaloite.fi](https://kansalaisaloite.fi).

A press event can also be organised around the handover. The handover may be mentioned in Parliament's weekly bulletin, which means that media representatives may also come to the event.

In our case, representatives from several political parties (the Left Alliance, the Greens, the Social Democratic Party and the Swedish People's Party) spoke at the press event, which was also streamed on our social media channels. The the only media representative who attended was a photographer from the Finnish News Agency STT.



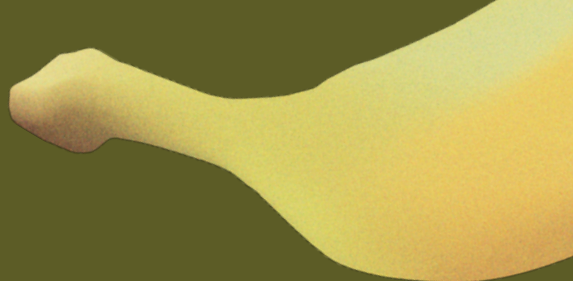
HANDING THE INITIATIVE TO PARLIAMENT AND THE PARLIAMENTARY PROCESS

Referral debate and committee assignment

After the initiative has been handed to Parliament, the Speaker's Council (puhemiesneuvosto) prepares the matter for a referral debate and considers which committee should be responsible for the initiative. It may also consider whether other committees should provide statements. In unclear cases, it may be possible to try to influence which committee is given responsibility by contacting members of the Speaker's Council and the chairs of relevant committees.

The referral debate takes place in a plenary session. No decisions are made at this stage.

The referral debate on our initiative is available as a video [here](#).
The written record is available [here](#).



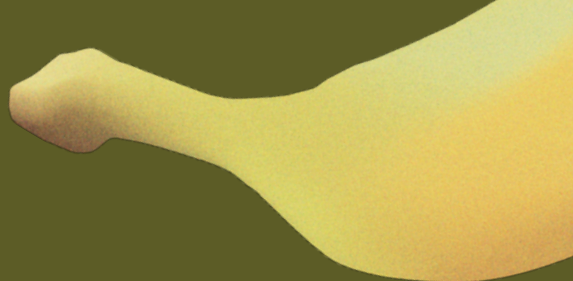
HANDING THE INITIATIVE TO PARLIAMENT AND THE PARLIAMENTARY PROCESS

Committee stage

During the committee stage, the campaign can try to influence the process through members of the committee responsible for the initiative and members of any committees asked to provide statements. The committee responsible for the initiative, and committees asked to provide statements, may organise expert hearings.

The initiators of a citizens' initiative may also be heard as experts. It is worth preparing a short speech for the hearing, as this can be used to add points that were not fully covered in the initiative text. Some hearings are streamed. Written expert statements are later published in the initiative's parliamentary documents.

The expert statements on our initiative are available [here](#).



HANDING THE INITIATIVE TO PARLIAMENT AND THE PARLIAMENTARY PROCESS

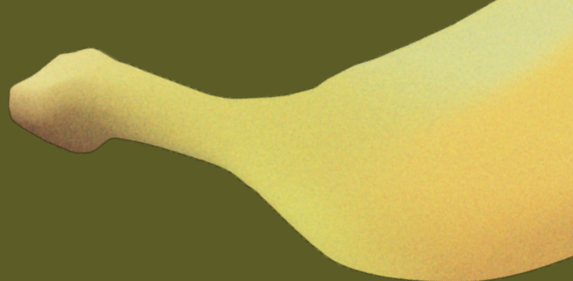
Committee report

Committees asked to provide statements prepare their statements first. The Foreign Affairs Committee's statement on our initiative is available [here](#).

The committee responsible for the initiative then prepares a report, on the basis of which it proposes whether the initiative should be approved or rejected. The report may include text from expert statements and statements from other committees. The Defence Committee's report on our initiative is available [here](#).

Dissenting opinions may include proposed statements. These still need to be raised separately in the plenary session if MPs want Parliament to vote on them.

The attitude of committees towards citizens' initiatives may vary. In our case, the Defence Committee handled the initiative seriously and stated that the value of the initiative was not limited to whether the law would change. The committee noted that the initiative opened and broadened public debate on an issue that has traditionally been closed and expert-led. It also forced decision-makers to take a public position and explain their views, which can strengthen political accountability and make policy choices more understandable to citizens.

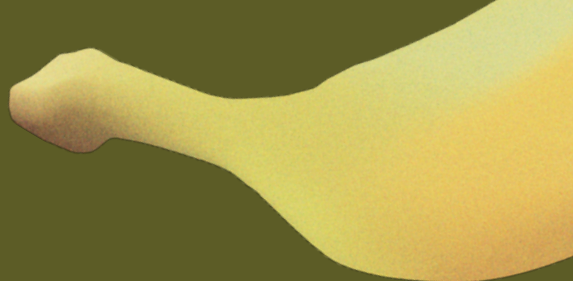


HANDING THE INITIATIVE TO PARLIAMENT AND THE PARLIAMENTARY PROCESS

Scheduling the plenary session

The responsible persons are informed about the plenary session only once the Speaker's Council has scheduled the committee report for consideration. In our case, the initiative moved quickly. The Defence Committee's report was completed on 8 April 2026. On 17 April, the Speaker's Council scheduled the report for the plenary session on 21 April.

After the committee stage has ended, it may be possible to anticipate when the initiative will be discussed in plenary by following the minutes of the Speaker's Council or by asking the secretaries or members of the Speaker's Council for information.



HANDING THE INITIATIVE TO PARLIAMENT AND THE PARLIAMENTARY PROCESS

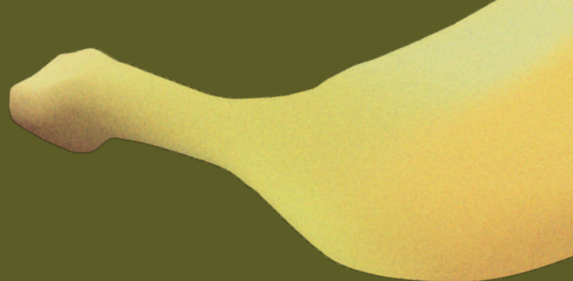
Plenary session and vote

Because Laki särmään was a proposal to initiate legislative drafting, it was discussed in a single reading in plenary session. The discussion was based on the Defence Committee's report and the proposed statements attached to it. Parliament then decided whether the matter should proceed to legislative drafting.

In addition to proposed statements included in committee documents, new proposals can still be made in plenary session. The recording of our plenary session is available [here](#).

In our case, the vote was held a few days after the debate, not in the same session. MPs voted on the committee report and on each proposed statement. In some citizens' initiatives, proposed statements have been approved even when the initiative itself has not proceeded to legislative drafting.

The voting results on our initiative are available [here](#).



HANDING THE INITIATIVE TO PARLIAMENT AND THE PARLIAMENTARY PROCESS

After the decision

If an initiative is rejected, the final parliamentary document is a letter from Parliament briefly stating Parliament's decision. Even when an initiative does not proceed to legislative drafting, the parliamentary process can still produce useful material for future work.

SUMMARY: WHAT WERE THE MOST IMPORTANT PHASES AND ACTIONS?

The most important shift was in social media. Instead of trying to reach a more “defence-oriented” audience with careful, grey and stiff messaging, the campaign started to trust its own bubble more. The aim became to communicate clearly to the people who were already likely to care, get them excited and make the campaign easy for them to share.

Lobbying and reaching out to different parties remained important, but social media required a different kind of language. If the aim is to build momentum online, the message cannot be too cautious, formal or watered down.

The fact that the initiative text was strong also mattered, although this may become more important later, when the initiative is discussed in Parliament.

Luck also played a role. It is difficult to summarise and evaluate the campaign properly when everyone is busy and tired. At the same time, it feels important to pass on the knowledge gained during the process.

Finally, the parliamentary process itself became an important outcome. Even though the initiative was rejected, it produced expert statements, committee documents and plenary speeches that can be used in future campaigns, lobbying and public debate.

SUMMARY: WHAT WERE THE MOST IMPORTANT PHASES AND ACTIONS?

A citizens' initiative can therefore be valuable not only as a route to legal change, but also as a way to force public discussion, clarify political positions and create material for the next phase of the work.

Hopefully, these materials will help others facing similar struggles. Now others can take these lessons and do the whole thing again with much less hassle.