



# Setting up a new ECI CONVERSATION on INITIATIVE.EU

## THE BASICS - WHAT WE NEED

1. **Conversation name** : short title - a couple of words only
2. **Short description** : 1 to 2 sentences
3. **Longer description** : About page - urls allowed
4. **Logo** : squared picture - size: 75 x 75px, ideally (*This can also be added at a later stage*)
5. **Header banner** : long picture – size: 745 x 113 px (*This can also be added at a later stage*)

## OPTIONAL INFORMATION

- **SOCIAL MEDIA & OTHER LINKS**
  - Your Twitter handle(s) & hash tag(s)
  - Link(s) to your Facebook page(s)
  - Link(s) to your Website(s)
  - Link(s) to your blog(s)
- **REACHING OUT TO YOUR STAKEHOLDERS**
  - A list of your stakeholder contacts that we can invite into the **INITIATIVE★EU** platform

PLEASE SEND ALL THE ABOVE INFORMATION TO  
[INITIATIVE.EU@EURACTIV.COM](mailto:INITIATIVE.EU@EURACTIV.COM)  
AND WE WILL GET BACK TO YOU SHORTLY THEREAFTER

