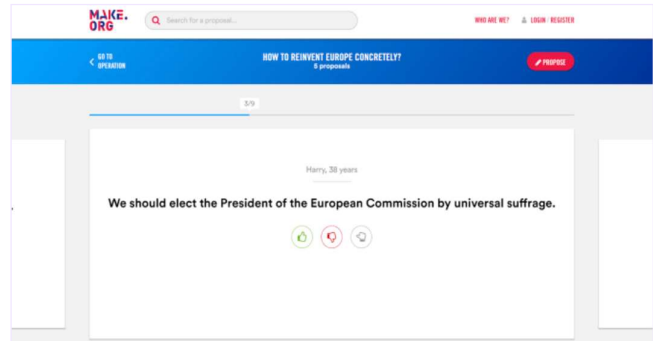
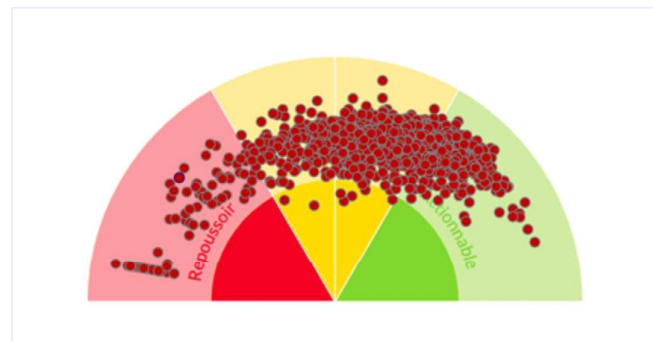
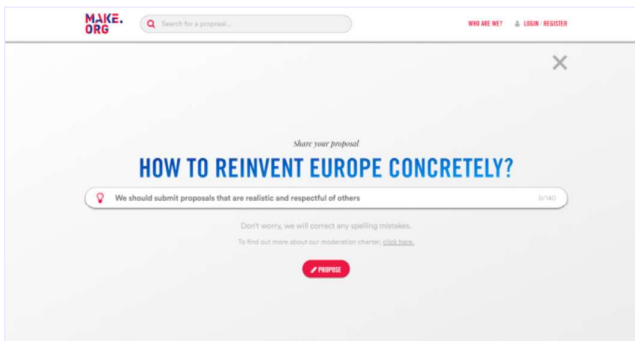


consultation

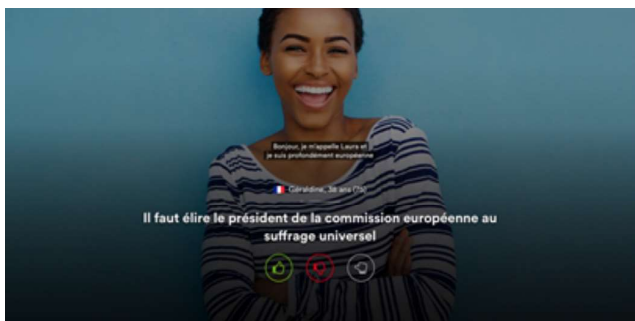
The consultation



1. MAKE.ORG will put the question “How to reinvent Europe, concretely?” to millions of citizens in 24 languages in 27 countries through a massive digital campaign.
2. This will lead to millions of feedbacks of which:
 - 5 - 10% as written answers to the question,
 - 90-95 % as votes on other citizens’ proposals.



3. MAKE.ORG platform will then rigorously process:
 - Moderation and deduplication of the proposals (human processing assisted by machine learning),
 - Language treatment allowing any citizen to vote on another country citizen’s proposal,
 - Algorithm competition between citizens’ proposals thanks to the citizens’ votes according to two criterias: Engagement ratio (how much a proposal is generating citizen interest) and Adhesion ratio (how much a proposal is driving consensus).
4. This 8-week process will lead to an unprecedented output:
 - 10 most consensual proposals per country
 - 20 most consensual proposals at the European level



5. Each of the proposals will be embodied by a video of its author. They will, for the first time, represent what Europeans have in common. MAKE.ORG will also issue a full analysis report for all Europe, including specific analysis for each country : key controversies, thematic and demographic analysis. **All along the consultation, the operation will be supported and followed by 20 national daily newspapers.**