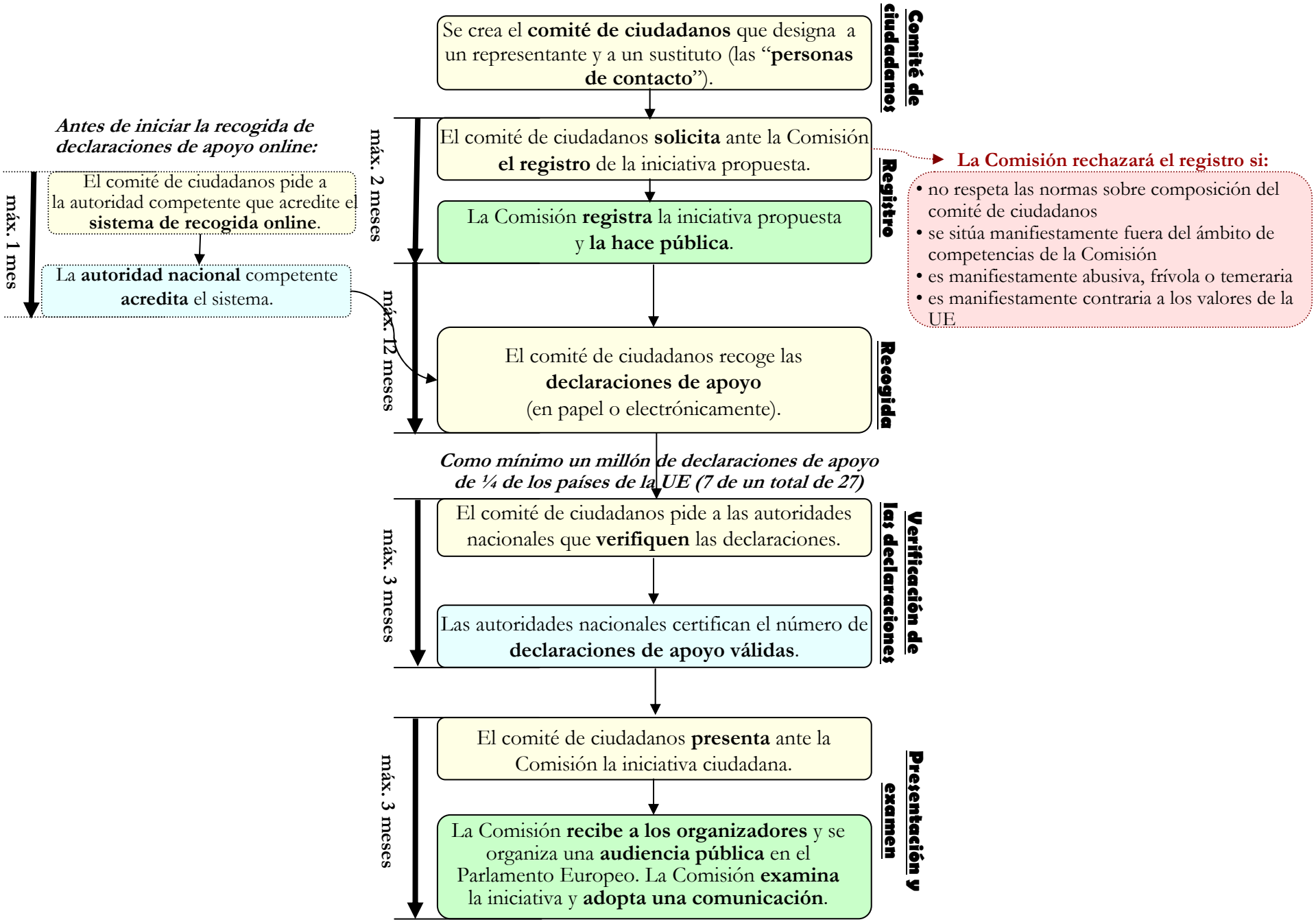La Iniciativa Ciudadana Europea, paso a paso