



# Green Digital Charter Working with citizens

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 @ac\_wlove

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We want our  
country back  
Vote to Leave  
EU Referendum, Thursday June 23rd

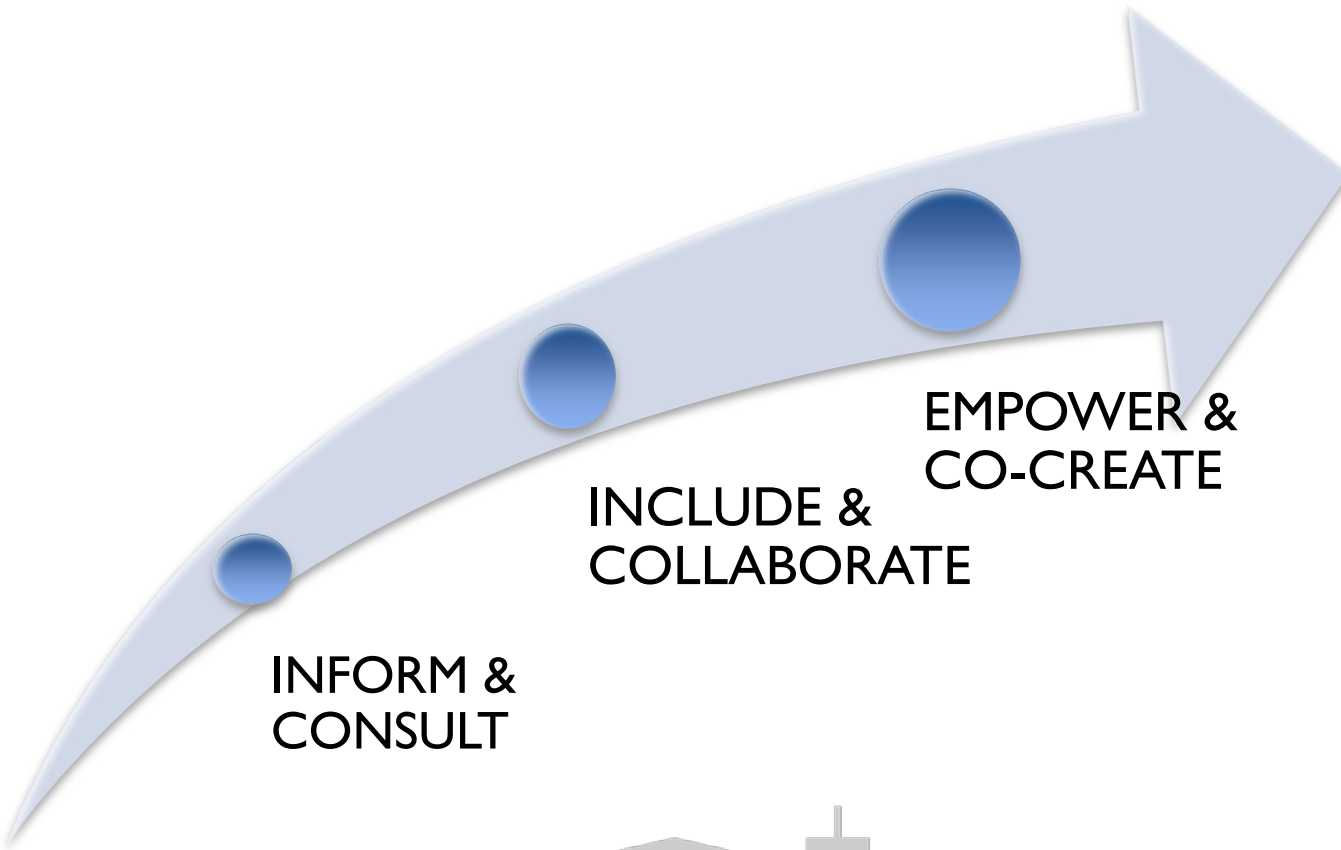
“processes by which public **CONcerns**, perspectives, **needs** and **values** are incorporated into decision-making”

Processes through which, citizens – at some stage of the process and development – find themselves on **equal footing** as the person ‘in power’.

**Good Communication alone  $\neq$  Citizen Engagement**  
**Leads to adoption and behaviour change over time**



# A basic categorization...



# KNOW THE TERRAIN

- Websites & Social media
- Fact sheets
- Reconnaissance trip
- Briefing workshops
- Print communications
- Models (3D/Scale)
- Face to face
- Suggestion boxes
- Public meetings
- Focus groups
- Survey
- Aggregate opinions: mine media, online forums

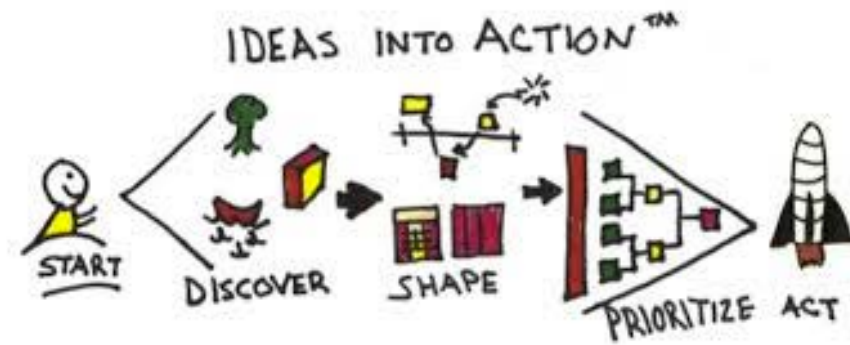
INFORM &  
CONSULT



# BUILD TRUST / WORK & THINK TOGETHER

INCLUDE &  
COLLABORATE

- Design workshop
- Brochure + questionnaire
- Gaming
- Social media
- Interactive displays
- Polling & feedback
- Street stalls
- “Go to the audience” meet & greets
- “Pop-up” city halls



# REAL POWER, REAL PARTICIPATION

- Design workshops
- User groups
- “Community dividends” for successful projects
- Targeted invitations to guarantee diversity
- Participatory budgeting
- Competitions with incentives and recognition
- Hand over communications (Social media takeovers, picture reports, etc..)
- Public data dashboards (open data)
- Citizen academies on specific issues/developments
- Civic hacking/hackathons

EMPOWER &  
CO-CREATE



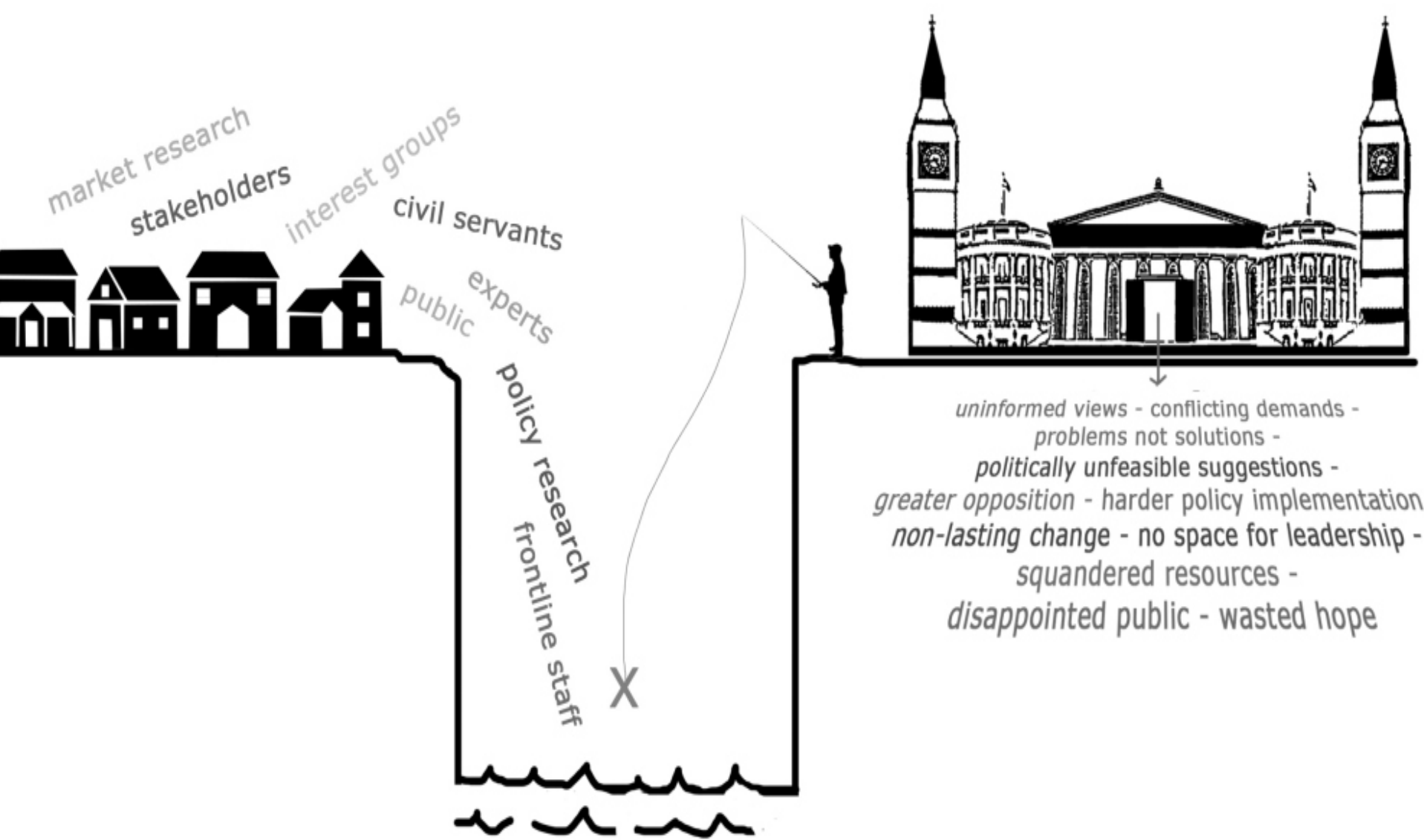
Polling Place



GIS



Skill Share





Thank you!