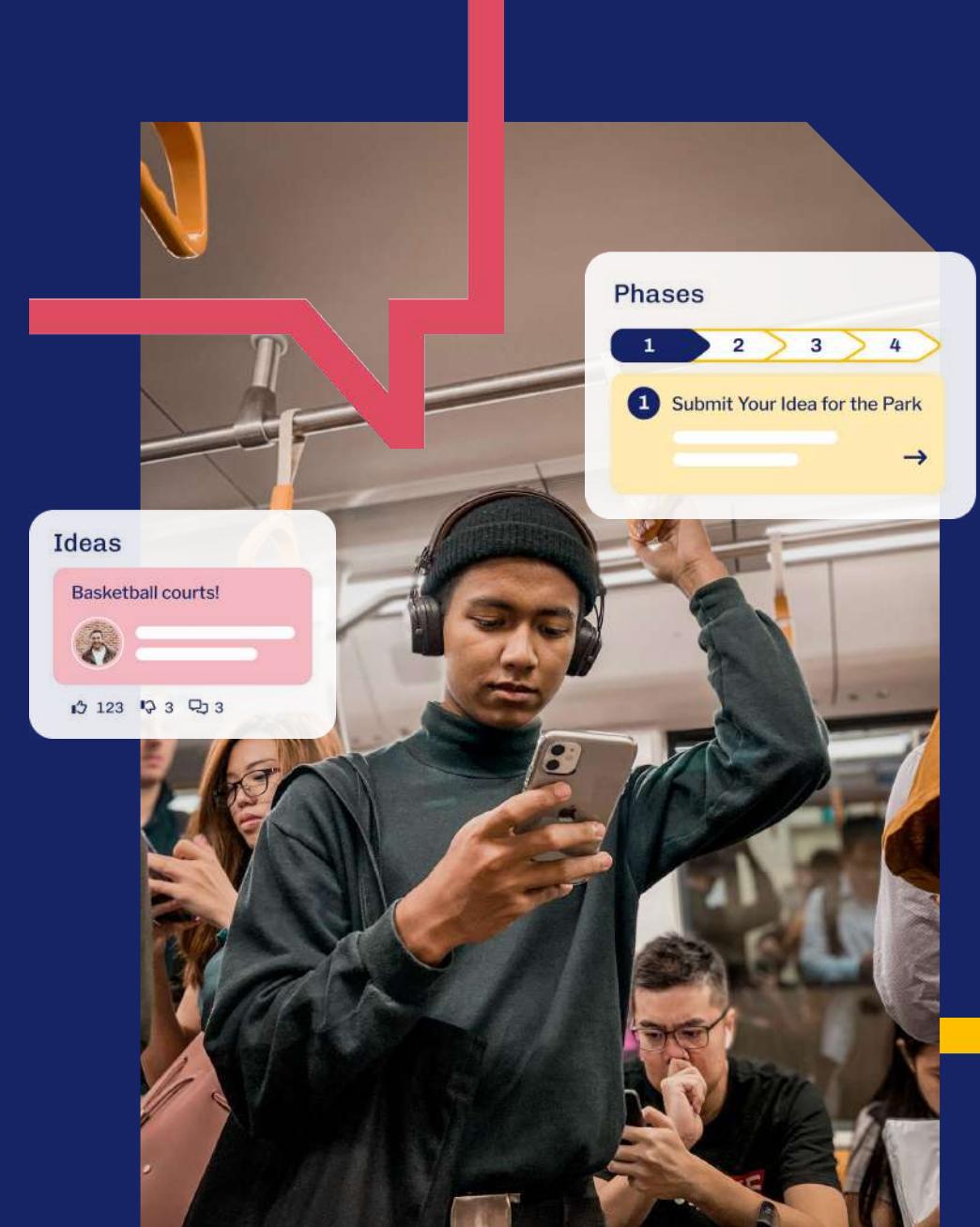


How to get started with citizen engagement

An introduction to Go Vocal

NIDO Inspiration session
June 20, 2024



Agenda

01 Introduction:
Re-imagining Participation

02 How To Get Started &
Implement

03 How To Manage Different
Levels of Ambitions

04 3 Case Studies from
Belgium, Luxembourg & Chile



01

Introduction: Re-imagining Participation

Quick Facts | Introducing Go Vocal



Last year...

3,000
projects were
launched across
Go Vocal -powered
platforms

2,000
projects were
completed across all
global platforms

1,000
public servants use
our platform
monthly on
average

3,000
community members
participated in projects
on Go Vocal platforms
monthly (on average)

500+
Governments

15.000+
Projects

1.000.000+
Engaged citizens

Success and recognition

- Ranked #2 platform (Globally) on the People Powered list for community engagement platforms.
- Founders recognized by Forbes 30 under 30
- Best Social Impact From TechCrunch
- World Summit Award in Government and Participation
- Active in more than 18 countries

Go Vocal makes community engagement and public decision-making more:



Inclusive

Reach more people using email, text, and in-person messaging



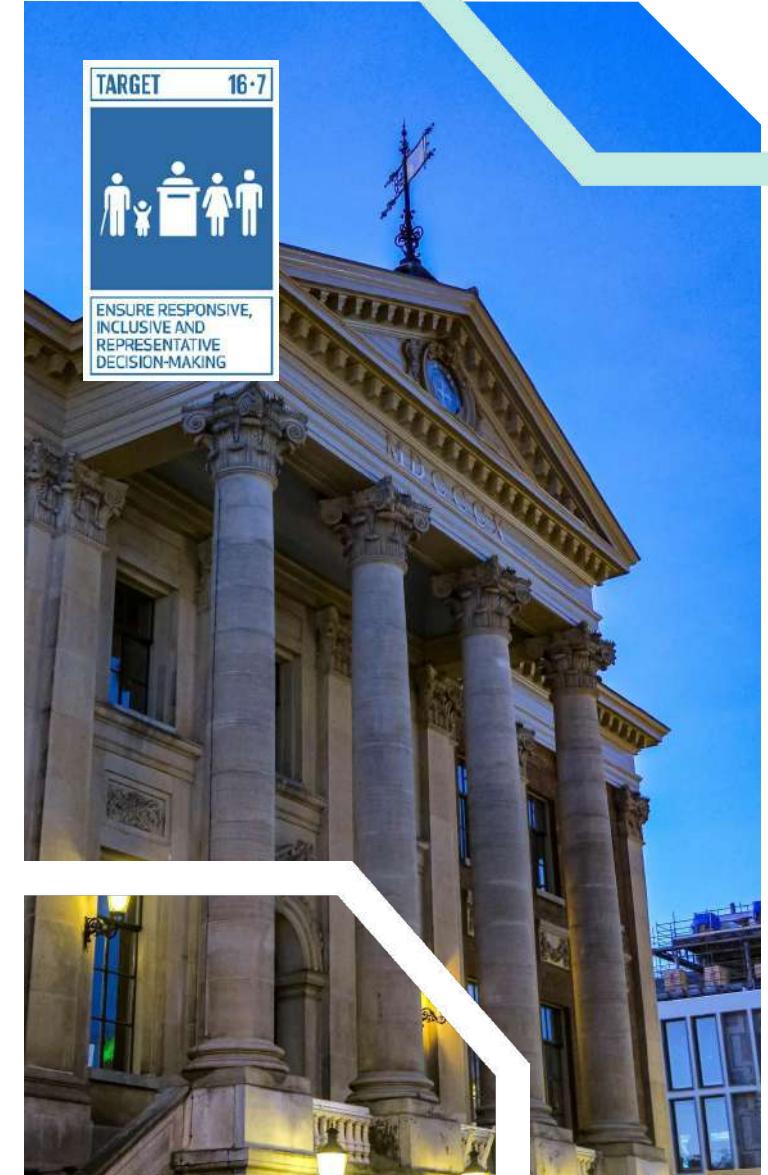
Continuous

Build local trust by engaging citizens early and often



Strategic

Validate decisions and show progress on strategic goals



Go Vocal is a central hub for all participation projects



Engage

A complete participation toolbox to engage your community



Manage

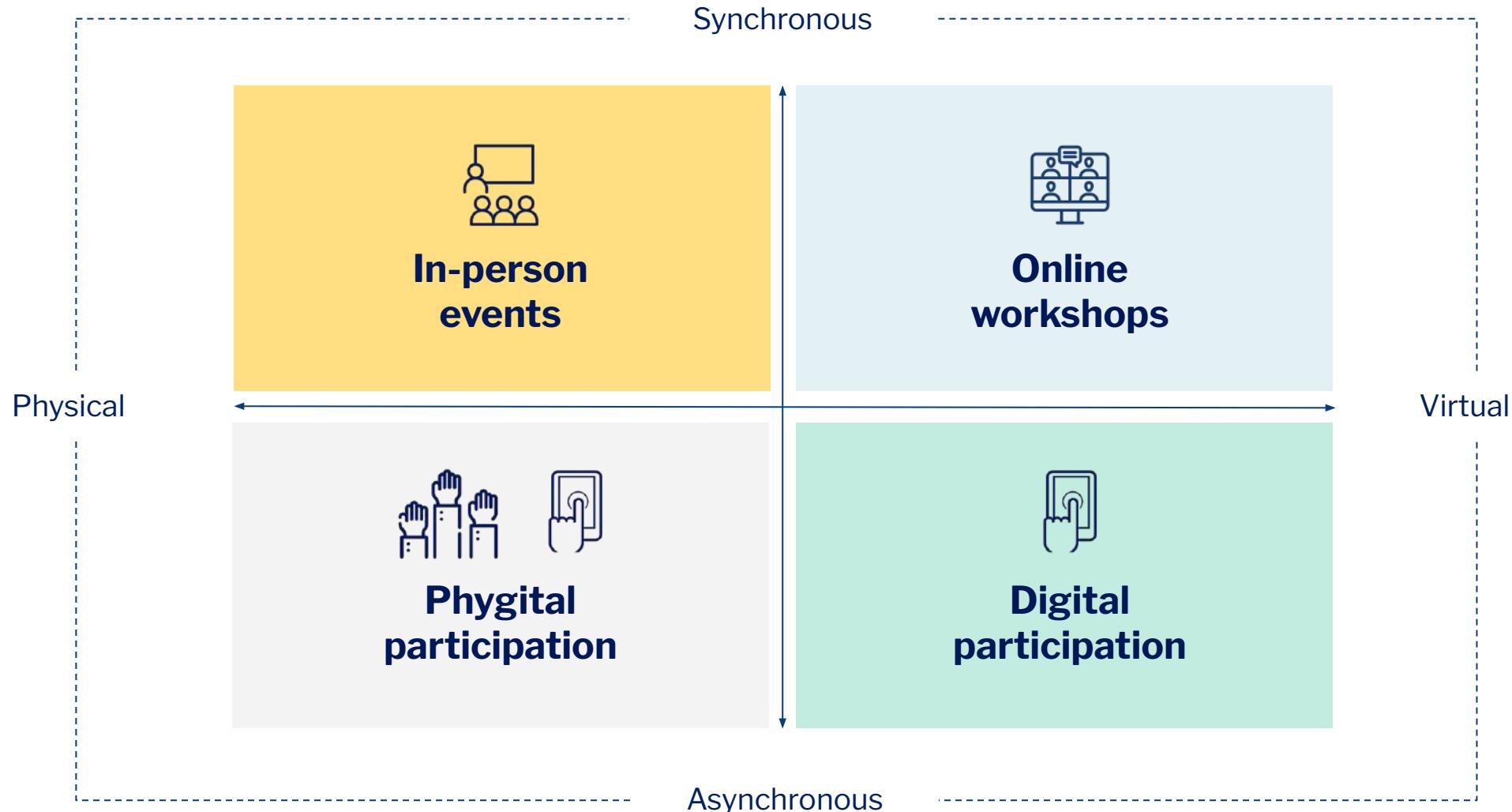
Easily manage projects and community input in one central hub



Decide

Our Insights & AI tools turns community input into data-driven reports to support decisions

The future is blended 360° participation



The participation ladder

Combine and interchange the different methods depending on your objectives

Empower

Collaborate

Citizens share and discuss their own ideas or do so live in virtual meetings

Involve

Citizens publicly discuss and choose from options

Consult

Citizens give quick or detailed feedback - results are private unless shared

Inform

Citizens stay updated via email or text



Information



Email



Messaging



Native Surveys



Embedded Surveys



Polls



Option Analysis



Voting



Q&A



Ideation



Mapping



Online Workshops



Participatory Budgeting



Citizen Proposals



Citizen Assemblies

Go Vocal toolbox

Trusted by some of the most forward-thinking governments

500+
Governments



15,000+
Projects



1,000,000+
Community members



How governments across the world are using Go Vocal



Strategy & Budgeting

Strategic Plan

City of Leuven collected 2,500+ ideas for their multi-annual plan to enrich their strategic objectives.



Mobility & Infrastructure

Mobility Plan

Newham Borough in London has made all its urban planning projects open via their CL platform.



Environment & Sustainability

Climate Action

City of Vienna is implementing measures against climate change in co-creation with its citizens via their Mein Wien platform.



Neighborhoods & Community Development

Participatory Budgeting

The City of Ghent organized a €6M participatory budget for citizen initiatives in their neighbourhoods.





02

How To Get Started & Implement

Participation throughout the policy cycle

Agenda-setting

Enable your audience to help determine what will be on the decision agenda. Guide the input by providing a clear structure, either per

- Decision-level: municipal council, advisory council, ...
- Topic: culture, mobility, spatial, ...
- Geographical area: neighborhood, district, region, ...



Policy formulation

Involve your audience in the development of your strategy, from analysis through policy making to action plans. The multi-annual strategic plan is a prime example.

Policy implementation

Even when decision is already made, there is room for participation. The emphasis lies on creating a dialogue and involve your audience where still possible.

e-Participation Canvas

Define the building blocks of your engagement platform and strategy

1. Goals

Did you agree on shared objectives?
What are the short and long term goals of your platform?
What projects will be put on the platform?
What projects will be open for input continuously?



2. Organisation

Who will lead the core team?
Who are the operational and strategic stakeholders?
Does every project manager know how to set-up and follow-up on projects?



4. Communication

How will be the platform fit in the overall communication strategy?
What channels will be used to communicate launches?
How will feedback or follow-up be organized?



3. Audience

Who is the targeted audience?
Are there particular groups or organisations to focus on?



5. Key Dates

Are there key dates to work towards?
What activities or events are opportunities for engagement?



6. Metrics

What is going to be measured and when?
When is the platform going to be seen as a success?



7. Risks

What is possibly blocking inside your organisation?
What are the external factors to take into account?



1. What are the goals of your participation projects?

1

Identify the Problem

You want to identify and understand a **problem**

2

Generate Solutions

You want to generate **solutions** for a certain problem.

3

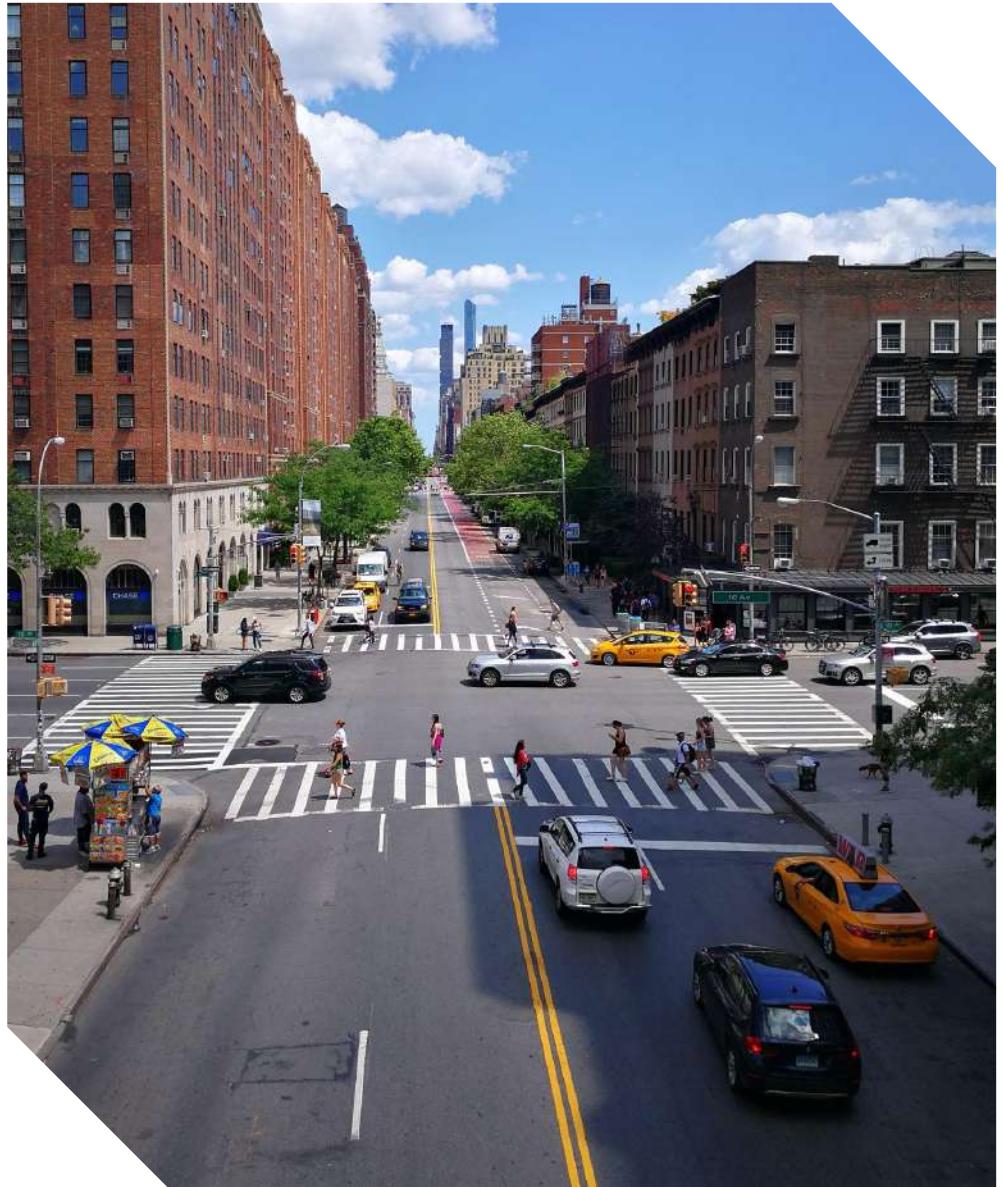
Make a Decision

You want to build consensus, get buy in, and come to a **decision**.

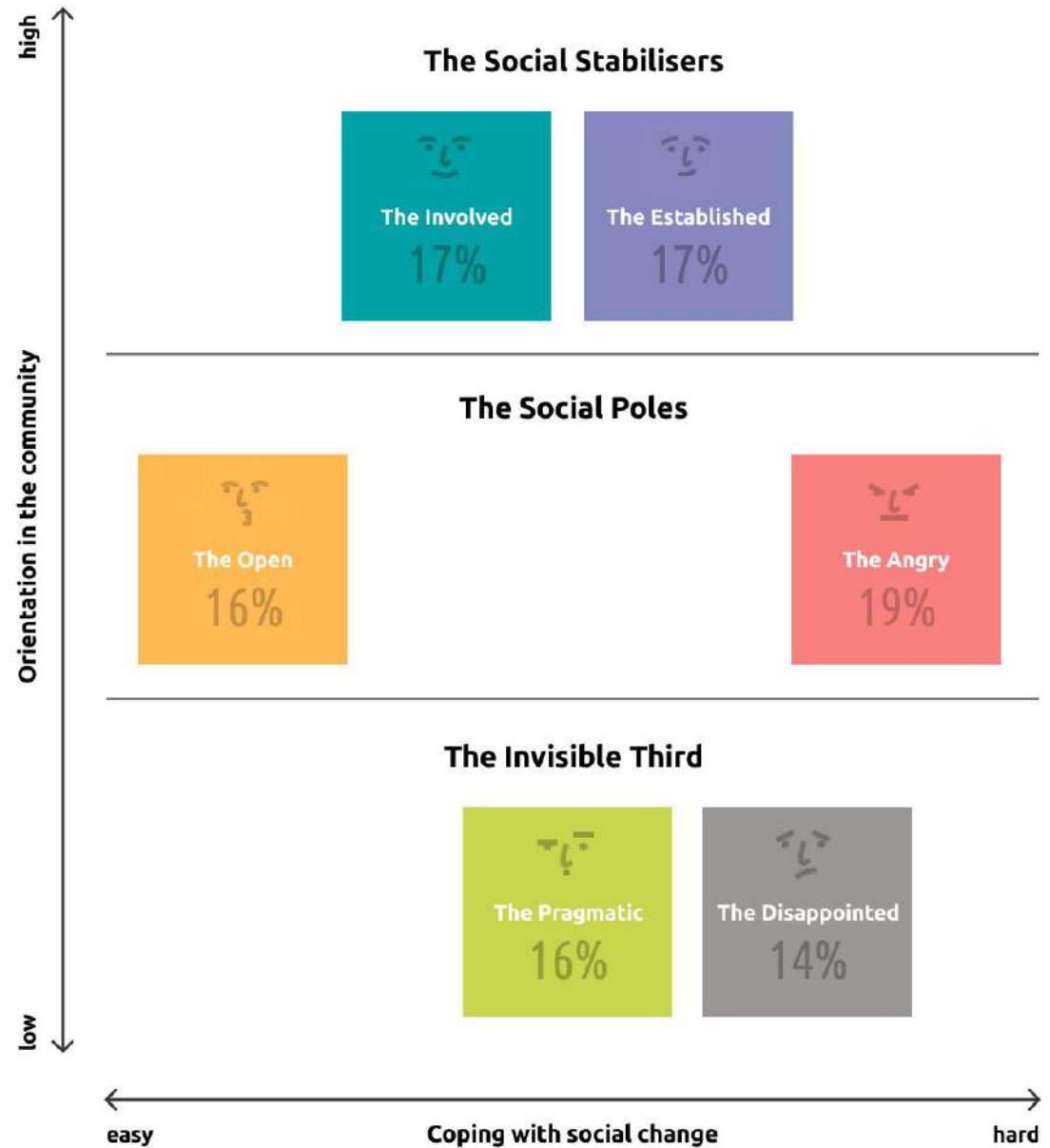
4

Implement

You want to implement a decision



2. Audience: Reaching out to 'the invisible third'

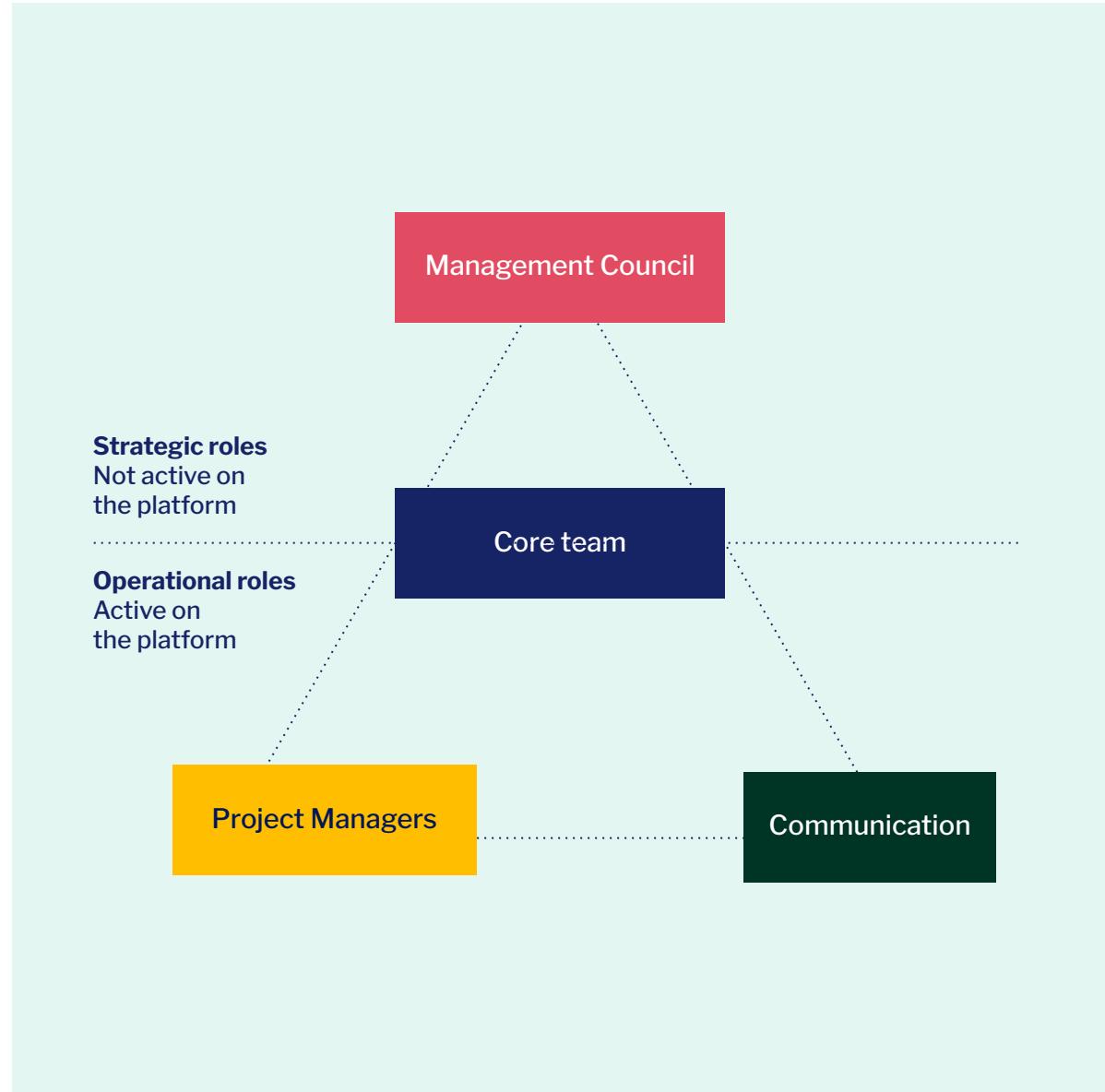


3. Organisation: Set up a core team

The core team is your **executive team** and the pivot of the platform. This **dynamic** group preferably has one key contact who is the **main contact person to be in touch with Go Vocal**. That person can involve project managers, depending on the active processes on the platform.

Preferably in the core team:

- At least the **head of (online) engagement or communication**
- Members of the administration in charge of citizen participation or, if not possible, members of the **communication** team
- **Project managers of different thematic departments** who currently have active projects on the platform or plan to have projects on the platform soon



Who is in your core team?

Core team (admins)

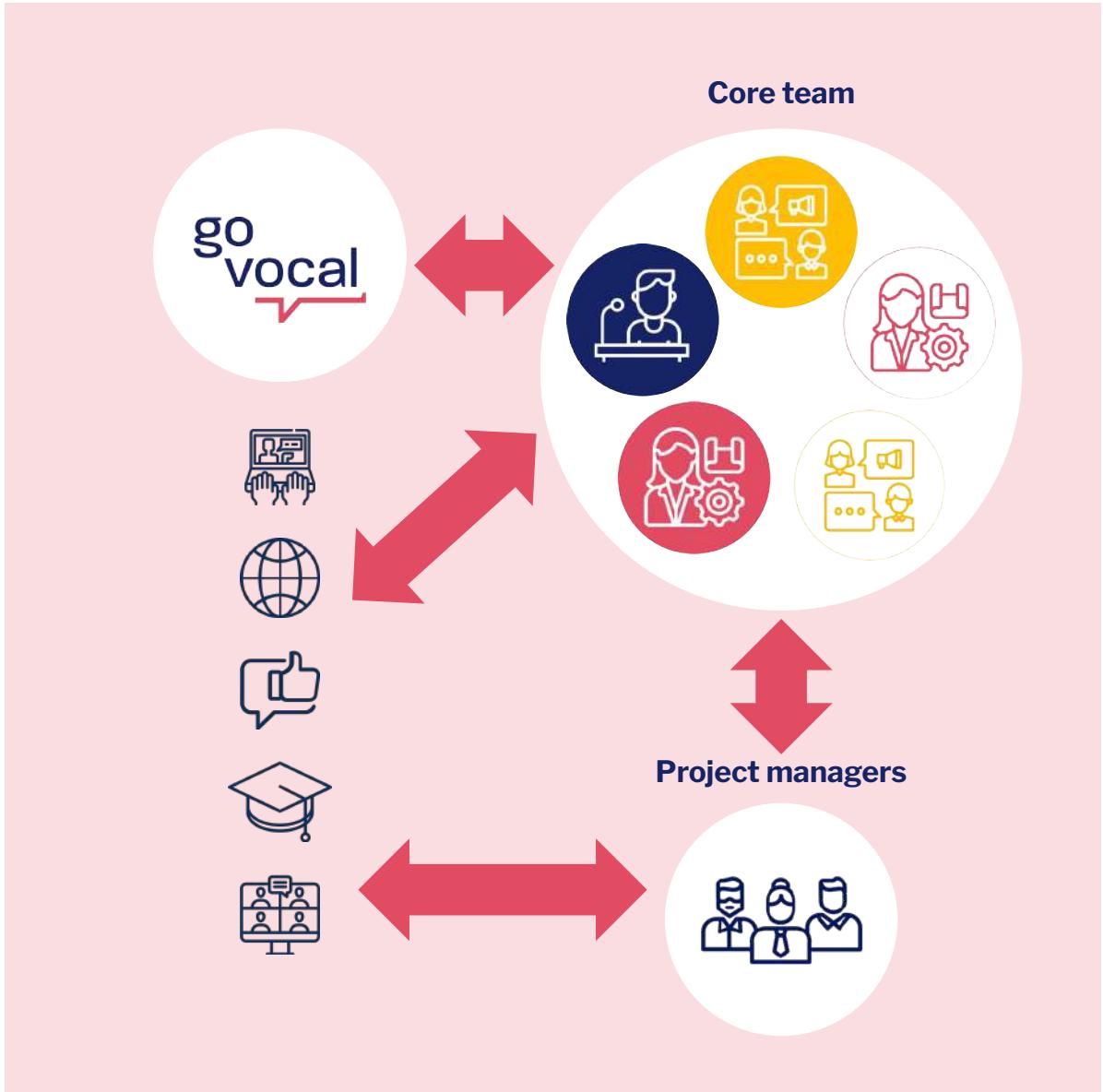
- Sets up platform
- Manages overall communication strategy
- Oversees overall Participation Strategy
- Assesses the project ideas
- Determines internal decision structure
- Assesses when projects should be archived
- Trains & supports project managers
- Ensures platform goals are met

Number of available seats in your license:

Project managers

- Launch and maintain their own projects
- Engage with users (answer questions, respond to comments, etc)
- Follow-up on reporting in the project
- Assess when a project is finished

Number of available seats in your license:



Why set-up an adequate organisation?

To allow an approach in terms of citizen participation that is :



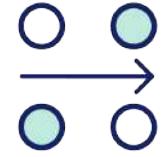
Centralized

a core team to coordinate the projects put on the platform and align with the different stakeholders



Continuous

repeated participation over time for an ongoing dialogue with citizens



Transversal

citizen participation involving all departments of the administration but also other stakeholders

Ensure that the objectives and responsibilities in terms of participation are shared and clear to everyone

4. Communication is key

Make sure you consider the 3 main phases of communication:

1. Communication at the beginning of your project
2. Communication during the implementation of your project
3. Communication of the results of your project

For all 3 phases, the communication guide provides practical tips and checklists, as well as templates that you can use directly on your channels.

[Download on the Community Platform](#)

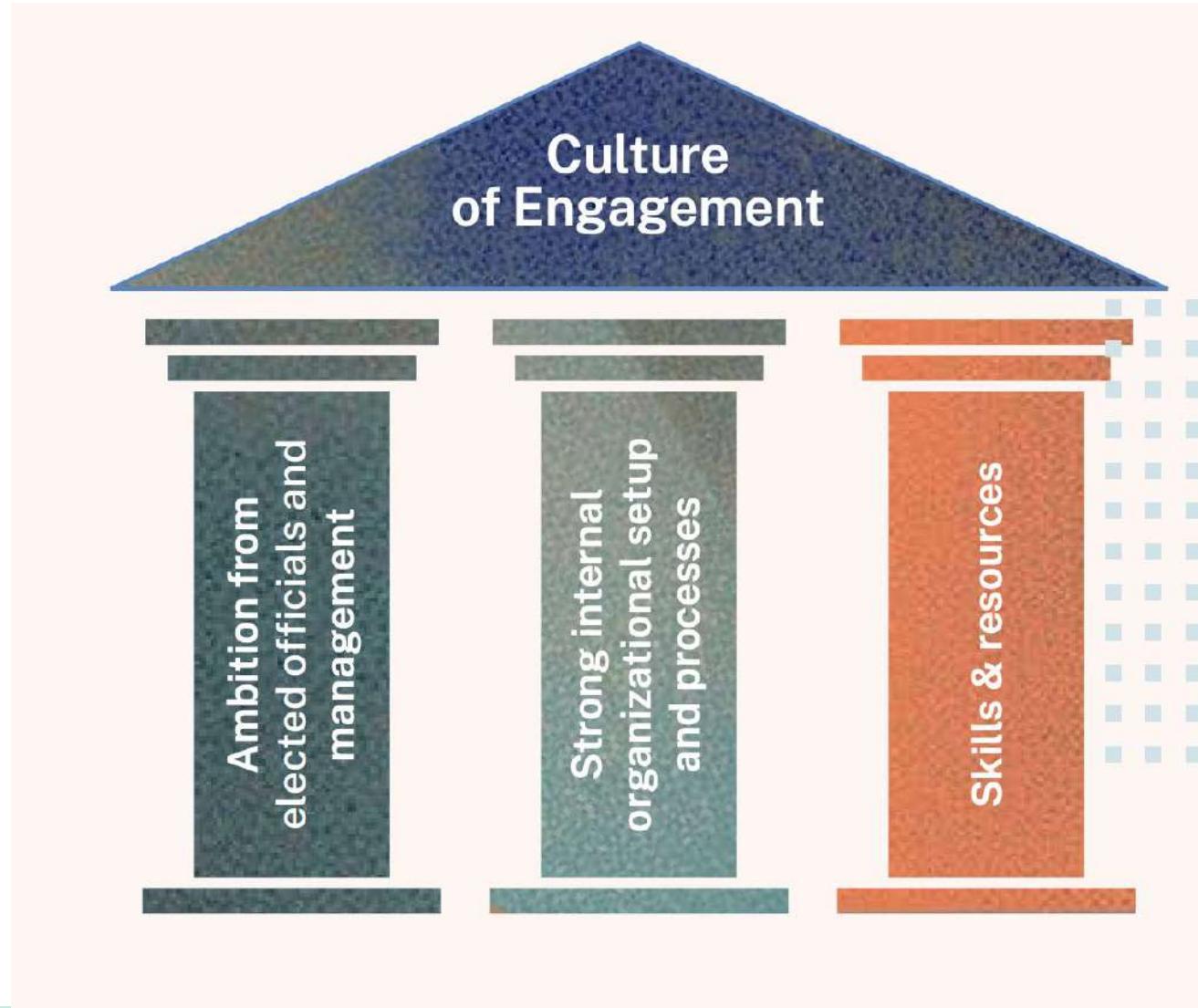




03

How To Manage
Different Levels
of Ambitions

Structural impact through **Cultures of Engagement**



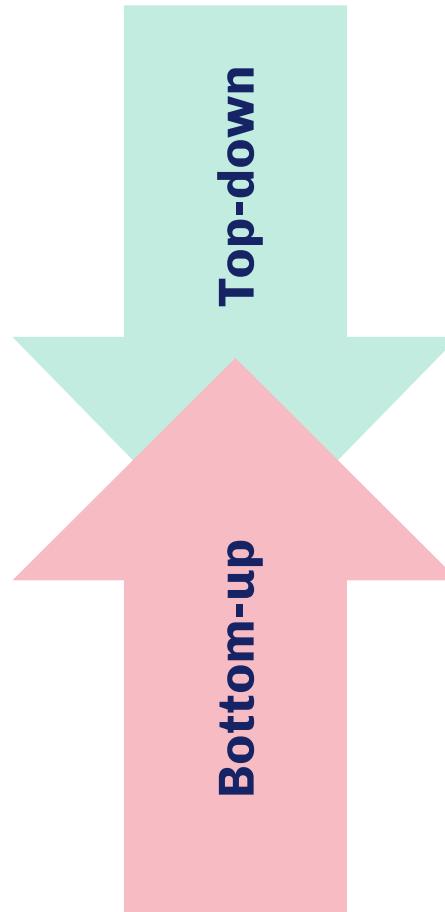
Top-down and bottom-up participation

Top-down organisation-led projects

- Consult your audience
- On a pre-defined topic
- To complete a set outcome
- Through a clear process

In order to

- Improve quality of decision-making
- Increase support for decisions
- Tap into collective intelligence



Bottom-up audience-led proposals

- Open a continuous dialogue with your audience
- Through an advanced “idea box” called proposals
- With clear participation conditions and thresholds for eligibility

In order to

- Increase engagement and address concerns of partial participation
- Learn about your audience's priorities

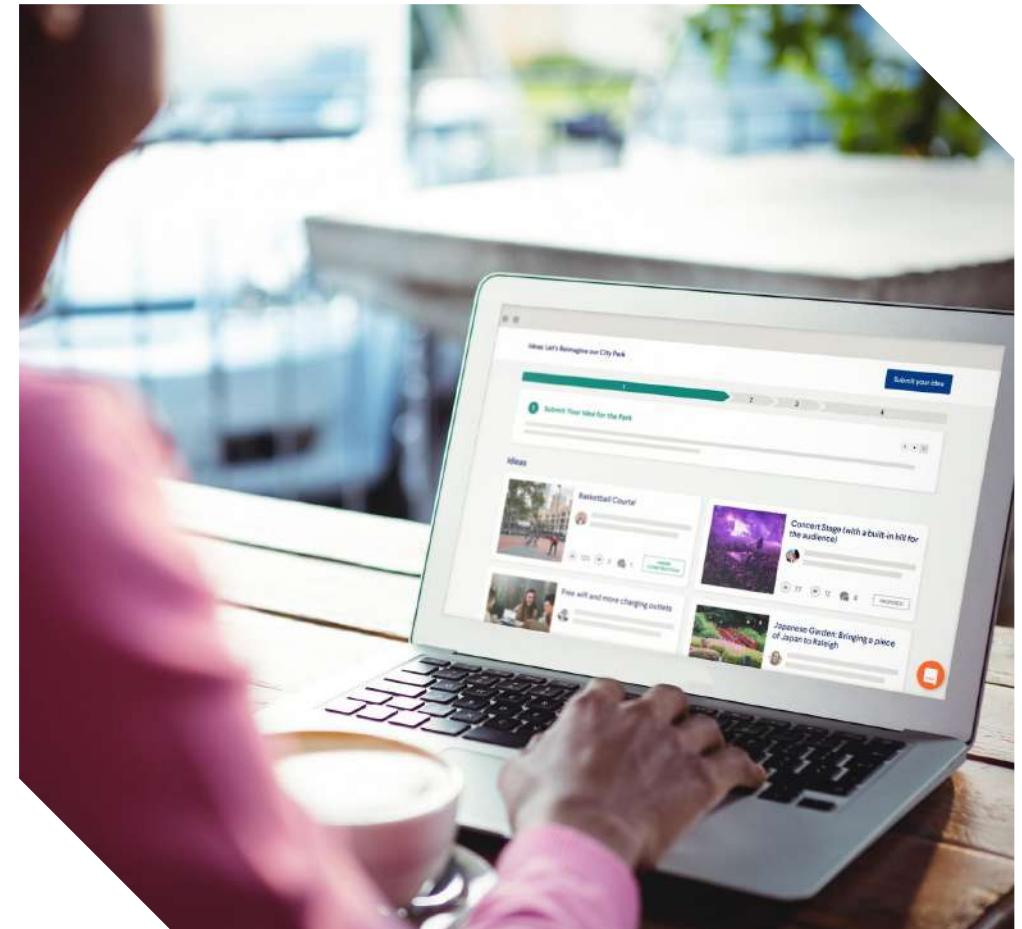
Choose an ideal pilot engagement project

Choose topics that:

- appeal to many
- are tangible: relevant and concrete
- are meaningful: participation leads to change

An ideal project: conditions for success

- Has a clear **timeline** and sets the right expectations from the start
- Has enough **time** and **resources** devoted to it
- Has something at **stake** for participants
- Is **responsive** and feedback is provided
- Is **transparent** and participants are well-informed
- Has a communication strategy - **outreach**
- Has **commitment** from public officials
- Is conducted both **online and offline**



Online Participation in 500 Communities: Key Learnings

1

The great leap forward:
from “why” to “how”

The real question is now: how do we institutionalize participation?

2

We’re still climbing up the ladder

The pioneers are doing participatory budgeting and ideation, but the majority of use cases are still with surveys.

3

Representation matters

From mass engagement to equitable participation. We managed to hear many more voices, yet many voices still go unheard.

4

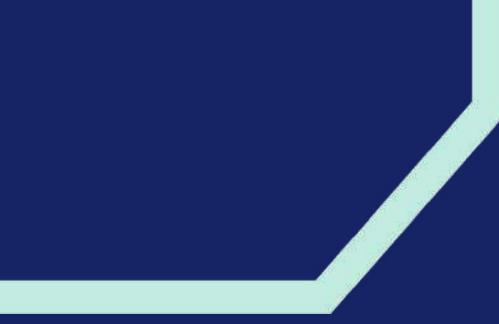
“Show me my impact”

The key to online participation increasing levels of trust are process transparency and short feedback loops.

5

Easy **reporting** and process **scalability**

The unfulfilled AI promise. We expected magic and got some of it, but the human-computer interface matters most.



Thank you!



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go
vocal

