Civic Portals to listen to, empower and lead your community

Harness the potential of the social web for public participation through Strategy & Technology

Paul Hernanz,
Training Manager,
Public-I, UK

public-i.info/citizenscape
Creating civic conversations from the noise of the social web

Presentation available at: http://www.slideshare.net/paulhernanz
Presentation Outline

- Social Media Strategy for Public Participation
- Citizenscape Civic Space Technology
- Presentation of European Pilot Sites
- ePetitioning schemes
Citizenscape European Project Overview

- 12 month EU eParticipation funding for trials of the Citizenscape service from January 2008

- To create a co-produced civic space that empowers individuals & communities to formally discuss & participate with decision-makers.

- To increase citizen participation by 25%,
  - Engaged citizens in 4 contrasting Local Authority pilot trials across Europe (Italy, Ireland, Slovakia, United Kingdom)
EuroPetition Partners & Topics

› Bristol City Council – Traffic Noise

› Donegal County Council – Waste Management

› Genoa City Council – Urban environment

› Zilina – Regional Development Strategy
What are the main evaluation findings?

› Take the time to establish current social web activity before you start

› Don’t expect to be able to choose the topics you want to discuss – it’s more likely they will choose you as the social web is inherently self-managed

› The community ambassadors are a good idea in principle but find people who already have a social presence online

› Transparency: Make your content as free and obtainable as possible

› Simple Call to action: Encourage visitors to take action or register their interest
The challenge of Public Participation

› How do we connect with the conversations which are already going on out on the social web?

› How do we do this in a way which supports the formal decision making process?

› How do we blend the needs of formal democracy with the way in which people actually behave?

› How do we do this in an affordable and repeatable way?
T1/T2/R1/IN1/M1 Can any of your TV sets receive additional channels other than BBC, ITV, Channel 4, S4C, and (where available) Channel 5? Do you have a recorder for your TV service which can record and store TV programs onto an internal hard drive, and also pause and rewind live TV? In which of these ways do you ever listen to radio in your own home? Does anyone in your household have access to the internet at home through a computer or a laptop? Do you personally use a mobile phone? (Prompted responses, single coded)


Source: Ofcom research, fieldwork carried out by Saville Rossiter-Base in April to May 2009

Citizenscape: a product by Public-i
And social media is the fastest growing trend

Online communication and social networking 2005-2009

Social networking sites are not only growing in terms of people – they also have an increased share of online time.

Oxford Internet Surveys: http://www.oii.ox.ac.uk/microsites/oxis

Citizenscape: a product by Public-i
People are talking……

……they’re just not talking to you
Effective public participation needs a social media strategy with a clear ‘call to action’
1. Setup Social Media Profiles & Tools

- Setup a Twitter.com account
- A Facebook.com group (or relevant country social network)
- Start a Blog (wordpress.com)
- Use Online forms (googledocs is free and effective)
- Email marketing (getresponse.com/constantcontact.com)
- Use Shortlinks (www.bit.ly or www.tiny.cc) - links are small and statistics can be tracked
2. Find your tribe!

» Do a Social Media Audit of your community of interest

» Wordpress allows searches on Tags within blogs

Blogs about: Aarhus Convention

AD demands Mepa information on Dwejra ‘mauling’

Carmel Cacopardo, AD’s spokesman on Sustainable Development has asked MEPA in terms of the Freedom of Access to Information on the Environment Regulations of 2005 to release a copy of the perm... more →
Facebook can now be searched by commonly used terms such as ‘Environmental issues’.

Start using common terms in your own posts.

Global Issues: social, political, economic and environmental issues that affect us all
www.globalissues.org

GlobalIssues.org provides insights into global issues that may be misrepresented but are all closely related. List of topics covered include social, political, economic and environmental issues, including human rights, economy, trade, globalization, poverty, environment and health related issues.

Sunday at 15:32
Find out which #hashtags are most used for given topics in the area you are looking for participation in.

Sites like ‘What the hashtag’ [http://wthashtag.com](http://wthashtag.com) will show statistics on most used terms.

<table>
<thead>
<tr>
<th>No tweets per day</th>
<th>No tweets per day</th>
<th>Top Twitter user</th>
</tr>
</thead>
<tbody>
<tr>
<td>#climate</td>
<td>587.7</td>
<td>@MFM_environnews - 286</td>
</tr>
<tr>
<td>#climatechange</td>
<td>330.4</td>
<td>@EarthAdapt - 82</td>
</tr>
<tr>
<td>#environment</td>
<td>185.1</td>
<td>@Eco350 - 63</td>
</tr>
<tr>
<td>#globalwarming</td>
<td>172.6</td>
<td>@411GOGREEN - 32</td>
</tr>
</tbody>
</table>

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2. Find your tribe!

**Social Media Strategy**

- Find out which #hashtags are most used for given topics in the area you are looking for participation in.
- Sites like ‘What the hashtag’ [http://wthashtag.com](http://wthashtag.com) will show statistics on most used terms.
3. Identify and follow key individuals

› To access real public groups you need to connect and follow key passionate individuals who will link you to their groups.
Identify the areas of interest for your community

Start trends around these with new #hashtags on twitter

Identify which calls to action would work best

Key Individual at NGO or Node

#environinfo

* Sign new Petition

* Take part in Survey
4. Setup Simple Participation Mechanisms

- Questionnaires
- Consultations/Panels
- Petitions

Use the Clearinghouse to access all information relating to the Aarhus Convention. Become a national node and start publishing information!

Be prepared to change your mechanism once you have conducted a social media audit.
Dissemination using Twitter

› Tweet every call to action

› Example:

**Description:** spread information about saving forests in Bulgaria

› Example tweet for this issue:

@aarhusbg Save the forests in #bulgaria. Sign up now at http://bit.ly/bgforest #environment #forest #aahrusimpl

› with one tweet you can reach a very wide audience and the story will keep moving around organically
Dissemination using Twitter

The power of 140 characters!!

› Simple but clever - in just 140 characters access multiple channels:

Anyone following Aarhus Bulgaria account

Anyone following Bulgarian news

@aarhusbg Save the forests in #bulgaria. Sign up now at http://bit.ly/bgforest #environment #forest #aarhusimpl

Short Link click statistics

Anyone following environmental news

New #hashtag you are suggesting for this topic

› Promote the Call to Action

› promote the local Aarhus service

› Engages people interested in the environment and forests

› Suggests a new topic keyword for discussion about Aarhus initiatives
Dissemination via Facebook / Blogs / Mobiles

› Use Facebook badges on your website or blog to promote your Facebook presence or specific Call to Action

› Try to make your content available to travel by creating adverts with *embeddable* code available to the public to post on their websites / blogs

› Use SMS campaigns or even Mobile App (iPhone apps are becoming very popular in the UK)
Consider hosting a community conversations at same place as your Call to Action. Example Citizenscape [http://tiny.cc/aarhusws](http://tiny.cc/aarhusws)
Citizenscape Civic Portal Features

- Tag Cloud for showing organic language from your community
  - Aarhus Tag Cloud
    - AD  Aarhus Convention  Cacopardo Carmel  ClimateChange
    - christmas  climate  climatechange  environment
    - green  sustainability

- Twitter Feeds
- RSS feeds for News, Blogs, Facebook updates
- Ical Shared Calendars
- ePetitions
- Webcasts/Videos
- Maps
- Flickr photos
- Chat room (to come)
- Democratic Profile (to come)

A neutral space for civic conversations
Civic Space connects more people to the democratic process

<table>
<thead>
<tr>
<th>Informal social</th>
<th>Informal civic</th>
</tr>
</thead>
<tbody>
<tr>
<td>I want to talk to my friends</td>
<td></td>
</tr>
<tr>
<td>myspace</td>
<td>Harringay online</td>
</tr>
<tr>
<td>facebook</td>
<td>VentnorBlog</td>
</tr>
<tr>
<td>bebo</td>
<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Formal civic</th>
<th>Formal democratic</th>
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<tbody>
<tr>
<td>I want to have a voice in the local council</td>
<td></td>
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<tr>
<td>viewfinder</td>
<td></td>
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</tbody>
</table>

| Local Strategic plans / Participatory budgeting / Citizen's panels |
| Councillor call to action / Scrutiny / Voting! |

Citizenscape: a product by Public-i
By harnessing the potential of social media

Citizenscape: a product by Public-i
Citizenscape pilot sites

<table>
<thead>
<tr>
<th>EU research project</th>
<th>UK pilot</th>
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<tbody>
<tr>
<td>Bristol Council</td>
<td>Essex County Council</td>
</tr>
<tr>
<td>Rozvojová Agentúra</td>
<td>Kirklees Council</td>
</tr>
<tr>
<td>Donegal County Council</td>
<td>Chorley Council</td>
</tr>
<tr>
<td>Comhairle Chontae Dhun na nGall</td>
<td></td>
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<tr>
<td>comune.genova.it</td>
<td>Redbridge i</td>
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“Citizenscape is a great tool to create an online community to get schools talking to each other.”
Officer, Donegal

Citizenscape: a product by Public-i
www.bristol.citizenscape.net

CitizenScape

About:
Make some noise about noise.
Noise pollution is a source of annoyance for 35% of people in Bristol. As well as being annoying, noise causes sleep problems and stress, which can lead to other health problems.

This website pulls together online resources on traffic noise, to raise awareness and find out what you think. This will inform Bristol's response to the European Noise Directive. You can:

- Find out more about noise pollution
- Tell us how it affects you
- Suggest how to reduce noise
- Tell us about quiet places in the city
- Your views will help us to implement the noise action plan for Bristol

Pledge:
Why not start a pledge to do your bit to reduce environmental noise in your area.

Blog: Noise
Bristol Noise
A blog on the efforts being made in Bristol to reduce traffic noise.

Noise Press Releases
- Nov 26, 2009
  This was picked up by Heart FM and was run as their main story. Also appeared in the Evening Post yesterday. Our original release is below.** Shc...

- Councillor Rogers on traffic noise

Map: Plot your quiet places here. (click map to open)

Join up:

If you have any feedback on this site email citizenScape@bristol.gov.uk

Bristol City Councillor Jon Rogers, Cabinet member for Transport and Sustainability, talks about the Bristol noise consultation. Let us know your views at www.askbristol.com/noise

Noise consultation - Cllr Jon Rogers

Film:
To see vox pops of people in Bristol talking about noise pollution visit the council's youtube site

Webcasts:
Bristol City Council
What's On

bristolstreets.co.uk | quiet layer

For some reason Google is being...
2009-11-25 15:38:26+00:00
For some reason Google is being very slow about updating the map files showing road layout. It is taking so long I almost wonder if the change in ...
Toby Laws
View On Map

Having lived near this spot f...
2009-11-25 16:08:22+00:00
Having lived near this spot for 40 years the quiet in early morning and late evening has been outstanding in the morning the birdsong can be heard ...
gordon calburn
View On Map

great quiet playingfield with ...
2009-11-23 7:22:47+00:00
great quiet playingfield with a funny heard of sheeceans training there. Could be even nicer if it wasn't for the noisy motorway
sylvie
View On Map

It used to be a quiet place b...
2009-11-23 7:22:20+00:09+00:00
It used to be a quiet place before the M32 was built, a dagger thrust into the heart of Bristol!
dunnmodino
View On Map
Bristol Topic: Traffic Noise Pollution

- Bristol have addressed EU environmental legislation specifically the [Environmental Noise directive](https://www.europarl.europa.eu/doirepository/docu/125366546/125366546.pdf), targeting South Bristol communities and Ask Bristol members.

- Partners: Bristol City Council have involved Bristol City Council’s Environment and Sustainability Unit, Connecting Bristol, Corporate Consultation team and Knowledge West Media Centre.

- These partners have shared information about noise pollution, maps and actions to reduce environmental noise.
Bristol’s involvement

» Bristol City Council’s history of e-participation

» Wanted to enhance these tools by bringing them together in one place focusing on one topic to raise awareness and engage

» Needed a way to engage people on Noise action plans

» Wanted to work more closely with existing community groups

» Wanted to trial using community moderators
# Bristol’s Engagement Methods

<table>
<thead>
<tr>
<th>ONLINE</th>
<th>OFFLINE</th>
</tr>
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<tbody>
<tr>
<td>AskBristol.com discussion</td>
<td>Community Facilitators</td>
</tr>
<tr>
<td>Interactive Google Map for quiet areas</td>
<td>Partnership with Knowle West Media Centre</td>
</tr>
<tr>
<td>YouTube videos</td>
<td>South Bristol Digital Neighbourhoods - Outreach</td>
</tr>
<tr>
<td>Vox – pops</td>
<td>Noise survey by MSc Student</td>
</tr>
</tbody>
</table>
Discussion forum

Noise discussion

Posted 23/09/09

Get real. If you don’t like noise, don’t live in a city. If you want to get something decent done, cut down the drunkeness in Bristol on a Friday and Sat nights. No decent person can go downtown at the weekend. It’s disgusting. Cut the number of pubs an...

view comment

Submitted by email
From: Consultation Team
Posted 23/09/09

I also think we should ban this loud ‘thump thump’ music in cars. When they go past my house (which is on an estate so these roads are not main roads), I can hear and feel the vibrations inside my house even with all windows shut! I don’t see how dr...

view comment

A4 Portway
From: basil63
Posted 23/09/09

I live near a 50mph speed limit part of the A4 Portway and there is a constant 24 x 7 background noise. It makes a real difference when there are events that require the Portway to be closed such as Big Bike Ride, Half Marathon etc. Other parts of the...

view comment

Traffic noise pollution

You need to log in to post a comment

Environmental noise is unwanted or harmful outdoor sound created including road, rail, aircraft and industrial noise.

I live near the A4 Portway in Bristol

You need to log in to post a comment

http://www.map

Tips on how environmental noise affects you so you can take action plan is implemented in Bristol.

What is the level of traffic noise where you live? (please say where in the
Mike W
Quiet Place
20-Nov-2009@ 17:08
Royal Fort Gardens. The University is actually very good about letting the public walk through this.

Mike W
Could Be Quiet
20-Nov-2009@ 17:05
I’m more fed up with the noise of the petrol generators that power some of the market stalls in here.

Mike W
Could Be Quiet
20-Nov-2009@ 17:01
With the removal of the dual carriageway through Queen Square, the scale of roads here just isn’t ne...

Mike W
Quiet Place
20-Nov-2009@ 16:59
The Polygon is an oasis of quiet just away from the noise of Hotwell Road.
Outreach - Bristol streets map in use
What worked

› Bristol streets map – easy, quick and fun way to engage. No registration process

› Seeking out community websites to cross post e.g. community forums

› Starting to see some evidence of ‘viral marketing’

› Short films to raise awareness of the issue on YouTube

› Engaged more people in the topic than we could have hoped to by using traditional means of consultation
Learning points

› Local community group website more appropriate place for community moderators to be posting than international websites

› Noise pollution was a difficult topic to engage on - there were no existing community conversations

› Community facilitators felt they would be more effective if already active on the subject or had a strong online presence already
Interim results November 2009

› 99 postings on askbristol.com
› 180 quiet \ not quiet places on bristolstreets.co.uk
› 2700 views on Youtube – student promo videos, vox pops, exec video
  › Comments on videos are directed to AskBristol
Going forward....

» DEFRA (Department for Environment, Food and Rural Affairs) have recognised our work on noise through Citizenscape and asked us to pilot a study of quiet areas in the city

» We will identify and manage quiet areas in Bristol

» We will use GIS modelling then consult with those who have participated in the quiet map

» Quiet areas pilot will shape guidance on noise action plans in England
Bristol’s feedback

“The fact that no-one was talking about this topic before meant we had a slow start – by the end of project we have achieved more interaction than we would usually on a consultation. The involvement of a subject expert was essential – but they need to be incentivised in some way. There are lots of benefits to the approach once we remove the topic constraints” Officer, Bristol
Donegal’s Topic: Waste Management

» In Donegal, **Waste Management** (including WEEE Directive) legislation from the EU was addressed as part of their CitizenScape trial, specifically focusing on the Donegal Waste Management Plan 2006 – 2010 and Donegal County Development Plan 2006 – 2012.

» Donegal aimed to address the gaps around EU Directives such as Irish Government Implementations (IRLGOV), Local Government Implementations (DCC), and Local Citizen (Member of Public).

» Previously, ICTs such as email, the council corporate intranet and County Council and Town Council websites were the only ones used.
Donegal: Who

- Existing Networks….
  - Youth Councillors
  - Health Promotion Unit networks
  - Green Flag Schools
  - Friends
  - Diaspora communities
  - Community Audit
Donegal: What

- Waste, recycling & composting
- Big emphasis on Civic Amenity Sites.
- Selling composting bins
- Dealing with Fly-tipping
Donegal’s Participation Solution

The Donegal CitizenScape site included:
- Blogs from local composting groups
- RSS feeds from recycling experts
- A map showing all of Ireland’s recycling facilities
- Active discussion through Viewfinder discussion forum on Fly-tipping from Youth Council members.

- Effective offline activities
- produced flyers and stands,
- workshops with youth groups on using the CitizenScape site to campaign actively dealing with Fly-tipping
- Outside broadcasts and composting demos which have helped sell composting bins.
- CitizenScape also received exposure in a Diaspora newsletter.
Donegal: Offline Activities

- Attended Youth Environment day
  - Do they use the web?
  - What for?
  - What technologies?
  - Why?
  - Would they.....?
Activities fed into citizenscape site

E-Consultation
Coming soon - a list of all live consultations underway here at Donegal

Project Diary
Citizenscape's Blog
Just another Wordpress.com weblog

Donegal Offline activities
Tue, 03 Nov 2009 21:55:51 +0000
citizenscape

Donegal Composting demo 08
Tue, 03 Oct 2008 12:36:55 +0000
citizenscape

Project Feedback
This site has been developed as part of an EU funded project called Citizenscape and we would like to find out more about your experience of using the site. We would be very grateful if you could spare 15 minutes to complete this survey to help us to do this.

Many thanks.

Viewfinder
Fly tipping in Donegal

Images and discussion around flytippers in Donegal Images and discussion around flytippers in Donegal

Dumping Glass
Mon, 12 Oct 2009 08:12:19 GMT
Why do people dump glass in this burnt out house? Bottle banks are free and there's one in nearly every town. Check www.recycle.ie for the nearest...

Setting the scene...
Wed, 29 Jul 2009 08:00:00 GMT
Since everyone was talking about going for walks, I decided to check out the scenery up around a farm near my house. It's such a beautiful walk...

Rec: Donegal County Council are useful
Fri, 17 Jul 2009 08:00:00 GMT
In my experience the County Council have done a great job! After a night out the place is a mess but when I get up the next day the streets are swept.

Fly tippers

www.CitizenScape.org

Event Calendar

Flickr
Donegal’s Feedback

› “The kids are very environmentally engaged but did not want to be engaged with a specific topic - We have achieved engagement – just not on the subject we intended!” Officer, Donegal

› “CitizenScape is a great tool to create an online community to get schools talking to each other.” Officer, Donegal
www.genova.citizenscape.net

Genova

CitizenScape e la riqualificazione della "Verrina"

Il Comune di Genova si propone di implementare la partecipazione democratica dei cittadini alle decisioni locali recependo le indicazioni dell'UE. Il progetto europeo CitizenScape, a cui il Comune partecipa insieme con altre città europee, si colloca in questo contesto e ha l'obiettivo di promuovere la partecipazione dei cittadini mediante l'uso di strumenti Web (in particolare Web 2.0). Un ulteriore obiettivo è quello di far conoscere ai cittadini temi della legislazione europea sulle realtà locali. È tornato inoltre, anche se non diffusamente conosciuto, che la maggior parte delle leggi vigenti provengono da Bruxelles. Varie iniziative in termini di "partecipazione dei cittadini" sono state portate avanti dal Comune con modalità più tradizionali. Il tema della "riqualificazione dell'area Verrina" oltre alla modalità di partecipazione diretta, prevista per la prima volta anche la possibilità di interscambio di informazioni con cittadini con modalità tecnologiche relativamente più avanzate. A tal proposito si è aperto un forum on-line a cui tutti i cittadini sono invitati a partecipare inoltre alla "Verrina"

Il Comune di Genova sottopone all'attenzione dei cittadini interessati alla questione di consultazioni per permettere ai cittadini di esprimere un giudizio in merito alla riqualificazione dell'area della "Verrina". I dati relativi al questionario saranno successivamente sottoposti all'attenzione della Giunta che prende le proprie decisioni anche in funzione del giudizio dei cittadini. Per dettagli, visitare: http://www.imagebase.com/area_genova.it

Viewfinder

Genova per i giovani

Rivolta complessiva a Genova per i giovani Chiediamo a tutti voi di suggerire, quali potrebbero essere le iniziative, servizi, strutture ecc. che potrebbero migliorare in seno molto ampio la nostra città per rendela più rispondente alle esigenze dei giovani. Grazie a tutti per i contributi.

spazi per eventi

Thu, 09 Jul 2009 00:00:00 GMT
preannuncio che vengono messo a disposizione a titolo gratuito, a un prezzo simbolico, spazi per eventi organizzati eventi indici...

CitizenScape e la 'Verrina'

Webcasts

www.genova.public-i.tv

Di cosa si tratta

Arch. Carlotta Bottaro sulla "Verrina"
Tue, 23 Feb 2010 17:00:00 GMT
Schedaggio sull'intervento di riqualificazione urbana della "Verrina", risultati dei questionari

Arch. Franco Baitelli sulla "Verrina"

RSS News

Project Feedback

This site has been developed as part of an EU-funded project called CitizenScape and we would like to find out more about your experience of using the site. We would be very grateful if you could spare 15 minutes to complete this survey to help us to do this:


The aim of this strategy is to **improve the quality of the urban environment** by making cities more attractive and healthier places in which to live, work and invest.

Reducing their adverse environmental impact, including reducing urban sprawl, converting industrial wastelands.
On the west side of Genova there is a previously industrial area (called “Verrina”). The Genova Council, the CDG, have deemed this 19,000 sq meter area necessary for urban renewal. The main controversial point is related to the apartment implementation: a 20 storey tower building (that would shadow the nearby basil greenhouses) or a wider 9 storey building that will strongly impact on the main street.
Participation solution

- CDG council collected the **different project proposals** and used the Citizenscape site to **inform and plan public debates** with citizens to **judge** the different proposals and **influence** the final decision.

- On the Genova CitizenScape they have used
  - **Video** to explain the topic
  - Viewfinder **discussion board** to generate discussion
  - **webcast** listings to show past webcast debates
  - Events **calendar** to show and plan activity
  - Consultation was done through links to an **online questionnaire**

- The work won a national award (The CDG won the 2009 Pimby national award for the Gronda project).

- “The attempt to work directly with the EU legislation did not work well as there is a burden of learning that people aren’t motivated to overcome. However when this was reframed as a local issue we had a **really good response**” Officer, Genova
<table>
<thead>
<tr>
<th>Skupina 1</th>
<th>Skupina 2</th>
<th>Skupina 3</th>
<th>Skupina 4</th>
</tr>
</thead>
</table>
Zilina Topic: Regional Development Strategy

- In Zilina, the EU legislation addressed in the trials was the consultation on the Zilina Regional Development Strategy update.
- Infrastructure and Regional Accessibility
- Knowledge Economy
- Human Resources
- Identity of sub-regions
- The approval of the regional strategy update was aided through the use of the system by the following stakeholders: Regional Assembly Commission for Regional Development and Managing Committee of the Strategy. The elected officials and staff of these organisations were the decision makers.
Participation Solution

› Each group had an online discussion forum using Viewfinder discussion forum where they could view and post comments online.

› Webcasting for 3 of the bodies were also included in the site showing updates of the development strategy and the site published the development plan for feedback on drafts.

› “The problem is not the tools but the content – the report is very dull!”
  Officer, Zilina
Citizenscape Site Statistics – Monthly Visitors

- Bristol Visits
- Donegal visits
- Genova Visits
- Zilina Visits
Virtual Town Hall Pilot

› Working with 5 Local Authorities to try and build permanent civic spaces for a 12 month Pilot:
  › Essex County Council
    › http://stage.essexcc.citizenscape.net
  › Redbridge
    › http://dev.redbridge.citizenscape.net
  › North Lincolnshire
    › http://stage.northlincs.citizenscape.net
  › Chorley
    › http://dev.chorley.citizenscape.net

› Involving citizens at every level – including to manage and moderate content
› Looking specifically at how to involve elected representatives in this process
› Our objective is measurable increases in democratic activity
Experiment with Participation Mechanisms including ePetition facilities

- an important tool in this new era of Direct Democracy
The European Citizens’ Initiative

Article 8b of the Treaty of Lisbon “One million citizens from a number of Member States will have the possibility to call on the Commission to bring forward new policy proposals.”


1,000,000 signatures across a significant number of European member states can propose EU policy direct to the European Commission ~ from 2011
Europetition project: www.europetition.eu
ePetitioning In UK Law

ePetition scheme must be available in each local council by 15 December 2010

With legal duty to respond:

- 5% of population signing consider the petition at a full council meeting;
- hold officer to account
- commission research;
- give a written response
- (Local Democracy, Economic Development and Construction Act 2009)
Summary of creating Civic Spaces online

You can no longer expect all your citizens to come to your website

You need to identify and engage with existing online social networks

You need to make your content as free and obtainable as possible

You need to keep up with new technology trends and build for the future

Citizenscape: a product by Public-i
So where do you start?

by listening...

Start listening to the social media conversations that are already taking place in your area

Citizenscape allows you to engage with the natural language being used around particular topics or geographic areas

Take part in social media conversations in an accountable and transparent way
The social web is about the people and the content

This is no longer a question of getting people to visit your space – you need to engage with them in theirs
Thank you for your time

Presentation available at: http://www.slideshare.net/paulhernanz

Paul Hernanz
Email: Paul.hernanz@public-i.info
Twitter: Pol_hernanz