



Towards We-Government: Collective and participative approaches for addressing local policy challenges

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Abstract

This report (D2.5) provides a preliminary overview of the operational implementation of the local WeGovNow pilots being pursued during the final project year. An update of the current interim report will follow towards the end of the project duration (D2.6). In general terms, the public pilots aim at validating collective and participative approaches enabled by the new WeGovNow platform for addressing local policy challenges. To this end, the pilot platform is currently operated under day-to-day conditions by the City of Turin, the London Borough of Southwark and San Donà di Piave, a rather rural municipality near Venice. The focus of the current report is on providing a description of how the three pilot municipalities have so far practically utilised the WeGovNow pilot platform for the purpose of addressing policy challenges they face within local policy contexts. The current overview is deliberately intended to be descriptive by nature. Observable impacts are to be reported in terms of dedicated evaluation reports (D4.2).

Keywords

WeGovNow pilot operation, pilot platform instances, policy-driven use case operation, local policy issues.

Statement of originality

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Executive Summary

This report (D2.5) provides a preliminary overview of the operational implementation of the local WeGovNow pilots being pursued during the final project year. An update of the current interim report will follow towards the end of the project duration (D2.6). In general terms, the public pilots aim at validating collective and participative approaches enabled by the new WeGovNow platform for addressing local policy challenges. To this end, the pilot platform is currently operated under day-to-day conditions by the City of Turin, the London Borough of Southwark and San Donà di Piave, a rather rural municipality near Venice.

The WeGovNow pilot platform has been implemented in terms of a modular web-based service according to the Software as a Service (SaaS) approach (see also D3.1). No local software installation is thus required at the three pilot sites. The overall platform comprises several software modules which interoperate as an integrated web service offered in the three pilot municipalities. Each component developer team involved in the project consortium operates one or more platform components remotely, and provides help desk services to the local pilot site teams respectively (see also D2.4). In the framework of the public pilots, this technical infrastructure is utilised by municipal staff (backend) as well as citizens, NGOs and local business (frontend) under day-to-day conditions. Beyond this, each pilot municipality has configured the pilot platform up to a certain extent according to local requirements, thereby relying on a number of configuration options that are generally available in relation to individual platform components.

In legal terms, each municipality provides a publicly accessible service to its citizens and to local NGOs/businesses throughout the pilot duration by means of the WeGovNow platform. These have customised the text displayed on the platform's entry page and a terms (ToU) of use statements respectively. As a general rule, users have to register to the WeGovNow pilot platform. The user registration and validation process for the pilot platform has been tailored according to the requirements of each pilot site. A total of 9770 user accounts have been activated thus far across the three pilot municipalities

All WeGovNow pilot users are free to utilise the WeGovNow pilot platform and its individual components as they wish, e.g. in terms of bringing up initiatives for public deliberation and voting, networking with others around any issue they wish, posting any content they like, commenting on contributions made by others and so on. Beyond this, the three pilot municipalities have developed a number of use case scenarios around local policy issues for piloting purposes in particular. These policy-driven use cases relate to local policy goals, strategies and/or programmes that have emerged in the pilot municipalities independent of the WeGovNow project. From the perspective of the pilot municipalities, WeGovNow however enables addressing these in a more participatory and collaborative manner when compared with traditional approaches. At the same time, the policy driven use cases are intended to stimulate citizens and local stake holders to start bringing up their own issues and initiatives through WeGovNow. Details on how each use case has been operated so far are provided.

1 Introduction

This report (D2.5) provides a preliminary overview of the operational implementation of the local WeGovNow pilots being pursued during the final project year. An update of the current interim report will follow towards the end of the project duration (D2.6). In general terms, the public pilots aim at validating collective and participative approaches enabled by the new WeGovNow platform for addressing local policy challenges. To this end, the pilot platform is currently operated under day-to-day conditions by the City of Turin, the London Borough of Southwark and San Donà di Piave, a rather rural municipality near Venice.

Certain information on the WeGovNow pilots has already been made available in earlier deliverables, e.g. on use case development (D2.3) and pilot planning (D2.4). Although it is generally not intended to repeat content from earlier reports, selected information has been included into the current report to the extent necessary for enabling reading it as a self-standing document. The focus is on providing a description of how the three pilot municipalities have so far practically utilised the WeGovNow pilot platform for the purpose of addressing policy challenges they face within local policy contexts. The current overview is deliberately intended to be descriptive at this stage. Observable impacts are to be reported in terms of dedicated evaluation reports (D4.3)

The current report starts with an overview of pilot implementation activities cutting across all three pilot municipalities (Chapter 2). It goes on with a presentation of different local policy use cases which have been pursued with help of the pilot platform by the three WeGovNow pilot municipalities (Chapter 3). Here, the policy issues addressed by means of WeGovNow are very briefly summarised. This is followed by a description of how the policy driven use cases are operationally implemented in the framework of the local WeGovNow pilots. Finally a brief outlook is presented in relation to each local policy use case.

2 WeGovNow pilot service operation

As described elsewhere (D3.1), the WeGovNow pilot platform has been implemented in terms of a modular web-based service according to the Software as a Service (SaaS) approach. No local software installation is thus required at the three pilot sites. According to the architecture adopted for the purposes of the WeGovNow pilot platform, the overall platform comprises several software modules which interoperate as an integrated web service offered in the three pilot municipalities.¹ Each component developer team involved in the project consortium operates one or more platform components remotely, and provides help desk services to the local pilot site teams respectively (see also D2.4). In the framework of the public pilots this technical infrastructure is utilised by municipal staff (backend) as well as citizens, NGOs and local business (frontend) under day-to-day conditions.²

¹ As discussed in D3.5, the approach adopted by WeGovNow towards archiving the integration (and further development) of existing and newly developed civic engagement software modules enabled WeGovNow to develop a platform that involved heterogeneous web-based technologies. From a sustainability perspective, at the same time this approach enables the flexible extension of the current WeGovNow platform with further software components in the future.

² The WeGovNow pilot platform enables user registration in terms of so called “personal accounts” which are available to individual citizens and so called “role accounts” which are available to organisations.

2.1 Local pilot platform instances

As described elsewhere (D2.2), the WeGovNow platform has been conceptualised as a socio-technical system to be used for addressing local policy challenges in a participatory manner.³ In practical terms, this means that the WeGovNow approach requires the pilot municipalities to pursue both technology innovation and administrative process innovation in parallel. Beyond utilising the mere software functionalities provided by the WeGovNow platform, each pilot municipality has also defined new roles and responsibilities internal its own administration for the purposes of the WeGovNow pilots.

Beyond this, each pilot municipality has configured the pilot platform up to a certain extent according to local requirements, thereby relying on a number of configuration options that are generally available in relation to individual platform components. Moreover, the software architecture of the WGN platform includes a so called “Style Service” which enables the pilot municipalities to adapt the look-and-feel of the pilot platform to their local requirements up to a certain extent, e.g. in line with style guides used by the pilot municipality more generally.⁴ For public piloting purposes, a dedicated platform instance is therefore operated for each municipality as follows:

- San Donà di Piave: <https://sandona.wegovnow.eu>
- Southwark: <https://southwark.wegovnow.eu>
- Turin: <https://torino.wegovnow.eu>

2.2 Pilot user registration and validation

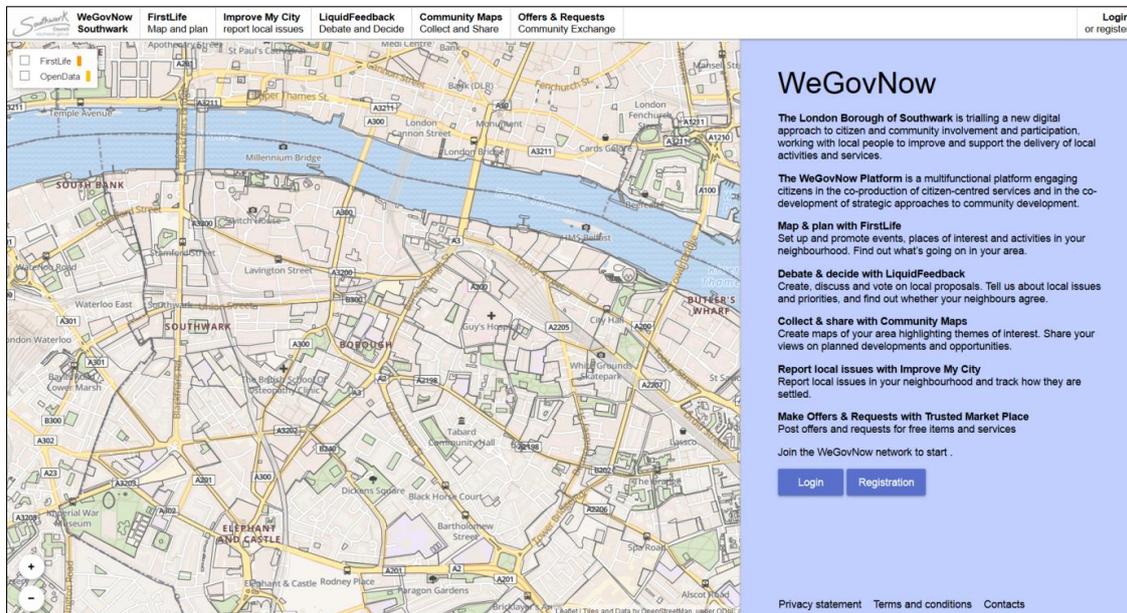
In legal terms each municipality provides a publicly accessible service to its citizens and to local NGOs/businesses throughout the pilot duration by means of the WeGovNow platform. They have customised the text displayed on the platform’s entry page and a terms of use

³ The concept of socio-technical systems has originally been developed as an approach to organizational work design, thereby recognizing the interaction between people and technology in workplaces. Later, it has been extended to ICT-based service delivery more generally (see e.g. Pasmore, W. A., 1988. *Designing Effective Organizations: The Sociotechnical Systems Perspective*. Academic Press). Within WeGovNow the stakeholder engagement activities conducted during the development phase of the project have confirmed that the desired civic participation can usually not be delivered by ICT alone but by a socio-technical system. In a socio-technical system, service delivery incorporates a number of elements in addition to ICT, in particular specific roles played by relevant stake holders, including staff of the public administration. Such a perspective does not however exclude that in some cases, service automation can be virtually complete, with no personnel roles in day-to-day service provision. In such cases overall services and ICT services are close to identical. For sustainable delivery even of fully automated services, the wider socio-technical system is never completely absent. Where there is an organisation with responsibility for the automated service, organisational processes are always necessary, if not for acquiring data then for maintaining and updating software..

⁴ Technically speaking, the software architecture of the WGN platform includes an API service, the so called “Style Service”, providing WGN style sheets dynamically to the individual platform components (see also D3.1).

statements respectively (Figure 1). In line with European Data Protection legislation, the pilot municipalities have also concluded bilateral data processing agreements with each consortium partner technically hosting one or more components of the pilot platform.⁵

Figure 1 - Screen shot of the entry page to the WeGovNow pilot platform in the London Borough of Southwark



As a general rule, users have to register to the WeGovNow pilot platform. All three pilot municipalities target citizens aged 16 years and above and self-registration is not possible below that age.⁶ The user registration and validation process for the pilot platform has been tailored according to the requirements of each pilot site. This is described in the following subsections. A total of 9770 user accounts have been activated thus far across the three pilot municipalities.

2.2.1 Turin

Upon registration participants must provide their:

- Nome (first name)

⁵ The General Data Protection Regulation (GDPR) has come into effect on 25th May 2018, i.e. during the project duration of WeGovNow. Amongst the requirements imposed by the GDPR, this regulation differentiates between the so called “data controller”, i.e. in the current case the municipality offering the WeGovNow pilot service to its citizens publicly, and the “data processor”, i.e. those partners hosting a platform component. Processing of data on behalf of a data controller requires an assignment in writing between both parties according to the law. For further details see also D2.4.

⁶ The GDPR establishes specific rules for protecting children’s personal data (Article 8). If an organisation offers online services (‘information society services’) to children and relies on consent to collect information about them, children can give their own consent to this processing at the age of 16 (the member states will have the possibility to lower this age to a minimum of 13 years). If a child is younger then it will be necessary to collect consent from a person holding ‘parental responsibility’.

- Cognome (surname)
- Data di nascita (date of birth)
- Luogo di nascita (place of birth)
- Codice fiscal (fiscal code)
- Indirizzo Email (email address)
- +39 Numero di telefono cellular (mobile phone number)

If the fiscal code matches the entered data and the mobile phone number has not been used before, an SMS with a PIN is sent to the number provided. If the PIN is entered correctly immediate access is granted before verification by the city (as a leap of faith). Otherwise the admission is granted after verification by the city.

Upon admission an email with an activation link is sent to the email provided during the registration. The participant clicks on the activation link and can complete the signup by choosing screen, login name and password. The click on the activation link also automatically verifies the used email address. The verified email address on file can be used for automatic notifications from the various WeGovNow applications and for newsletters of the city.

The verification is done by the city according to their own criteria. While “Same Codice fiscale” is a definite duplicate attempt, other fields do not necessarily suggest a duplicate request. If the city decides to refuse access the request is rejected (if no account has been created so far) or the account is cancelled (if the access has previously been admitted).

2.2.2 San Donà di Piave

In San Donà participants provide the same data as in Torino plus their residential address. Upon registration they provide their:

- Nome (first name)
- Cognome (surname)
- Indirizzo (address)
- Codice postale (postal code)
- Città (city)
- Data di nascita (date of birth)
- Luogo di nascita (place of birth)
- Codice fiscal (fiscal code)
- Indirizzo Email (email address)
- +39 Numero di telefono cellular (mobile telephone number)

The further registration process is identical to the process in Torino.

2.2.3 London Borough of Southwark

Upon registration participants have to provide their:

- First name
- Surname
- Postcode
- Date of Birth
- Email address

Mobile (for instant verification) is not mandatory and can be bypassed triggering a manual verification by Southwark Council. The further registration process is similar to the process in the Italian pilot sites.

3 WeGovNow pilot use case operation

All WeGovNow pilot users are free to utilise the WeGovNow pilot platform and its individual components as they wish, e.g. in terms of bringing up initiatives for public deliberation and voting, networking with others around any issue they wish, posting any content they like, commenting on contributions made by others and so on. Beyond this, the three pilot municipalities have developed a number of use case scenarios around local policy issues for piloting purposes in particular. These policy-driven use cases relate to local policy goals, strategies and/or programmes that have emerged in the pilot municipalities independent of the WeGovNow project. From the perspective of the pilot municipalities, WeGovNow however enables addressing these in a more participatory and collaborative manner when compared with traditional approaches. At the same time, the policy driven use cases are intended to stimulate citizens and local stake holders to start bringing up their own issues and initiatives through WeGovNow. In this sense were the use case scenarios that had been developed by the three pilot municipalities earlier in the project (see e.g. D2.4) not considered as a finite selection, and new use cases emerging in the three pilot municipalities during the overall project's pilot phase can be implemented at any time. The following subsections summarise how the policy-driven use cases pursued in the three pilot municipalities so far have yet been operationally implemented.

3.1 The “Neighbourhood” use case – Enabling a responsive communication between citizens reporting problems, the public administration and third parties.

3.1.1 Local policy issue addressed

All municipalities participating in WeGovNow strive for improving the collaboration with their citizens when it comes to identifying and addressing problems in local neighbourhoods more quickly and having a better idea of what is happening there. At the same time the citizens expect the public administration to be responsive to issues emerging in their neighbourhoods. Against this background the WeGoveNow pilot platform is utilised to establish a responsive communication with citizens who have identified a problem in their neighbourhood, and were meaningful to bringing “third parties” into the loop.

3.1.2 Use case implementation

3.1.2.1 Participatory process and key stakeholders

In general terms, the participatory process piloted in this use case can be summarized as follows:

- Citizens are enabled to report problems they identify in their local neighborhood through the WeGovNow pilot platform according to pre-specified thematic areas (in writing, by adding pictures and/or tagged on a map of the area).
- A responsive communication is established through the WeGovNow platform between the citizen and the public administration and/or external parties with an assigned responsibility, supported by issue tracking capabilities provided by WeGovNow.
- All issues reported by the citizens can be viewed through WeGovNow (but not any bilateral communication) and each user has the possibility to support issues reported by others.
- By means of certain analytics functionalities provided by the WeGovNow platform, the municipality has the possibility to analyze all issues reported according to a number of parameter, e.g. the total number of issues reported per category or the average time required for settling an issues since it has been reported by a citizen. These statistics can be fed into efforts directed towards public services improvements or further policy planning.
- Beyond bilateral communication between the citizens and the public administration, both parties, i.e. every registered user, have the possibility to initiate a public deliberation process through WeGovNow on proposed solutions and/or related initiatives, e.g. if a frequently reported problem cannot be satisfactorily addressed.

Internal to each municipality one or more administrative units are responsible for dealing with issues reported by the citizens through the WeGovNow pilot platform, supported by issue tracking functionalities. Depending on the given local context, an NGO (Turin) and the local police (San Donà) are brought into the loop as “third parties”.

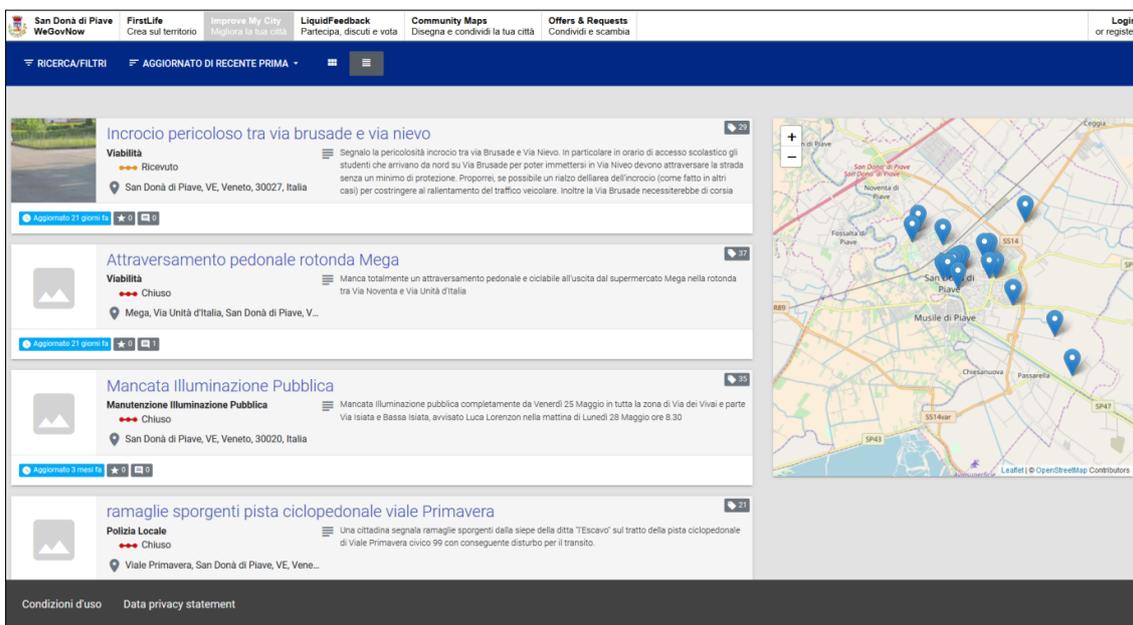
3.1.2.2 Use case promotion

The “Neighbourhood” use case has so far been promoted primarily in the framework of general project dissemination and in the framework of public WeGovNow labs organised in the three pilot municipalities.

3.1.2.3 Platform configuration requirements

Beyond the standard set-up of the WeGovNow pilot platform (Figure 2), some local configuration requirements have emerged from diverging organisational structures at the three pilot municipalities. These concern the specification of certain thematic areas according to which problems in the neighbourhood can be reported through the WeGovNow platform, such as “public works”, “public lightening”, “roads and sidewalks”, “public green”, “public housing”, “waste and urban hygiene” and “safety”. Such categories reflect the governance structures prevailing at the public administrations in the various pilot municipalities.

Figure 2 - Screen shot of the San Donà pilot platform instance



3.1.3 Outlook

The “Neighbourhood” use case has so far been primarily driven by the public administrations in the three pilot municipalities. Designing the internal flow process aimed at managing different inputs coming from the citizens has turned out as a "critical" point, in particular when it comes to being able to cope with a potentially increasing demand for

municipal resources. In Turin, the municipality is in the process of clarifying whether confined access to the backend of individual WeGovNow platform components can be granted to a local biker association local without violating relevant law. This group has been collaborating with the municipalities' mobility department already prior to WeGovNow in terms of reporting news about bicycle mobility. The local biker association may summarize and aggregate by topic problems indicated by the citizens before reporting issues to the administration in order to speed up the collaborative problem solving process. Like any other NGO, the local biker association can currently access only the WeGovNow platform frontend through a so called "organisational" account.

3.2 The "AxTO" use case - Involving citizens in funding decisions about NGO-driven cultural projects within Turin's ongoing AxTO investment programme

3.2.1 Local policy issue addressed

Between 2017 and 2019, the City of Turin is going to invest 45 Million Euro, of which 18 Million Euro will be funded by the Italian Government (Presidenza del Consiglio dei Ministri), in the framework of the so called AxTO programme (Action for Turin's Suburbs). The programme includes different thematic axes, each being directed towards re-developing the city's peripheral areas. It is administered by a dedicated department ("Progetto AxTO - Beni Comuni - Periferie") internal to the public administration. The AxTO department operates a dedicated web site for public communication purposes. Overall, 44 policy interventions have been defined for being pursued in the framework of the AxTO programme. Under one of the programme's thematic axes, the one on "education and culture", a public call for proposals for socio-cultural projects had been published on the AxTO web site in late 2017.

This particular activity of the AxTO department (activity 4.01: Progetti innovativi in ambito sociale e culturale) had so far not been considered as a dedicated use case for the WeGovNow project (see D4.2). Following a joint assessment by the AxTO department and the WeGovNow project team, it was however decided in late 2017 to take the opportunity offered by the WeGovNow approach for promoting collective participation within the framework of the ongoing AxTO programme. In particular, WeGovNow was found to enable the city of Turin to adopt an innovative approach in dealing with the call for proposals that had already been published under its AxTO programme, while at the same time being able to meet particular requirements set out in the programme's definition. To this end, a participatory decision process was implemented through WeGovNow.

3.2.2 Use case implementation

3.2.2.1 Participation process and key stakeholders

To enable compliance with the rules set out by the original AxTO programme a multi-staged participatory decision making process was implemented through WeGovNow:

- By means of a public call issued by the public administration, i.e. the AxTO department, local NGOs were encouraged to describe ideas on socio-cultural initiatives that they deem suitable for supporting the re-development of sub-urban areas of the city.
- In a pre-selection phase incoming proposals were assessed by the AxTO department in relation to their eligibility under the programme.
- As far as eligible, descriptions were prepared by the proposing NGOs and uploaded onto the WeGovNow platform, including text and photos.
- By means of public voting, the citizens were enabled to influence the decision-making process when it comes to the distribution of available public funds across the proposed initiatives. The AxTO programme defines two funding thresholds for each thematic category, as follows:
 - a. projects requesting public funding up to 50.000 €
 - b. projects requesting public funding up to 100.000 €
- Votes casted from the citizens through WeGovNow were transferred into quantitative scores by the AxTO department. These citizens' scores were then fed into a final decision-making step internal to the AxTO department together with quantitative scores derived from a separate voting by the members a technical committee that had been set up by the municipality.
- The final decision was formalised by means of an administrative act from the Head of Department and a public notice on the official web site of the City of Turin.
- A documentation of the participatory decision-making process is made publicly accessible during a legally required objection period.

In total, 73 NGOs were found eligible for proposing initiatives within the AxTO scheme. They can be grouped into the following categories:

- Cultural associations
- Sport associations
- Social cooperatives
- Theatre companies (NGOs)

3.2.2.2 Use case promotion

This WeGovNow use case has been publicly promoted at pilot site level by means of multiple communication activities and channels, primarily including:

- Online announcement of local WeGovNow partners
- Press release
- Announcement on AxTO official website

- Announcement on Torino Social Innovation official website
- Announcement on Torino Social Innovation Facebook and twitter account
- Promotion through so called AxTO info points

Beyond the WeGovNow team, the offices involved in the AxTO project have also provided first level support for registration and platform usage.

3.2.2.3 Platform configuration requirements

To enable WeGovNow to meet particular requirements stemming from the pre-defined AxTO scheme, the standard configuration of the WeGovNow platform was customised for the purposes of this use case. This concerned in particular its LiquidFeedback component which provides inter alia the voting functionality of the overall platform. Here, four thematic areas were set up within WeGovNow under which the initiatives proposed by local NGOs were displayed within

- public spaces
- integration
- music and performing arts
- digital innovation

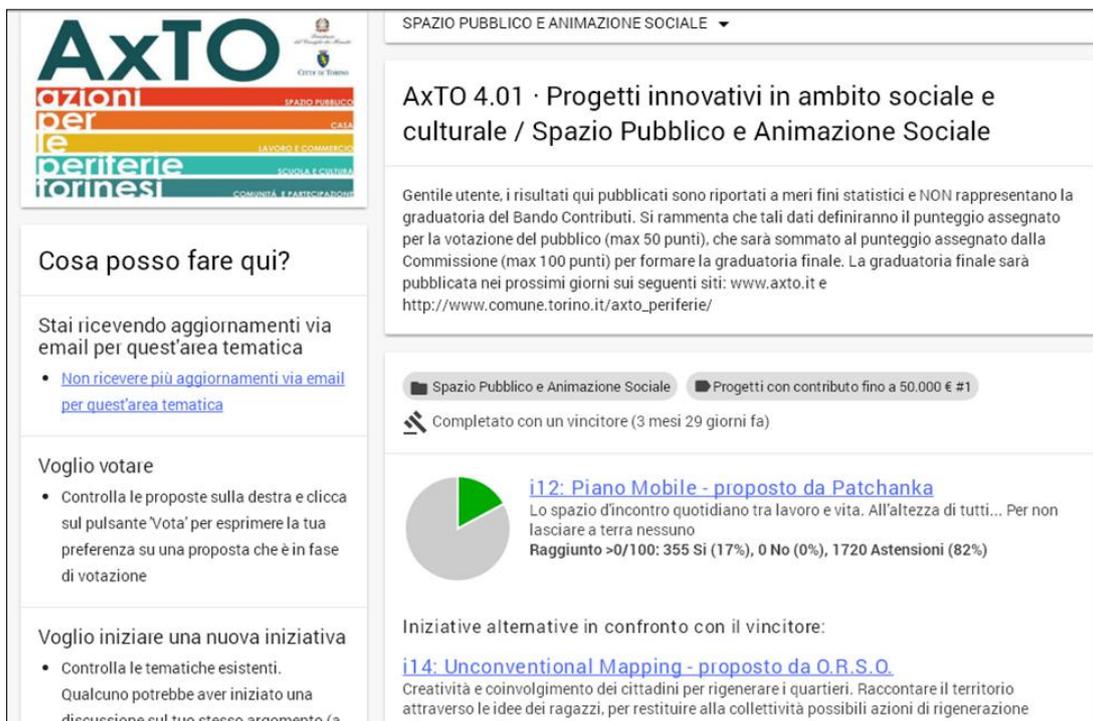
These thematic categories had been defined in the original AxTO programme which. Each thematic area again contained two sub-areas reflecting two funding thresholds (€ 50.000,- and € 100.000,-) a set out in the AxTO programme as well. The duration of the WeGovNow voting phase was set to 21 days in line with AxTO rules. Every WeGovNow user was able to cast one vote per thematic category and funding threshold, i.e. eight votes overall. In total, 12,217 votes were casted by registered WeGovNow users.

To enable compliance with information that had already been publicly communicated in the initial AxTO call, it was further decided to change the default setting of the LiquidFeedback voting system from preferential voting to plurality voting. Also, the logo of the Turin's AxTO programme was displayed on the WeGovNow platform at the entry page to its LiquidFeedback component (Figure 3). Finally, it was decided that the outcomes of the voting phase as well as the final funding decision are published on the AxTO web site rather than the WeGovNow platform. Following intensive discussions internal to the pilot municipality this decision is based on the following considerations. For reasons of transparency, the WeGovNow platform does not support a secret electronic ballot when it comes to user voting.⁷ In practice this means that all votes casted are generally visible to registered WeGovNow users. Albeit this approach is generally welcomed by the public

⁷ It is commonly accepted that democratic decision making processes must be verifiable to be trustworthy. In this context, it has been shown that closed electronic ballots by definition fail in meeting two mandatory requirements at the same time, namely verifiability by the participants and secrecy of the ballot (Behrens, Kistner, Nitsche and Swierczek: *The Principles of LiquidFeedback*, Berlin, 2014). For the purposes of civic participation purpose, by design WeGovNow therefore supports an open electronic ballot only.

administration, it had not been explicitly communicated in the initial call for proposals published by the AxTO department. It was concluded by the city of Turin that this might bear the risk that users participating in the voting on projects proposed in the framework of the AxTO scheme might not have been fully aware of the fact that their votes are visible to registered WeGovNow users. Instead of displaying the casted votes on the WeGovNow platform as initially envisaged, it was therefore decided by the City of Turin to enable verification of the casted votes in this particular instance only on request by individual users with help of a frozen clone of the WeGovNow platform not displayed publicly

Figure 3 – Screen shot of the Turin pilot platform instance (cut-out)



3.2.3 Outlook

Although this particular use case has been adopted for the purposes of WeGovNow rather shortly before the starting of the project's public pilot phase, it could be successfully implemented. With thousands of citizens registering and voting in a rather short time span, it has helped in proving the pilot platform's technical reliability when it comes to large scale utilisation. Moreover, the process of user registration and verification implemented for the purpose of WeGovNow has proved to not representing a general obstacle towards attracting pilot users at a larger scale, neither in relation to its technical reliability nor usability wise. Finally, a lesson could be learned when it comes to handling participatory processes with the support of WeGovNow on the part of the public administration. When communicating to citizens through other channels than the WeGovNow platform itself municipalities should make clear that the pilot platform supports an open electronic ballot.

3.3 The “Parco Dora” use case - Co-design of new areas for young people and teenagers within the Dora Park in Turin

3.3.1 Local policy issue addressed

The City of Turin utilises the WeGovNow platform for piloting a new way of co-developing and co-managing public spaces. A former industrial area which has been converted into an urban park, Parco Dora, some years ago offers several playgrounds for children and sports facilities such as skate spaces and volleyball, basketball, tennis and football courts. A remaining area within the park, the so called Vitali area, is still to be developed with help of funds available from a national program concerning suburban development. In the future, this area is intended to provide a public space attracting young people in particular, e.g. for daily activities such as doing sports or socialising but also for occasional events such as concerts, festivals, cultural or religious activities where thousands of people may gather together. With help of WeGovNow the City of Turin is entering new ground in terms of:

- co-designing the physical shape of the area as well a co-developing activities/services for its further public use, thereby involving local communities and different Departments of the Municipality
- co-managing this public space, thereby improving the coordination of diverse activities and exchanging informed of planned activities and events.

Through a publicly accessible co-design process supported by WeGovNow, the City of Torino aims at designing and building an area for teenagers and young people in particular, thereby involving local communities, associations and citizens in the design process. At the end of the co-design process, the Public Green Department will provide feasible implementation plan complying with relevant regulation, e.g. when it comes to public procurement requirements, thereby taking into account the outcomes of the participatory process supported by the WeGovNow platform.

3.3.2 Use case implementation

3.3.2.1 Participation process and key stakeholders

The “Parco Dora” use case was launched towards the end of 2017 by different municipal department. An initial process model for the further co-development of the Dora Park was consolidated in collaboration with diverse stake holders, including various departments of the local administration as well as external organizations and groups. The process model includes offline activities (workshops) and complementary online activities enabled by the WeGovNow platform. Also the area of intervention (Vitali area) was specified in detail and particular population sections were identified which are to be particularly targeted, beyond the general public.

The participation model developed by the public administration in collaboration with local stakeholders needs to take specific local regulation into account, namely the “Regulation on

collaboration between citizen and the City for the care, shared management and regeneration of urban commons” adopted in 2016. As a so called “pact of collaboration” with the urban authority this local regulation defines a common administrative process in different regards, e.g. in terms of respective powers, liabilities, expenses, insurance, etc. The co-development process model adopted for the purposes of WeGovNow within this regulatory framework can be summarised as follows:

- collaborative definition of the intervention area and basic co-design rules (in line with relevant local regulation);
- initial co-design of proposals for interventions by means of public off-line workshops;
- structured online deliberation of proposed interventions through WeGovNow, including the possibility to change existing proposals and propose alternative interventions;
- quantification of the public preference by means of online voting through WeGovNow;
- assessment of the preferred intervention(s) by the public administration (e.g. in relation to financiability, regulative/legal requirements potentially relevant such as procurement rules, security/liability issues and the like);
- online feedback by the public administration and final decision making;
- implementation of the finally adopted redevelopment measure(s)
- continuous online networking among the stake holders involved in relation to planning/management of activities concerning the new area within Parco Dora.

A formalized multi-stake holder group was set up to coordinate further use case implementation. Different stakeholders have yet joined this group as follows:

- The City Councillor of Turin responsible for Environment, UE funds, Energy, Green areas
- EU Funds Department
- Public Green Department
- District 4 and 5 (geographically defined units of the local administration)
- MAcA (Environmental Museum)
- Environment Park
- Italo Calvino Public library
- UISP (National Sport Association)
- Innesto (Cultural association)
- Dora Shopping Mall

Beyond mobilising citizens to engage in the various co-development activities throughout the entire co-design process, the working group has the role of coordinating the process in terms of:

- defining specific target groups (population groups who are supposed to utilise the area in particular) beyond the general public and the main functions to be assigned to the area;
- defining guide-lines, rules, project frame and main criteria for the co-design (i.e. environmental sustainability, regulatory issues, etc.), starting from the executable project of the area provided by the Public Green;
- identifying strategic/structural restraints;
- Defining the timing of the different co-design phases and appropriate methodologies to involve stakeholders and citizens.

3.3.2.2 Use case promotion

Involving local key stakeholders at an early stage was considered crucial. They act as an interface to engage the target population in particular (mainly young people) in specific off-line (e.g. workshops) and online activities (e.g. online deliberation). Moreover, they serve as local information points promoting participation in process more generally, e.g. by organizing events, promoting and communicating about the approach more generally.

To stimulate this process, the *Special Project Innovation, European Funds and Smart City Department* (EU Funds Department) has organized a series of meetings and technical demonstrations at an early stage with various stakeholders internal to the public administration mentioned above. Also, a public WeGovNow Lab was organized in early 2018 at which many of these organizations were present, beyond citizens. Moreover, temporary “info points” are being set up during specific events which continue take place in Dora Park. Permanent “info points” are maintained at selected places throughout the City (MAcA; Hortus Conclusus; Envipark; Dora shopping mall; I. Calvino Public Library).

3.3.2.3 Platform configuration requirements

Beyond the standard set-up of the pilot platform instance in Turin, no particular configuration is required to support the “Parco Dora” use case in particular.

Figure 4 – Screen shot of the Turin pilot platform instance (cut-out)

The screenshot displays the WeGovNow platform interface for a civic proposal. The top navigation bar shows the breadcrumb: » Parco Dora - Green design » Proposta civica #9. The main content is divided into two columns. The left column contains a sidebar with the following sections: 'Proposta civica #9' (with a progress indicator showing 1. Ammissione (raggiunto), 2. Discussione (27 giorni 01:12:38 rimasti), 3. Verifica (7 giorni), and 4. votazione (14 giorni)), 'Iniziativa alternativa' (stating no alternative has been initiated), 'Cosa posso fare qui?' (with a 'Login' button), and 'Persone interessate' (listing users Francesco Tre, AlexS, and Mamma3.0). The right column displays the proposal details for 'i74: Area Gioco bambini - Parco Dora - Lotto da realizzare', posted by user 'Mamma3.0' with 3 supporters. The proposal text includes a title and a list of seven numbered suggestions for creating a functional and maintainable play area, such as ensuring shade, providing mixed-age play equipment, and using durable materials.

3.3.3 Outlook

The citizens have started to post proposals for public deliberation through WeGovNow (Figure 4). Wider participation is expected to be achieved following a public event to be held on 26th September. This event is to kick-off further targeted promotion of the “Parco Dora” use case towards the wider public. Public terminals will be made available for instant self-registration to the WeGovNow platform during this event. A calendar of public off-line workshops to be complemented with online deliberation through the WeGovNow platform is to be subsequently implemented. Overall up to four workshops are planned, one every 2-3 weeks. In thematic regard the focus will be put on:

- stimulated by initial thoughts developed by the formalized stake holder working group so far, define specific functions and features of the area, and possible activities which can take place;
- define specific furniture and the seating for the area (i.e. colors, materials...);
- define how to co-manage the area in the longer run;
- develop alternative proposals to be further discussed and voted on through the WeGovNow pilot platform.

The outcomes of every workshop will be uploaded to the WeGovNow platform (as an instant report which summarizes the main outcomes), and for a pre-specified period of time citizens will be able to contribute through WeGovNow. As an initial stimulus, staff of the municipality will upload initial draft proposals for tangible re-development measures to emerge from the off-line workshops onto the WeGovNow pilot platform. Throughout the remaining process, these will be discussed and enhanced through the platform. An in-depth assessment of the redevelopment measures proposed and the related structured online

deliberation process enabled by WeGovNow, including the final voting outcome, is to be carried out by team members (in relation to compliance with relevant legal requirements, feasibility aspects and the like). The resulting feedback is to be provided via the WeGovNow service. At the end of this phase, the EU Funds Department staff will digitalize data collected offline and will create a summary of outcomes, summarizing the main proposals arisen.

3.4 The “Energy Efficiency” use case - Engaging local communities in developing sustainable mobility solutions in San Donà

3.4.1 Local policy issue addressed

In the framework of its environmental policies the municipality of San Donà di Piave aims at facilitating a more efficient use of energy by public bodies and private households, the ultimate aim being to reduce local CO2 emissions in the area. Some investments have already been planned to be made in order to connect the city center with other locations in the area by news cycling lanes, e.g. the provincial high school and the secondary school. Against this general background, the WeGovNow platform is utilized in San Donà for co-developing sustainable mobility strategies and practices by involving the public administration, relevant local groups and the citizens more generally.

3.4.2 Use case implementation

3.4.2.1 Participation process and key stake holders

The participatory process piloted in relation to San Donà’s “Energy Efficiency” use case encompasses different elements as follows:

- WeGovNow users contribute to a thematic map, a so called community map, on cycling by means of participatory mapping functionalities provided by WeGovNow pilot platform. The map visualizes existing cycling lanes and proposals for additional ones made by the users, including any comments posted.
- Local initiatives already promoting the utilization of bikes in the framework local initiatives, e.g. in relation to healthy life styles and environmental issues, network with interested citizens, NGO’s and municipal staff through the WeGovNow pilot platform in order to coordinate local activities, promote events and the like.
- Alternative proposals for sustainable practices in relation to local mobility can be fed into a structured online deliberation process enabled by the WeGovNow pilot platform, including preferential voting.
- Any measures/practices proposed through the WeGovNow pilot platform requiring action and/or investment by the public administration are assessed (e.g. in relation to their feasibility in financial regard, regulatory/legal issues potentially involved and the like), and feedback to WeGovNow users is provided through the pilot platform respectively.

Around the “Energy Efficiency” use case pursued in San Donà, a number of local stakeholders addressing topics around sustainable mobility and energy saving more generally are committed to promote wider participation throughout the pilot region:

- The team of an ongoing initiative, the so called “Energy Care” project which had been launched with the support of the EU’s Interreg scheme in collaboration with two other regions⁸, contributes to the co-development of sustainable mobility strategies and practices through the pilot platform. Kallipolis, a local partner in the Energy Care project, focuses on the most vulnerable groups and believes that urban environments can actually become equity spaces. This association has got in touch in 2017 with the Municipality of San Donà di Piave because of its interest in urban environment and the participatory planning process.
- About 300 students of a local school, the Volterra High School, are developing initial ideas with their teachers on sustainable local mobility and energy saving practices for being published on the WeGovNow platform for further deliberation among WeGovNow users.
- “Vivilabici”, a local cultural association promoting the use of bikes, has made a commitment to utilize the WeGovNow pilot platform to reach a wider public role. The association had already contributed to an existing bike plan, the so called “Biciplan”, adopted by the municipality.
- The local transport company ATVO expressed its interest for promoting sustainable mobility through the WeGovNow platform by integrating open data about local public transport.

3.4.2.2 Use case promotion

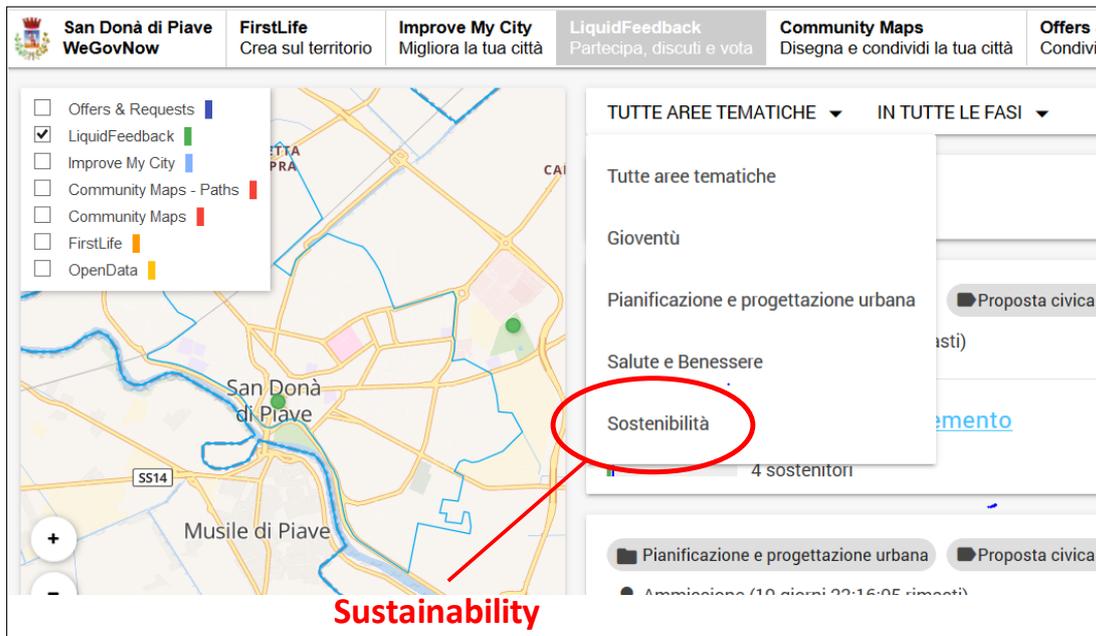
Beyond general dissemination activities concerning the WeGovNow project, a number of targeted meetings and demonstration sessions were organized to promote the “Energy Efficiency” use case in particular. Beyond promotional events, the public administration in San Donà di Piave has entered into a formal agreement with three local high schools (Liceo Scientifico Galilei, Liceo Statale E. Montale and Istituto Tecnico Tecnologico Statale Volterra) enabling 30 students to work as WeGovNow ambassadors. In the framework of a formalized internship program, the agreement enables each student ambassador to spend 30 hours per week on promoting WeGovNow in the local community over the coming months. As a preparatory measure, the young ambassadors underwent a 10 hours online training programme provided by the WeGovNow project which enables them to support the local administration as well as non-government organizations, businesses and citizens in making effective use of the pilot platform under day-to-day conditions.

⁸ Since the mid of 2017 the Municipality of San Donà di Piave is partner of the Interreg V-A Italy-Slovenia 2014-2020 project called “Energy Care”. The overall objective is the reduction of CO2 emissions, energy consumption and energy poverty within the Programme area, with a focus on the areas of City of Trieste, Koper and San Donà di Piave

3.4.2.3 Platform configuration requirements

Beyond the standard set-up of the pilot platform in San Donà, only minor configuration requirements have emerged from the “Energy Efficiency” use case. They mainly concern labelling issues, e.g. in relation to the “sustainability” label used in a drop down menu of the LiquidFeedback platform component as illustrated by **Fehler! Verweisquelle konnte nicht gefunden werden..**

Figure 5 – Annotated screen shot of the San Donà pilot platform instance (cut-out)



3.4.3 Outlook

Beyond awareness rising about the WeGovNow pilot more generally, efforts pursued in relation to the “Energy Efficiency” use case in San Donà have so far concentrated on motivating local stake holders which have been addressing issues around energy efficiency already in the past to utilise the WeGovNow pilot platform for their purposes, e.g. in the framework of a WeGovNow lab organised in February this year and a number of targeted meetings. These have started to populate the pilot platform with content respectively, e.g. on existing biking routes. As these stake holders play an important multiplier role in the pilot region, it is expected that the number of pilot users will be staidly increasing around the “Energy Efficiency” use case throughout the remaining pilot duration. Moreover, it is expected that an increasing number of citizens will adopt a more discursive platform utilisation habit by the time, e.g. stimulated by policy proposals put out for wider discussion by local schools and the “Energy Care” team. Related to this, a specific WeGovNow lab on energy efficiency and green mobility will be held during the three day of the local exhibition called Fiera del Rosario from 6th to 8th October.

3.5 The “Youth Engagement” use case – Motivating young people in San Donà to engage in public matters

3.5.1 Local policy issue addressed

During the pilot preparation phase, an initial focus of local pilot activities in San Donà had been on the co-development of occupation-related initiatives with and for young people living in the area. Various off-line meetings had been held during that stage with school teachers and students. From a local WeGovNow lab in San Donà it had emerged that the perspective should be widened towards more generally stimulating young people to actively engage in public matters through WeGovNow, occupational matters being one aspect among others. Against this background the WeGovNow pilot platform is used by local schools as part of their teaching activities for educating their students in public matters and citizenship.

3.5.2 Use case implementation

3.5.2.1 Participation process and key stakeholders

As any other WeGovNow user, students have the possibility to utilise all components of the pilot platform at any time and as they wish. Beyond this, a dedicated process has been put in place in order to stimulate schools students to engage in local matters concerning their municipality:

- Pupils aged 16 years and above develop thematic maps as part of their educational program, so called community maps, to express what they deem relevant about their lives and home places. This way, they identify the assets of their neighborhood, look at opportunities and create a picture of what it is like to live in their municipality. Through the participatory mapping functionalities provided by WeGovNow other citizens and organizations beyond the participating schools contribute to such maps as well, helping identify the community’s capacities and assets and plan for future provision.
- Individual policy proposals are fed into a structured online deliberation process enabled by the WeGovNow pilot platform, including preferential voting.
- School students network with interested citizens, NGO’s and municipal staff through the WeGovNow pilot platform in order to coordinate local activities, promote events and the like.
- Any activities /policy measures proposed through the WeGovNow pilot platform requiring action and/or investment by the public administration are assessed (e.g. in relation to their feasibility in financial regard, regulatory/legal issues potentially involved and the like), and feedback to WeGovNow users is provided through the pilot platform respectively.

When it comes to the “Youth Engagement” use case in San Donà, beyond the municipality, local schools play a major role in stimulating wider use of WeGovNow:

- The "Alberti High school", one of the first local stakeholders recognizing the potentials generally provided by WeGovNow for engaging young people in public matters, was able since mid of 2016 to secure public funding under the National Operational Plan concerning the European Social Fund for setting up an internal school project directed towards civic online participation.
- The “Alberti Institute”, a high school for technology and commerce, has adopted a similar approach and developed an afternoon course on online civic participation using the WeGovNow pilot platform.
- As mentioned earlier (3.4.2.2) three local high schools, the Liceo Scientifico Galilei, the Liceo Statale E. Montale and the Istituto Tecnico Tecnologico Statale Volterra, have concluded a formal agreement with the municipality enabling 30 students to work as WeGovNow ambassadors outside their schools over the coming months.

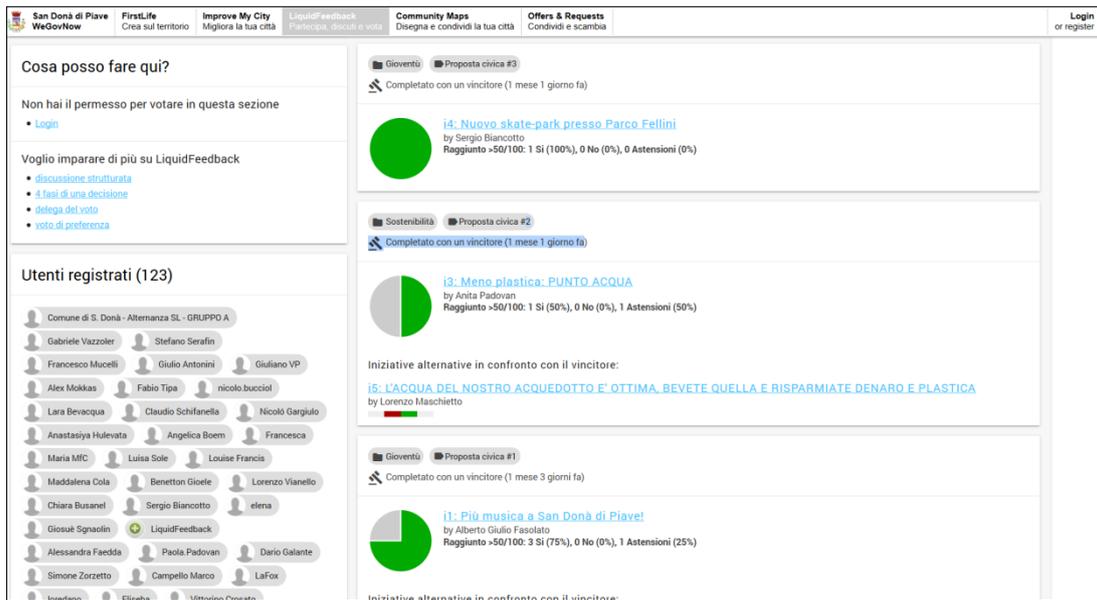
3.5.2.2 Use case promotion

Beyond a number of bilateral meetings of the WeGovNow pilot team in San Donà and school representatives, the “Youth Engagement “ use case was particularly promoted by a WeGovNow Lab organised by the Volterra Institute on 15 March to which around 300 students attended. A similar event was organized at a local cultural centre, the Centro Culturale Leonardo Da Vinci, addressing citizens more generally. According to the formal agreement between local high schools and the municipality mentioned above 30 students work as WeGovNow ambassadors in the community over the coming months. Beyond providing hands-on support to others, the young ambassadors use the pilot platform themselves in their role as citizens, thereby facilitating the emergence of a new culture of civil participation in San Donà. Figure 6 overleaf illustrates e.g. voting outcomes on a proposal for cultural events in the municipality made by local school students.

3.5.2.3 Platform configuration requirements

Beyond the general platform set-up, no particular configuration requirements on the local pilot platform instance have yet emerged from the “Youth Engagement” use case.

Figure 6 – Screen shot of the San Donà pilot platform instance (cut out)



The screenshot displays the San Donà pilot platform interface. At the top, there are navigation tabs: "San Donà di Piave WeGovNow", "FirstLife Crea sul territorio", "Improve My City Migliora la tua città", "LiquidFeedback Partecipa, discuti e vota", "Community Maps Disegna e condividi la tua città", "Offers & Requests Condividi e scambia", and "Login or register".

The main content area is divided into several sections:

- Cosa posso fare qui?**: A section with a message "Non hai il permesso per votare in questa sezione" and a "Login" link. Below it, "Voglio imparare di più su LiquidFeedback" with links for "discussione strutturata", "4 fasi di una decisione", "delega del voto", and "voto di preferenza".
- Utenti registrati (123)**: A list of registered users, including "Comune di S. Donà - Alternanza SL - GRUPPO A", "Gabriele Vazzoler", "Stefano Serafin", "Francesco Mucelli", "Giulio Antonini", "Giuliano VP", "Alex Mokkas", "Fabio Tipa", "nicolo bucciol", "Lara Bevacqua", "Claudio Schifaniella", "Nicolò Gargiulo", "Anastasiya Hulevata", "Angelica Boem", "Francesca", "Maria MFC", "Luisa Sole", "Louise Francis", "Maddalena Cola", "Benetton Gioele", "Lorenzo Vianello", "Chiara Busanel", "Sergio Biancotto", "elena", "Giosuè Sgnaolin", "LiquidFeedback", "Alessandra Faedda", "Paola Padovan", "Dario Galante", "Simone Zorzetto", "Campello Marco", "LaFox", "Irene", "Filippo", and "Vittorio Croato".
- Civic Proposals**: Three proposals are shown:
 - i4: Nuovo skate-park presso Parco Fellini** by Sergio Biancotto. Raggiunto >50/100: 1 Sì (100%), 0 No (0%), 0 Astensioni (0%).
 - i3: Meno plastica: PUNTO ACQUA** by Anita Padovan. Raggiunto >50/100: 1 Sì (50%), 0 No (0%), 1 Astensioni (50%).
 - i1: Più musica a San Donà di Piave!** by Alberto Giulio Fasolato. Raggiunto >50/100: 3 Sì (75%), 0 No (0%), 1 Astensioni (25%).

3.5.3 Outlook

Up to now, the “Youth Engagement” use case has to a large extent been driven by activities stimulated internal to the participating schools, e.g. as part of school projects designed and conducted as part of the pupils’ study programme. During the second half of the pilot duration it is expected to further stimulate wider participation of young people outside the immediate school context. Not at least WeGovNow the student ambassador programme agreed with local schools is planned to stimulate increasing use of the WeGovNow platform in the wider community. They will support the local administration and other stake holders, e.g. local ageing organisations and the “Energy Care” team, to utilise WeGovNow in utilising the pilot platform. Also, they will also promote wider use of the WeGovNow at public events such as a trade fair organised annually in San Donà.

3.6 The “Youth & Employment” use case - Supporting young people in Southwark to find employment and training opportunities

3.6.1 Local policy issue addressed

The London borough of Southwark is committed to promoting equality of opportunity for all young people. Currently young people may experience barriers to accessing employment and training opportunities. Further, existing routes into employment and training do not make adequate use of the new technologies that young people may be familiar with in other areas of their lives. Against this background, in Southwark WeGovNow is seen as an opportunity to leverage technology by presenting the opportunities that young people need in a format that they understand and appreciate. At the same time businesses across the London borough of Southwark and more widely, London and beyond have expressed the need to engage the next generation of professional within their industries. For example,

there is currently a shortage of young professionals going into the Science Technology Engineering and Mathematics (STEM) and Health Services industries across the United Kingdom. These industries are vital to the economy and future growth of Britain. Inspiring, developing and encouraging future talent to consider a career within these and other industries as viable options is crucial to sustainability and future economic growth. The ambition therefore is to stimulate use of the WeGovNow pilot platform as a youth focused digital careers and employability hub which offers local young people opportunities to access employment opportunities within various fields and industries, online networking with professionals and like-minded people, and to forge links with businesses and employers across various industries and sectors.

3.6.2 Use case implementation

3.6.2.1 Participation process and key stake holders

In general, WeGovNow enables young people to access crowd-sourced information on pathway opportunities ranging from work experience and volunteering to training, apprenticeships and full-time employment, engaging directly with the employer or opportunity providers. In that sense the pilot platform acts as a bridge between employers seeking to reach young people and young people seeking employment, training or work experience. More specifically, the participation process pursued in the framework of this use case can be summarised as follows:

- Employers post training opportunities and vacancies advertised by their business that are aimed at young people i.e. school leavers or graduates. Job seekers access the various opportunities through one single access point, thus bringing together the vast professional and personal development of youth opportunities under WeGovNow.
- The pilot platform supports the objective of making local opportunities more visible and accessible to young people, highlighting the specific areas and industries where there are shortages or significant investments which will enable young people to consider a sustainable career path as well as enable the Municipality of Southwark to identify where the potential gaps may be in the future and plan to mitigate against this.
- Young people in Southwark access WeGovNow not only to find out more about employment and training opportunities that are available. They can also publicise a more succinct version of their own résumé, and specify to prospective employers or training bodies the kinds of opportunities that they are seeking.
- Young people and businesses use of the WeGovNow pilot platform as a youth focused digital careers and employability hub which offers local young people opportunities to access employment opportunities within various fields and industries, online networking with professionals and like-minded people, and to forge links with businesses and employers across various industries and sectors.

Beyond the municipal administration, two main local stakeholders are involved in stimulating uptake of the WeGovNow pilot platform around the “Youth & Employment” use case:

- Southwark Youth Council, an elected group of young people in conjunction with London borough of Southwark, have identified youth employment as a key priority and wish to use WeGovNow as a tool to help address it. Together with the public administration the Youth Council develops a participatory map, a so called community map, on youth employment. By means of the participatory mapping functions offered by WeGovNow, other users can contribute as well.
- The Local Enterprise team contributes suitable opportunities. In some cases, the local team uploads initial data, but in the longer term the aim is to encourage employers and training bodies to interact with the platform themselves.

3.6.2.2 Use case promotion

The key to this particular use case scenario is that it is youth led, highlighting the need for youth targeted employment opportunities and showcasing that there is a real appetite amongst local young people to make it happen and engage with these opportunities. The WeGovNow platform has been discussed and promoted at weekly meetings of the Southwark Youth Council, where young members have and are continuing to contribute to the development of this scenario and ongoing activities. The Youth Council is also a prime means of dissemination to young people in the borough. Official WeGovNow flyers have been disseminated to young people and schools within the council’s networks in digital format and it is planned that physical copies will also be printed and disseminated to young people in schools and community youth clubs and youth groups.

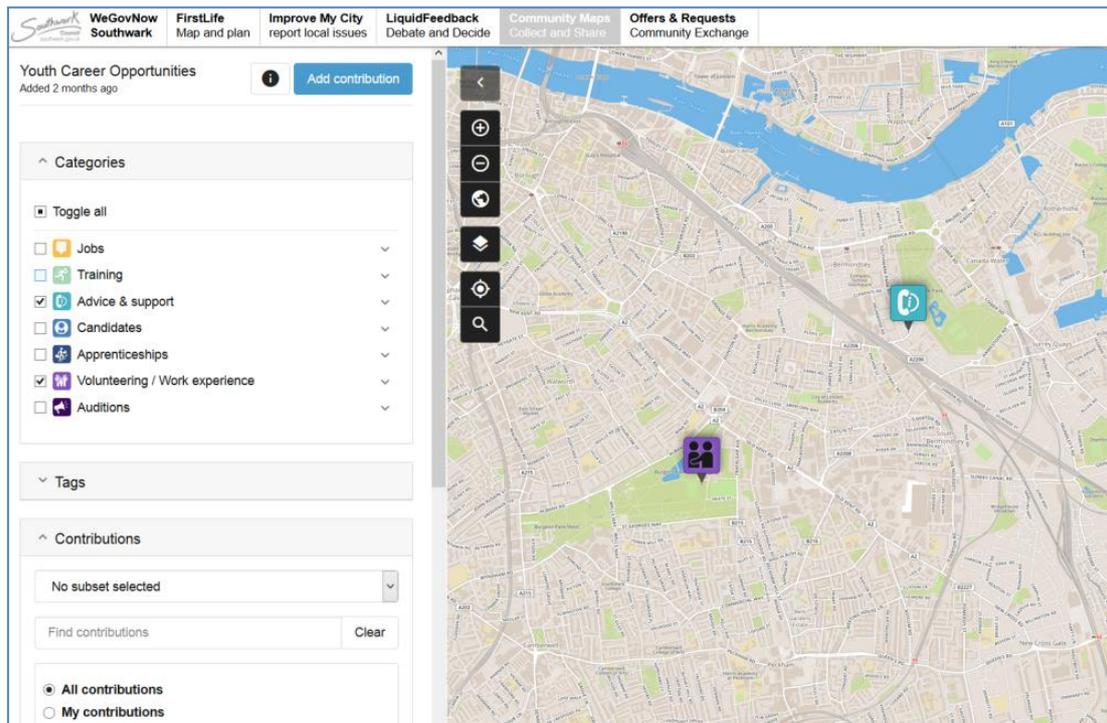
The WeGovNow platform is promoted via communications channels including the council’s and Southwark Youth Council’s social media channels such as Facebook, Twitter and Instagram, Council’s website, Community Council newsletters and local press. Apart from general project dissemination, the “Youth & Employment” use case is promoted in the framework of a Youth Careers and Employment fair hosted by the municipality. Employers and training providers, including Southwark Council and its partners, are working to identify work and training opportunities which will then be hosted through a bespoke WeGovNow community map. The careers and employability event at its core is an opportunity to introduce the two main stakeholders which are the young people seeking employment and training opportunities and the employers and to also establish the WeGovNow platform as vital function in enabling the development of new networks and relationships as well as encouraging employers to register to the site and populate it with existing as well as future opportunities.

3.6.2.3 Platform configuration requirements

Beyond the general set-up of the WeGovNow pilot platform, some configuration requirements have emerged from the “Youth & Employment” use case in relation to the

bespoke community map on youth employment opportunities mentioned above (Figure 7). These concern entry points for employers/training providers as well as for young people. Categories reflect the types of opportunities being offered or sought – e.g. training/employment, paid/unpaid, salary level, permanent/short-term, sector of interest.

Figure 7 - screen shot of the Southwark pilot platform instance (cut-out)



3.6.3 Outlook

Up to now, the focus of activities has been on users comprise the local authority staff and a group from the Youth Council who have been trained to use the platform. The portal is now being introduced to further council staff and further Youth Council members as well as to employers and young people more widely. It is expected that a large part of the adoption will take place at and after the youth employment event already mentioned. Up to now, the youth council has collated information pertaining to relevant employment opportunities which may be of interest to young people. Employers who are currently actively seeking young people to engage within their fields and industries have been invited to the careers event this summer where the pilot platform will be further advertised, and further potential users will be able to see their opportunities currently advertised on the WeGovNow platform. This activity is being delivered to demonstrate the value of the platform and why employers should invest their staff time to populate the site with opportunities.

Throughout the summer the local project team has continued to make contact and engage with businesses via the Local Economy team and training providers through the Education and Business Alliance teams, to obtain information about opportunities for populating the portal, and to promoting the platform them as a means of publicising opportunities and

identifying appropriate candidates. The youth employment event, hosted at a major local venue, is intended to bring together significant numbers of young people with employers, training providers and other organisations and community groups.

It is clear that this model meets a need in the local community, and the pilot team is optimistic that it will achieve the intended aim of improving access to employment and training. Nevertheless, the continuation of the pilot is expected to shed light on possible drawbacks as well. The intention is, for instance, that young people promote themselves to employers, but it remains to be seen whether this requires supervision to ensure that unsafe data is not shared. Also, there may be a need for reaching a critical mass of content before the portal is indeed seen as useful and self-sustainable by the users.

3.7 The “Highways” use case - Obtaining detailed feedback from local people and other stakeholders on proposed highways improvements at Harper Road in Southwark

3.7.1 Local policy issue addressed

The Highways department at Southwark Council runs a substantial programme of local consultations in relation to any highway improvement schemes that are initiated. These typically involve setting up a consultation on the council’s online consultation hub and hosting a drop-in session local to the site in question. Both online and in-person consultations are publicized using a variety of communication channels including direct mail, the posting of public signage, and social media. Though Southwark council obtains a reasonable breadth of engagement in these consultations, the depth of feedback is not always as good as it could be. Those community members who are unable to attend a consultation in person are not given tools that allow them to contribute in a directly equivalent manner. Therefore, some residents are not being enabled to contribute as fully as possible to local street improvements.

Against this background the WeGovNow pilot platform is utilised as a part of both in-person and online consultations to enable citizens to visualise and offer detailed feedback on proposed street improvements. Harper Road has been identified as a scheme to use as a test case for this methodology. Southwark council already knows that those residents and other stakeholders believe this road to be too busy with cars, noisy and dangerous. There is a range of possible solutions, and the WeGovNow platform is used to extract fine-grained feedback on how residents and stakeholders would like us to apply those solutions. This allows individuals who want to contribute at home the chance to provide exactly the same kinds of feedback as they might contribute in person. The final result is an implemented scheme that better meets the needs of the local community

3.7.2 Use case implementation

3.7.2.1 Participation process and key stake holders

The participatory process pursued in relation to the “Highways” use case comprises a number of key steps as follows:

- By means of the participatory mapping functionalities provided by the pilot platform’s Community Maps component, the Highways team configures an interactive map for the Harper Road scheme. This displays the proposed street improvements as developed by the council’s designers, with the facility to overlay and manipulate additional options. The Highways team and its designers are able to review all the comments and proposals received from stakeholders, alongside regular channels such as the consultation hub and WeGovNow, and use this feedback to inform the final design for the street which will go to a statutory consultation and be implemented.
- Institutional stakeholders include the local mosque, local school, shopkeepers, and emergency and refuse services. Additionally, there are prominent cycling stakeholder groups who want to promote a cycling-friendly street design. These stakeholders are able to comment and interact with the Harper Road community pap, alongside existing engagement tools, to specify exactly how they think plans should be adjusted to meet their priorities.
- Members of the public, in particular residents of Harper Road and the surrounding area, have the opportunity to comment directly on the map and influence in detail the design that is implemented.
- All feedback obtained is ultimately be fed into the design process, and also used to help evaluate the success of the scheme.

3.7.2.2 Use case promotion

The opportunity to contribute via the WeGovNow platform is promoted alongside the typical promotional activities already undertaken for a Highways consultation:

- The council’s online consultation hub, as well as presenting a consultation in a standard format, will cross link to the platform and invite participants to register and give us more detailed feedback via the map.
- A flyer inviting contributions are mailed to all households in the area around Harper Road. This highlights opportunities to respond via the consultation hub as well as via WeGovNow, in addition to identifying other engagement opportunities.
- These opportunities will be promoted via local media, council newsletters, social media and direct email to key stakeholders.

- An open day on-site at Harper Road is being planned for September/October, at which residents will be supported to register and contribute their comments/ideas via the portal.
- We plan to use water-activated street stencils as an additional method for promoting the engagement – advertising the URL and other logos perhaps to include WeGovNow and Southwark. Plans are underway to involve students at the local school in developing stencil designs.
- To accompany this a document explains in detail how to register for the WeGovNow platform and then how the user can provide feedback on the Harper Road project. This document is made available online and may be translated into key languages in order to better reach the local population.

These promotional activities have begun in September and run for about a month.

3.7.2.3 Platform configuration requirements

Beyond the general set-up of the pilot platform, some configuration requirements have emerged from this “Highways” use case particularly with respect to WeGovNow’s Community Maps component. By means of the configuration options provided, the Highways team has set up a bespoke interactive map for this scenario. This includes a depiction of the proposed street improvements rendered on the map using the provided toolset. Some examples of these improvements are new planting areas, footway buildouts, and speed humps. Ultimately these layers will be locked for editing and citizens are provided with a selection of open categories enabling them to provide various types feedback on the elements that they see depicted on the map. These include positive or negative general feedback as well as a way to indicate preferred crossing areas.

Users contributing outside of an in-person consultation have to register for an account on the WeGovNow platform but no additional requirements are imposed in order for them to provide their input to the consultation. Citizens attending the Harper Road on-site input their contribution via a shared account created for that event. This is to reduce the friction to contribute at that event where the intent is to capture busy locals who may not otherwise have the time.

3.7.3 Outlook

Promotion and events in September-October will see the main push to encourage registration and adoption. As this is a local scheme, it is unlikely to see large numbers of users, but it is hoped that the quality of contributions, particularly where staff are able to work alongside stakeholders to input their suggestions, will make a meaningful contribution to practical efforts at streetscape design. There is a clear opportunity to increase the depth of current engagement on street improvements, and also to tap into stakeholders who might not ordinarily contribute to public consultation activities.

3.8 The “Faith Groups” use case - Working with faith groups to support cross-faith collaboration in joint activity and promote community cohesion in Southwark

3.8.1 Local policy issue addressed

Southwark is the proud host of several hundred faith groups in the borough. In support of its Fairer Future Promises, Southwark Council is developing a Faith Strategy that will set out a new relationship between faith groups, the council, and the wider community and voluntary sector. This strategy is to:

- improve understanding of faith groups in terms of their internal set up and links with other local people/groups;
- capture issues, barriers and opportunities to working with faith groups;
- capture ways faith groups can work collaboratively with the council, voluntary sector, each other and the wider community;
- identify good practice to inform the work we as a council do with faith groups, and work done by faith groups themselves.

Currently faith groups are often unaware of each other’s activities and opportunities to work with the council and other bodies. This leads to poor understanding between faith communities, as well as duplication of efforts and inefficient use of resources. Against this background, the “Faith Groups” pilot use case is intended to provide the means for Faith organisations to connect with one another, the Council, their congregations and with the wider community. In particular, WeGovNow helps to facilitate the development, promotion and delivery of specific activities.

3.8.2 Use case implementation

3.8.2.1 Participation process and stake holders

The Community Engagement team at Southwark council have a goal to support community cohesion, encourage greater collaboration between faith groups, and, in an era of austerity, to ensure that all resources for community support are being used efficiently. Against this background, the capabilities provided by the WeGovNow pilot platform are in particular utilised for information sharing and networking of faith group leaders, members and the Council:

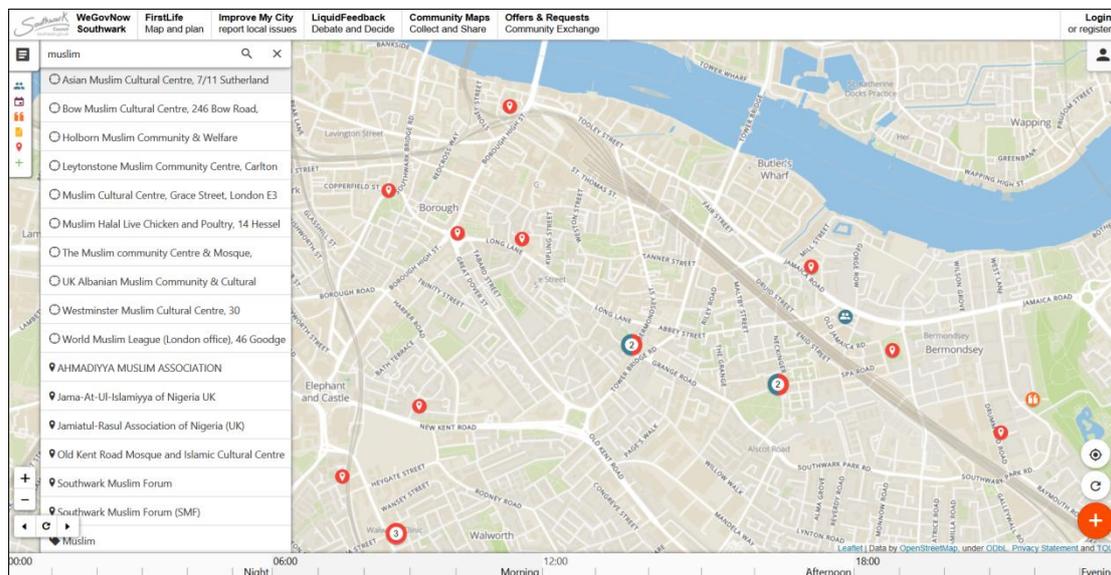
- The Council uses the WeGovNow platform, to highlight a range of activities, events and locations that may be of interest to all residents, including faith groups (Figure 8). It is responsible for responding to any local queries about the use of the WeGovNow platform and supporting stakeholders and members of the public to use it.

- The Southwark Multi-Faith Forum, a forum of faith leaders from across Southwark, including the organisers of the Peckham Faith Walk, use WeGovNow to promote activities and opportunities provided by faith organisations to each other, their congregations and the wider community. As a focus case, the details of the Faith Walk will be advertised and promoted through the platform, and members of the faith communities are encouraged and supported to sign up, comment and contribute content.
- Faith group leaders and members of their congregations are encouraged and supported to view and sign up to the platform as part of the promotion of the Faith Walk. Once on the platform, they have the opportunity to read about and engage with other activities, including those organised by other faith organisations around the borough. They also have the opportunity to upload their own activities, events and opportunities.

3.8.2.2 Use case promotion

One specific event, this year’s Peckham Faith Walk that took place on 9 September, was an opportunity for members of several faith groups to work together, meet and find out about each other’s communities. the WeGovNow platform was used to support the development and delivery of this event, which in turn will promote opportunities to publicise other faith based events and activities. Beyond the promotion via social media – Facebook sites and newsletters for local community councils, Twitter and the council website - there has been face-to-face promotion with materials at the Peckham Faith Walk and other events.

Figure 8 - screen shot of the Southwark pilot platform instance



3.8.2.3 Platform configuration requirements

Apart from the general set-up of the WeGovNow pilot platform, some configuration requirements have emerged in particular when it comes to the overall platform’s FirstLife

component. In particular, set of categories were added that reflect the typical organisations and activity types that users were expected to upload around the “Faith Groups” use case.

3.8.3 Outlook

In the timescale of the WeGovNow pilot it is anticipate that a number of faith leaders and some of the more technologically interested members of their congregations will make significant use of the platform. Southwark Council knows that faith leaders have expressed a wish for a tool just like this; therefore, it is anticipated that in the longer term there is considerable potential for this to be an important resource in this area.