Revitalise democracy :
Thinking outside the (ballot) box

-

How democratic innovation can generate co-creation for better decision making and more resilient democracy - beyond elections

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debating europe

MAKE. ORG

13 October 2022

Today's workshop

1. Check in and welcome

2. Quick introduction into Make.org

3. **Overview:** the diversity of concepts in innovative democracy

4. **Examples:** innovative democratic initiatives

5. **First hand:** massive online consultations

6. **Discussion:** Moderated open Q&A on the topic

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Let's go!

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2 | Make.org

What does Make.org do?

➔   **Created in 2016**

➔   **citizens want to devise solutions and participate in transformative actions, in the name of public interest.**

➔   **independent and non-partisan platform**

| Participatory Democracy | Grandes Causes | Transformative Participation |

Our values.

Make.org is a civic, European & independent initiative

DEMOCRATIC

Make.org firmly believes in democracy as a political system.

CIVIC AND EUROPEAN

Make.org is an initiative for the benefit of European citizens.

NEUTRAL

Apart from democracy, Make.org does not support any specific political or economic project.

INDEPENDENT

Make.org is independent of any political, economic or government organisation.

TRANSPARENT

Make.org ensures the transparency of its operation and its algorithms.

RESPECTFUL OF PERSONAL DATA

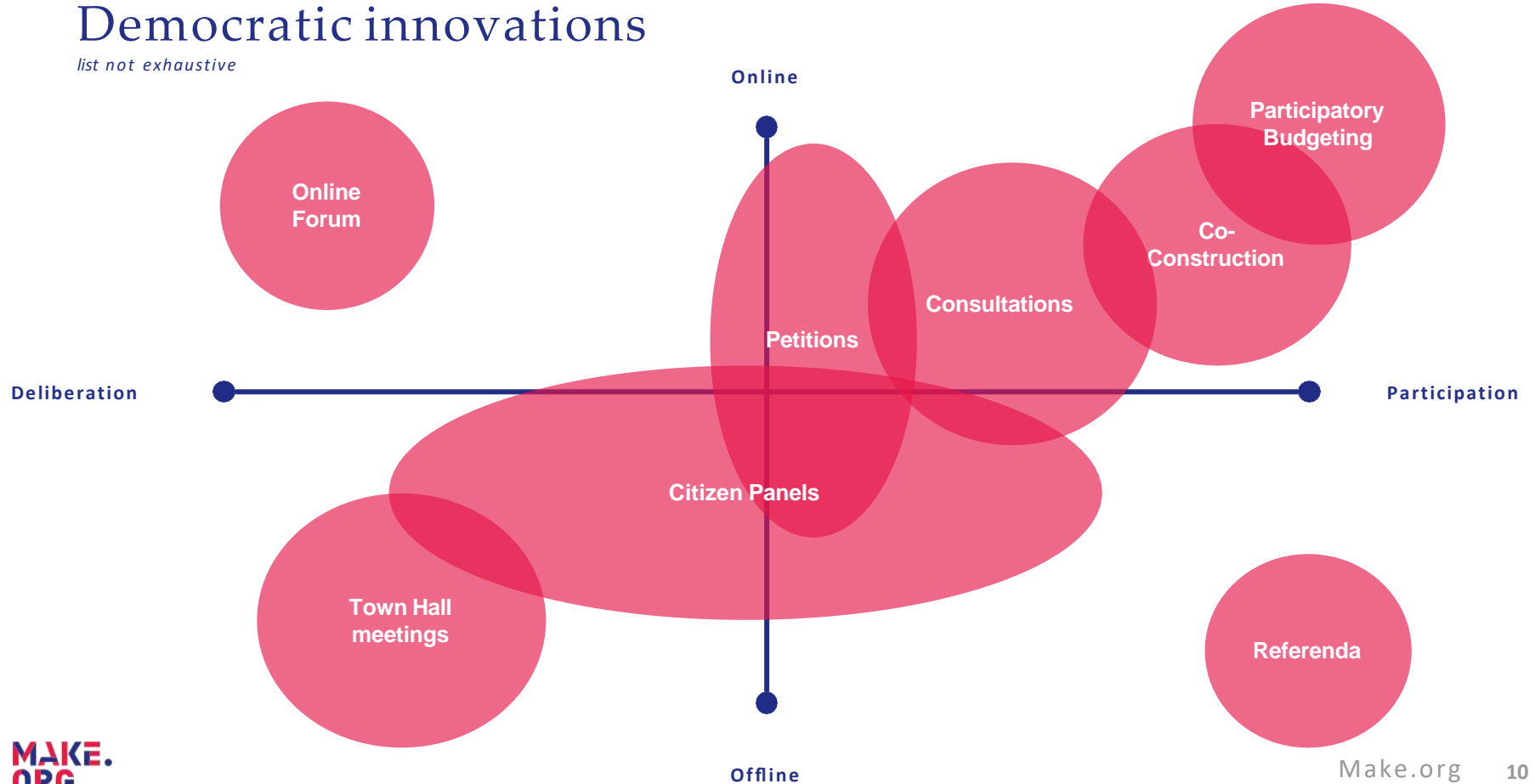Make.org ensures the protection of its users' personal data.

3 | Overview

the diversity of approaches in innovative democracy

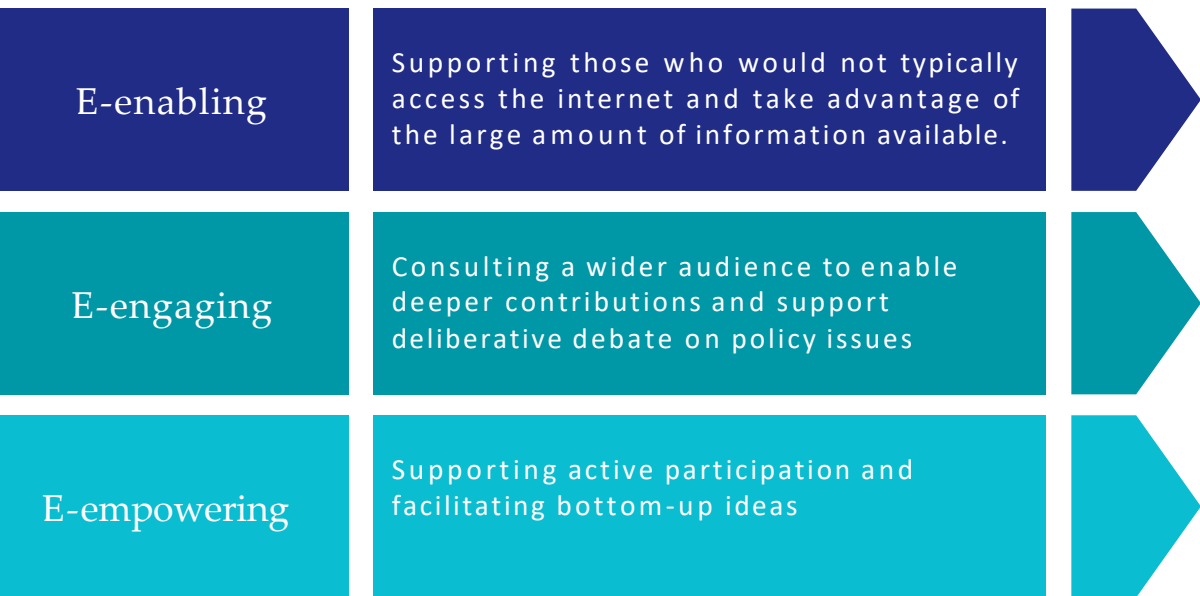# Why would we need new modes of democratic participation?

Is innovation the solution?

Democratic innovations

list not exhaustive

Online

Deliberation

Participation

Offline

Online Forum

Participatory Budgeting

Co-Construction

Consultations

Petitions

Citizen Panels

Town Hall meetings

Referenda

Level of e-participation
Also applicable to offline activities

E-enabling	Supporting those who would not typically access the internet and take advantage of the large amount of information available.

Openness
🏆Best case: everyone can join

E-engaging	Consulting a wider audience to enable deeper contributions and support deliberative debate on policy issues

Participation
🏆Best case: massive and representative

E-empowering	Supporting active participation and facilitating bottom-up ideas

Impact
🏆Best case: strong implementation of results

Ann Macintosh (2004): Characterizing e-participation in policy-making, p.3

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4 | Examples

innovative democratic initiatives

Four examples to look into…

Grand Débat
France

"At the initiative of the President of the Republic, the Government launched a Great National Debate to allow everyone to discuss issues that are essential to the French people."

Ireland's Convention on the Constitution
Ireland

"The Convention on the Constitution was established by resolution of both Houses of the Oireachtas in 2012 to consider a number of possible changes to the Constitution and make recommendations."

Conference on the Future of Europe
European Union

"The Conference on the Future of Europe is a unique and timely opportunity for European citizens to debate on Europe's challenges and priorities."

Bürgerrat Klima
Germany

"The Citizens' Climate Council brought together 160 randomly selected citizens to discuss how compliance with Germany's climate protection goals."

Now, it's your turn!

10 Minutes

Four examples - choose one
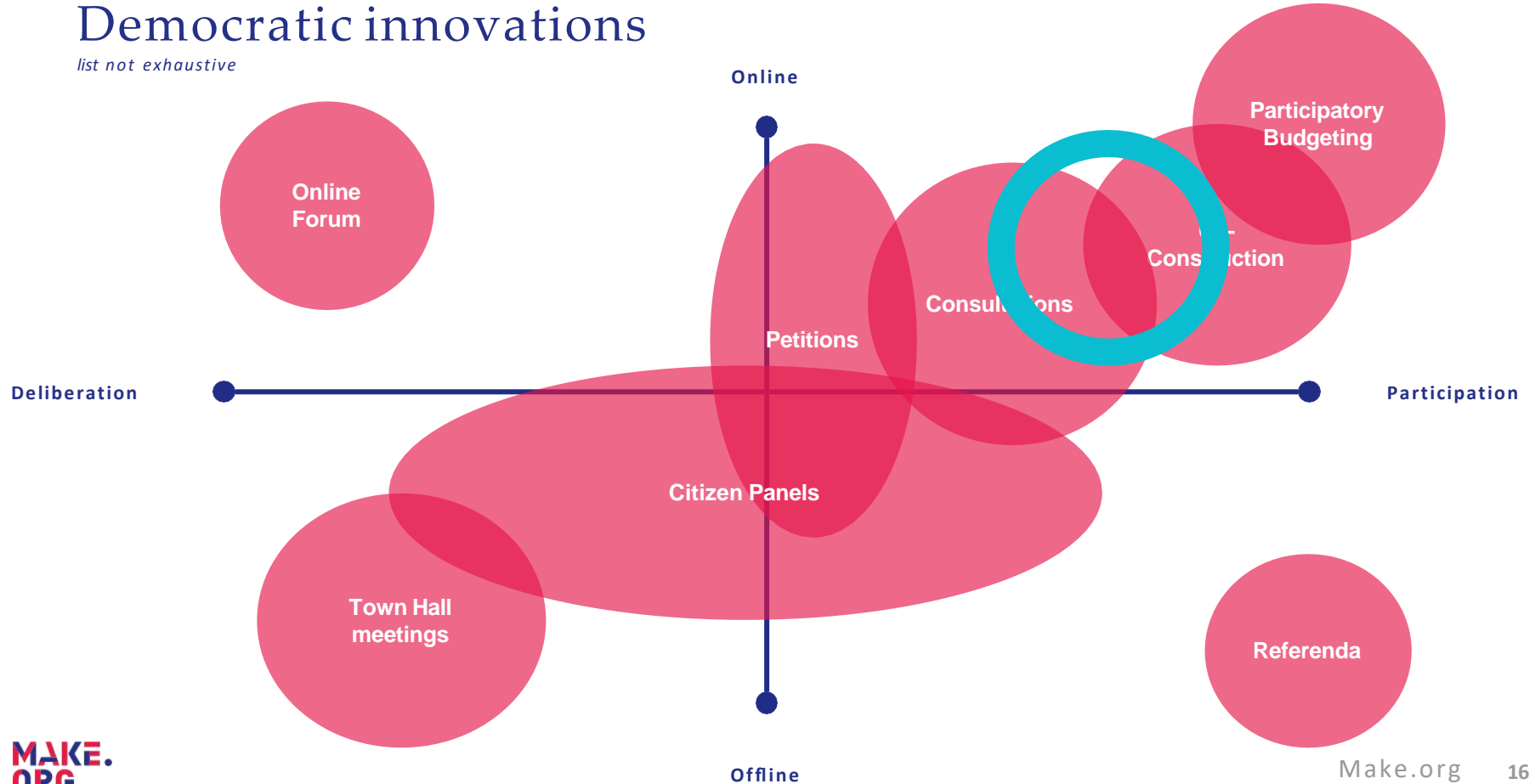
Have a look at the examples in light of...

- Level of **Openness** (who was invited / could join?)
- Level of **Participation** (who actually joined?)
- Level of **Impact** (what changed?)

5 | First hand experience

massive online consultations by Make.org

Democratic innovations

list not exhaustive

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Deliberation — Participation

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Massive online consultations

OPENNESS

- How can we lower entry barriers to a maximum?

PARTICIPATION

- How is it possible to engage more than the usual suspects?

IMPACT

- How can we find the common ground between people?
- And how can a tool be sharp and meaningful at the same time?

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Innovative consultation platform and communication methods
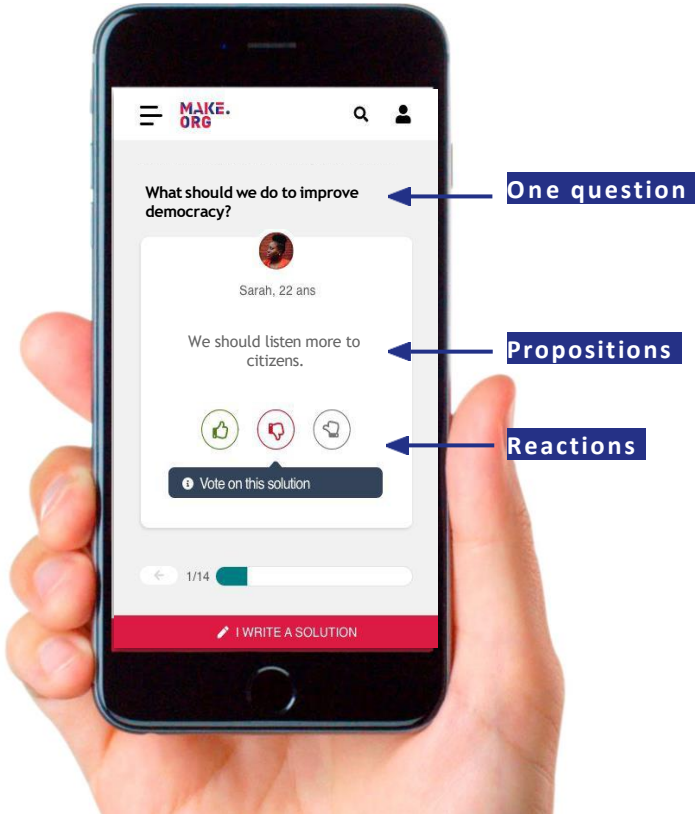
One question

Propositions

Reactions

Massive and diverse participation

Built for positive impact

Accessibility

Multilingual and international

Trusted results

Let's try our demo platform

Communication and citizen mobilization

360° communications via three main channels

Digital campaigns

Mass recruitment on a representative basis: paid acquisition on social networks

Sharing by e-mail and on social networks

**Internal or external mailings and sharing** on the initiator's and partners' social networks

Media partnerships

● **Wide media coverage of the consultation**
● **"Widget" partnership**
A widget is a proprietary tool for inserting the consultation into digital media articles

Analyzing and sharing results

At the end of the consultation, our study team, composed of sociologists and data scientists, analyzes the results and creates a report. We then provide support in sharing the results with citizens and ensuring that an impact is made.
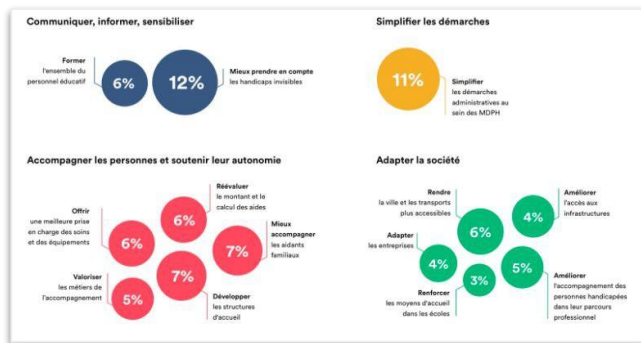
Analysis: involvement mapping:

- **Analysis of the most supported or controversial proposals** to create a mapping of top consensuses, controversies and rejections based on citizens' proposals and votes, **using NLP technologies and sociologists' expertise to group the proposals into clusters.**

- **Detailed final report** including the major lessons learned, a global view on proposal topics and the mapping of consensuses and controversies

Sharing results

Presentation to partners

Oral presentation
Thematic exploration of the results to go into more detail
List of all proposals

Feedback to participants

Sharing results with all stakeholders involved: we can provide support in organizing an event
Results page on Make.org: example

Mobilization and citizen representation

We can contact participants in order to invite them to:
- participate in transformation workshops
- share their ideas in videos or oral presentations

Our solution

Why we believe in our tool as a strong way to revitalise democracy

Openness

- Accessible tool
- Open for everyone
- One single open questions ensures low entry barrier

Participation

- Representative balance
- Approach of massive consultations

Impact

- In-house analysis of the results
- Provision of result report to project partners
- Clear and strong proposals

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6 | Open discussion

do you have any questions or comments?

Let's wrap it up

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Thank you for your attention

Make it happen!

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