

### Web-COSI "Web COmmunities for Statistics for Social Innovation"

www.webcosi.eu

#### SEVENTH FRAMEWORK PROGRAMME

ICT-2013.5.5 Collective Awareness Platforms for Sustainability and Social Innovation Coordination and support actions (Coordinating actions)

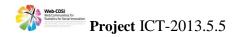
**Grant Agreement Number 610422** FP7-ICT-2013-10

#### **Deliverable 2.1**

Activity
Webinar/online discussion:
Well-being and societal progress initiatives in Europe – good practice

Partner in charge: OECD

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**Deliverable 2.1** 

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discussion)

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#### Deliverable 2.1

# Activity: Well-being & societal progress initiatives in Europe - good practice (Webinar/online discussion)

#### Summary

This is the first OECD deliverable of the Web-COSI project. As agreed with the Project Coordinator and other partners at the Consortium Kick-off meeting in Rome in January 2014, it was decided that the webinar would take the form of an online discussion in order to involve the maximum number of participants in the conversation.

The online discussion was open from the 22 -30 April, with the title: "Engaging citizens in well-being and progress statistics: good practice from Europe and around the world".

Participants of the discussion were asked to address the following questions:

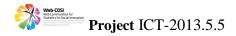
- How can citizen engagement improve the development and use of well-being and progress statistics?
- Do you have any examples of good practice in citizen engagement in well-being and progress statistics?
- What role can technology such as mobile apps or interactive web platforms play in improving citizen engagement with well-being and progress statistics?

The discussion received 93 comments from 32 different participants, and 1,070 unique visitors, engaged over 100 twitter accounts and tweets reached over 200,000 accounts. The discussion was a success and its objectives met, in that a conversation was started on engaging citizens in well-being and progress statistics; the discussion created a momentum and connected a diverse range of participants who exchanged experiences, ideas and good practice. The content from the discussion will be used to design others activities of the Web-COSI project.



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#### Introduction

#### 1. Purpose of the activity

### 1.1 To explore the challenges and highlight good practice in engaging a broader audience (citizens in particular) with statistics for measuring progress and well-being

1.1.1 The main purpose of the online discussion was to crowd-source knowledge from the Wikiprogress community of practitioners, experts and engaged non-experts on best practice in citizen engagement methods related to well-being and progress measurement. By starting from some general questions about people's experience with citizen engagement, the discussion was able to be fairly wide-ranging, taking in the many different types of citizen engagement that exist, and providing a preliminary survey of relevant initiatives and methods.

# 1.2 To identify and foster a community within the Wikiprogress platform who have expertise in citizen engagement methods in general, and the use of technology to engage citizens in particular.

1.2.1 Future Web-COSI deliverables will require input from partners who have expertise in citizen engagement methods and this discussion was an opportunity to find out about initiatives we had not previously been aware of, and to bring new relevant participants into the Wikiprogress community (through outreach via social media and other communication tools). In particular, an aspect of citizen engagement that is particularly relevant for Web-COSI is the use of technology to reach wider audiences, and we were able to use the discussion as a first opportunity to identify relevant organisations in this domain.

### 1.3 To provide substantive input for the preparation of future Web-COSI deliverables, including the report on citizen dialogue (Deliverable 2.3), the workshops and wider engagement strategy.

1.3.1 The contributions from the online discussion will directly inform the preparation of Deliverable 2.3, which will bring together the results of the two online discussions as well as the mapping exercise to set out best practice and lessons learned from Europe and around the world. The input from the discussion will also inform the preparation of the workshops later in the year and the broader public engagement strategy.

#### 1.4 To introduce the WebCOSI project to the Wikiprogress community

1.4.1 Web-COSI has been publicized on the home page of Wikiprogress since the beginning of the year and has been referred to in blogs, but the online discussion was the first opportunity to have an in-depth conversation with the community about the Web-COSI project and its main concerns. The discussion launched a conversation and contributed to building momentum in the lead to other Web-COSI activities such as reports, workshops, launch of Wikiprogress. Stat and the Wikiprogress University.



#### 2. Set up of the activity and its execution

#### 2.1 Concept note

- 2.1.1 The first step of planning the activity was to discuss the title, purpose, key questions and target audience of the discussion within the Wikiprogress team. The decisions made were then incorporated into a concept note which set out the background, objectives and intended reach of the discussion. The note was used to clarify the scope of the discussion, and in particular to provide background and context for communication purposes (see Annex 1).
- 2.1.2 The title "Engaging citizens in well-being and progress statistics: good practice from Europe and around the world" was decided as it stayed close to the original deliverable title ("Well-being and societal progress initiatives in Europe good practice") while being more explicit about the emphasis on citizen engagement. By widening the discussion to participants beyond Europe it allowed us to include non-European participants with relevant experience.
- 2.1.3 The concept note also set out the three questions that were selected for the discussion: 1) How can citizen engagement improve the development and use of well-being and progress statistics?; 2) Do you have any examples of good practice in citizen engagement in well-being and progress statistics?; and, 3) What role can technology such as mobile apps or interactive web platforms play in improving citizen engagement with well-being and progress statistics? The first question was selected in order to provide an open-ended way of starting a conversation about citizen engagement and to provide an opportunity for the widest range of participants as possible to comment. It allowed for the participation of both practitioners and non-practitioners to have an opinion about both the actual and potential role of citizen engagement in well-being and progress measurement. The second question was more targeted at individuals and organisations with direct experience of citizen engagement methods and was used as an opportunity to crowd-source examples of successful efforts to engage citizens in well-being statistics. Finally, the last question focused on technology as this is an important aspect of Web-COSI, and while the overall purpose of the discussion was to get a sense of the whole range of ways that citizen engagement takes place, we wanted to invite participants to consider the role of technology when participating.

#### 2.2 Partner engagement

- 2.2.1 A call for partners was made via the eFrame Net 'Alert' (200 subscribers), Wikiprogress (WP) eBrief (32,500 subscribers) and via the respective Web-COSI and WP sites and social media channels. Seven discussion partners were selected including: The European Centre for Social Welfare Policy and Research, eFrame Net, Happy City Bristol, Help Age International, Nesta, the Australian National Development Index and the Web-COSI partners.
- 2.2.2 Partners who were new to the Wikiprogress community were contacted by the team to explain about the Wikiprogress and Web-COSI projects and to discuss areas of mutual interest. All partners were briefed on their role in the discussion, which included promoting the discussion to their networks and actively participating in the discussion.



#### 2.3 Preparation of platform and analytics

- 2.3.1 A dedicated online discussion page was designed and set up on the Wikiprogress site at: <a href="http://wikiprogress.org/index.php/Online\_Discussion\_Engaging\_citizens\_in\_well-being\_and\_progress\_statistics">http://wikiprogress.org/index.php/Online\_Discussion\_Engaging\_citizens\_in\_well-being\_and\_progress\_statistics</a>.
- 2.3.2 The discussion platform Disqus was embedded in the page and tested. Web short links were prepared and the Twitter hashtags #citizenengagement and #StatsForAll were chosen for tracking and profiling though web and social media analytic tools.

#### 2.4 Communication and outreach

2.4.1 Invitations to join the discussion were: i) sent to all partners who then disseminated the information to their own networks; ii) emailed to the Wikiprogress mailing list and; iii) profiled via respective e-bulletins and newsletters. An introductory blog was drafted and posted in the week before the discussion and during the discussion, two additional blogs related to the topic were provided by participants in the discussion. Social Media was used throughout the discussion both to profile the work on initiatives highlighted in the discussion and to engage a wider audience in the conversation. Facebook profiled videos by participants related to the topic and several people commented via Twitter.

#### 2.5 Moderation

2.5.1 The discussion was actively moderated for the full 9 day duration, including evenings and weekends. This entailed checking that new comments were appropriate for the conversation and accepting them to be posted to the discussion, dealing with any technical issues that arose, replying to questions, and posting comments to keep the flow of the discussion moving.

#### 3. The results achieved and the open issues

#### 3.1 Crowd-sourcing of knowledge on best practices in citizen engagement

3.1.1. The discussion was wide-ranging and showcased a good balance of initiatives from Europe and from the rest of the world. Participants included links to relevant websites, reports and other resources which will be useful for informing future Web-COSI deliverables. Overall, the quality of the discussion was very high and covered the whole range of potential roles of citizen engagement in the measurement process, from the development of indicators/frameworks, to data collection, through to communication, analysis and re-use of open data. Participants represented different sectors of society, including government, research organisations, social enterprise, and civil society. The content provided a useful initial survey of current work and will allow to develop a simple typology of citizen engagement methods, and to identify the areas where technology and collective platforms can contribute the most effectively. See Annex 4 for some example comments from the discussion.



#### 3.2 High levels of participation and interaction between participants

- 3.2.1 According to Google Analytics (Annex 2), the discussion page received:
  - over 1,500 page views and 1,000 unique visitors between 7 April and 7 May 2014, and
  - a total of 93 comments from 32 participants.
- 3.2.2. This represents a high participation rate, with an average of 3.2% of visitors leaving a comment (compared to our usual average of around 1% of visitors for previous discussions). In general, there was a lot more spontaneous interaction between participants than in previous discussions, with people tending to respond to questions and referring to previous comments in their discussion. In this way, we have heard anecdotally that many people have created connections with new contacts they found through the discussion and several people have contacted the coordinator of the Wikiprogress Global Progress Research Network (GPRNet), to ask to join and participate in that network.

#### 3.3 Successful outreach to a wider audience

- 3.3.1 Social media was successfully used to reach a wide audience (see Annex 5 for some examples):
  - Over 100 Twitter accounts engaged in the discussion by either commenting, retweeting or 'favouriting' tweets
  - According to "Tweet Reach" (see Annex 3) during the 2-day period 28-29 April, the hashtag "#citizenengagement" had an estimated reach of 89,327 accounts and during the 7-day period the hashtag #Stats4All had an estimated reach of 109,366 accounts. Total reach over the 9 days was over 200,000 Twitter accounts.
  - On Facebook, over 594 people saw posts related to the discussion.
- 3.3.2 Three blogs were posted on the ProgBlog that collectively received over 1,000 page views:
  - Why engage citizens in wellbeing data? (568 page views)
  - Where is Happy City? (257 page views)
  - Citizen engagement in well-being statistics, an example of good practice (232 Page views)

### 3.4. Engagement of new partners and participants in the Wikiprogress and Web-COSI community

3.4.1 Finally, a number of individuals and organisations were introduced to Wikiprogress and Web-COSI for the first time through participating in the discussion, either as a partner or a discussant. The European Centre for Social Welfare Policy and Research, Happy City Bristol, and NESTA became Wikiprogress discussion partners for the first time, and a number of people contributed to the discussion who had not participated in Wikiprogress activities before, including representatives



of the Coca-Cola Happiness Institute, the Health and Wellbeing Cluster on Collective Intelligence and Wellbeing in Ireland, the Santa Monica Well-being Project, and the European Economic and Social Committee.

#### 4. Conclusions/Next steps

The objectives of the online discussion were met and a conversation was started on engaging citizens in well-being and progress statistics. The discussion created a momentum and connected a diverse range of participants who exchanged experiences, ideas and good practice. The profiling and reach of the conversation were extensive.

The number and quality of comments has provided content and ideas that can be used in our reports, workshop preparation and in the design of an engagement strategy for young people. The next step would be to foster and develop this community, to build upon this success to ensure the Web-COSI project uses the knowledge acquired for future activities.

In terms of specific follow-up actions leading on from this discussion, the following activities will be undertaken:

- A blog post will be written summarising the content of the discussion and setting the scene for the next online discussion on "Making data more accessible for society at large", in order to communicate the findings to a wider audience.
- The content of the discussion will be reviewed and synthesized to provide initial content for the Report on the results of citizen dialogue (Deliverable 2.3).
- Individuals and organisations who joined the Wikiprogress community through the discussion will be contacted on a regular basis to maintain contact and to identify potential participants for the forthcoming workshops.



### Contextual information related to the online discussion provided in communication materials and on the discussion home page

Discussion title: "Engaging citizens in well-being and progress statistics: good practice from Europe and around the world"

#### Context

During 2014, Wikiprogress will be focusing on the question of how to increase citizen engagement in well-being and progress statistics. This is a key issue for the movement of initiatives around the world striving to develop better statistics of well-being and progress. While this movement is incredibly diverse – encompassing different actors, frameworks, geographic scales, and objectives it is driven by a common belief that measurement can bring about change in policy, behaviour and attitudes that will have a real (positive) impact on people's lives, now and into the future. For this to happen, we need to be sure that a) we are measuring what really matters to people, and that b) those measures will be used in policy and public debate. Citizen engagement is central to achieving both these objectives.

There are many different ways that citizen engagement can play a role in the development and use of progress statistics, through:

- Public consultations, with government and civil society organisations, at the local or national level, on the best frameworks to use for the measurement of well-being.
- Crowdsourcing data collection, via web platforms or mobile technology, such as the method used in the subjective well-being app Mappiness.
- User feedback on existing measurement frameworks or methods, such as the interactive technology used by the OECD Better Life Index.
- Use and re-use of open data sources, where members of the public can access official and non-official data to create stories, visualisations and apps to produce innovative solutions to collective problems, such as those available on publicdata.eu

#### Leading questions

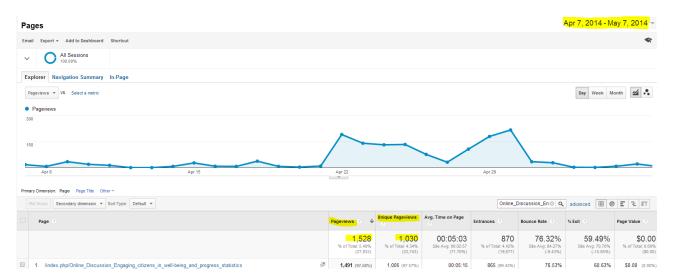
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#### **Background**

The OECD is one of four partners in a European Commission-funded project called Web Communities for Statistics and Social Innovation (Web-COSI), whose overarching aim is to ensure 'Statistics for Everyone'. Over two years, Web-COSI will be exploring innovative ways to increase public engagement with the production, promotion, and use of 'beyond GDP' statistics and data. Wikiprogress will be conducting a number of activities in 2014 to this end.

#### Analytics results for the discussion page and blogs

Page views and unique visitors on Wikiprogress online discussion page between 7 April and 7 May 2015 (Google Analytics)

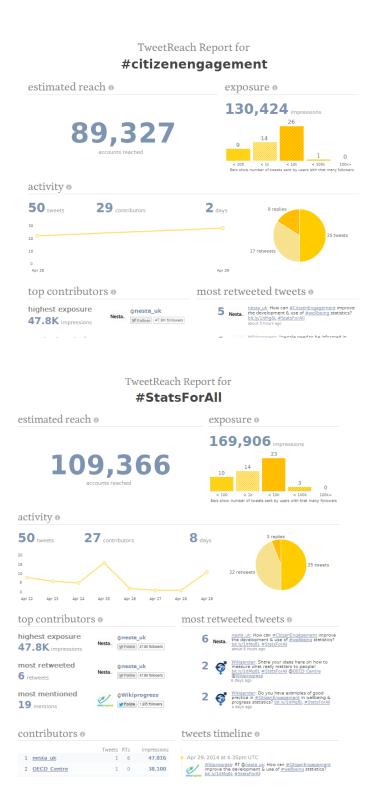


Page views for blogs between 20 April until 16 May 2014 (Blogger Analytics)

Wikiprogress ProgBlog · Stats › Posts

sts			
ntry	Pageviews		
/hy engage citizens in wellbeing d 1 Apr 2014	568		
/here is Happy City? 3 Apr 2014	257		
itizen engagement in well-being st 0 Apr 2014	232		

TweetReach report for the hashtag #citizenengagement between 28-29 April 2014 and the hashtag #StatsForAll between 22-29 April 2014 (both hashtags established especially for the discussion)



### Examples of comments from online discussion "Engaging citizens in well-being and progress statistics: good practice from Europe and around the world".



Jon Hall - 13 days ago

This is an important conversation. To my mind citizen engagement is important for several reasons. First, it creates legitimacy around the indicators. How can we purport to measure other people's wellbeing without asking what they think ("not about us, without us:). Second, it can help to ensure the indicators resonate with a broader audience and generally improve the content. And third, it can create a community support-base around the indicators which can help to ensure they are used. Moreover, as we argued in the "People Participation Progress" report (http://www.bertelsmannstiftun... the very process of engaging citizens in the can yield various benefits above and beyond any set of indicators that are produced.



#### Ruut Veenhoven - 22 days ago

Statistics on wellbeing concern typically the average citizen in a country and serve information needs of policy makers. For that purpose random sampling is required, which limits the possibilities of spontaneous participation very much.

Yet there is also demand for information by individual citizens who are faced with major choices in life, such as having children or not, and who would like to know how that choices has worked out on the wellbeing of similar people. Answering that question does not require random sampling but requires follow-up over time preferably over long periods.

This latter approach is followed by the 'HappinessIndicator' at www.happinessindicator.com (original Dutch version www.gelukswijzer.nl) This is a combination of a self help website and a long-term



#### Stefano Palmieri - 14 days ago

I am a member of the European Economic and Social Committee (EESC) in Brussels and in this representative body of civil society organizations of the European Union I represent the trade union organization of CGIL (Confederazione Generale Italiana del Lavoro – italian General Labour Confederation).

The involvement of citizens in the use of well-being / progress statistics can be: indirect by intermediate representing organizations (trade unions, business representing organizations, organizations in defense of consumers, etc...), a degree of involvement that I will describe in the answer 1; and direct (unmediated) through the use of new technologies, as I will briefly examine in the answer 3). In the answer 2) I will give a brief info of the Italian experience achieved through the ISTAT-CNEL "Benessere Equo e Sostenibile – BES – Fair and Sustainable Well-being".



#### Francesca Bria - 15 days ago

Hi,

This is Francesca Bria, from, Nesta Innovation lab. I am the Principal investigator of the Digital Social Innovation research http://digitalsocial.eu/ commissioned by DG Connect, and I am the coordinator of the D-CENT project http://dcentproject.eu, which is part of the EU Collective Awareness Platforms CAPS portfolio of projects http://caps2020.eu/.

There is certainly a need to harmonise sound metrics to assess the impact of DSI and inclusive innovation activities, including the role of ICT networks, number of people and communities involved and "beyond GDP" criteria such as social satisfaction, well-being, ecological footprint and social inclusion.



#### Doug May - 17 days ago

Indicators help us manage our lives. Used and used properly this use can help lead to social progress. In Newfoundland and Labrador a set of indicators exists down to the local community level and below that to the neighbourhood level in the System of Community Accounts (www.communityaccounts.ca). It is at this governance level where, I believe, individual citizens and/or unorganized groups can take action.

## Annex 5 Examples of comments on Facebook and Twitter

#### Recent Posts by Others



#### **HelpAge International**

How can citizen engagement improve the development of wellbeing and progress statistics? Do you have any examples of good practice? HelpAge, Wikiprogress and partners are hosting an online discussion today until 30 April, and we'd love your contributions.



Online Discussion Engaging citizens in well-being and progress statistics -Wikiprogress.org www.wikiprogress.org

Wikiprogress and partners invite you to participate in this discussion on the role of citizens engagement in the development and use of well-being and







#### Stakeholder Forum @stakeholders · Apr 25

Participate in @Wikiprogress online discussion about #CitizenEngagement in #wellbeing stats bit.ly/1itMg6L 22-30 April #StatsforAll



#### Network Of Wellbeing @NetwrkWellbeing · Apr 24

@Wikiprogress Know some interesting projects on wellbeing stats & #CitizenEngagement eg @koenvredebregt's work on HPI happyplanetplatform.nl/en/over-ons/



#### Ben Puzanov @BenPuzanov · Apr 22

.@Wikiprogress @GovernmentDigi check out what #Boston is doing in #CitizenEngagement and #OpenGovernment : m.cityofboston.gov/doit/initiativ...



#### Ben Warner @BenWarner · Apr 25

.@Wikiprogress @GChenais #CitizenEngagement makes a difference in the quality of communities tiny.cc/BenWarnerTEDx