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Monitoring, Coordinating and Promoting the European Union
eParticipation Projects and Initiatives



D2.9: Impact and potential opportunities

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TABLE OF CONTENTS

Preface	4
Executive Summary	5
1. Introduction.....	10
2. Programme Aims.....	11
2.1 General.....	11
2.2 Objectives by year of call	11
2.3 Objectives scrutiny	13
3. Programme Performance.....	19
3.1 Democratic Criteria	19
3.2 Gap Analysis.....	23
3.3 Gap Vision.....	25
4. Factors affecting anticipated performance.....	26
4.1 Political Stability	26
4.2 Legal frameworks	26
4.3 Economic Factors	27
4.4 Government intervention in the free market	28
4.5 Comparative advantages of host countries	28
4.6 Demographics	29
4.7 Education.....	30
4.8 Marketing.....	31
4.9 Usability.....	31
4.10 Accessibility.....	32
4.11 Appropriateness.....	32
5.0 Project Analysis	33
5.1 Methodology	33
5.2 Assessment of Wider Impact (PEST Analysis)	34
5.3 Project inspection	37
5.4 Synthesis of results.....	58

6.0 Key Achievements	62
6.1 Tools for improving or enabling collective action.....	62
6.2 Debate Manipulation Tools	63
6.3 Information Aggregators	64
7.0 Barriers, Constraints and Risks	66
7.1 Cause analysis of key factors.....	66
7.2 Cause analysis of key factors.....	68
8.0 Future Opportunities	70
8.1 General opportunity by strand	70
8.2 Opportunities for increased engagement	71
8.3 New project opportunities	73
9.0 Conclusions	75
9.1 Towards an Onion model	75
9.2 Key recommendations for future programmes	76
9.3 Suggestions for further exploration	77

Preface

This deliverable reflects on the trial projects with regard to the wider impact and potential opportunities. Impact determination is as much about stakeholder perspective as the qualitative and quantitative outcomes. There is no defined or easily determined method of evaluating the projects in this sense, as such we draw on a number of observations from the projects themselves, Support Action and peer reviews in relation to the original aims of the programme stages. Ultimately we look for signs of quality to determine if a project had fulfilled its purpose of being a credible eParticipation 'demonstrator'.

The analysis is somewhat premature in that 2008 projects were at their midpoint at the time of writing, nevertheless an attempt has been made to determine the value of these projects based on their progress so-far and anticipated impact.

In completing this paper we seek to present an impartial, honest appraisal of the programme which draws-out the positives and recognises the negatives for the benefits they provide in shaping future experiences. The preparatory nature of the action affords us this luxury.

The following forum comment sums up nicely the new questions of Europe in a state of eParticipation preparedness compared to a state of eParticipation readiness:-

"Hello ...I am a refugee from the Europa Debate Forum and wonder why this forum exists alongside it. Does anybody know why and what the differences are?": Jim Evans

"Is this forum any more effective than others? No one seems to respond to the opening posts"¹

¹ <http://www.european-citizens-consultations.eu/uk/debate/2132>

Executive Summary

The eParticipation Preparatory Action succeeded in demonstrating that there are scenarios where the application of digital technology can support decision making and assist the European Parliament with its democratic intentions. In addition and perhaps more relevant than at the outset, it also showed the way in which eParticipation tools in the era of social media can be used to improve customer insight and pave the way for service transformation.

The Action created a groundswell of activity which revitalised existing processes and drew attention to the risks, barriers and future opportunities. At a basic level it is easily apparent that the pan-European nature of activities contributed to European territorial co-operation. It also helped to transition participating public institutions away from a traditionally risk adverse stance on digital engagement.

The creation of foundations for ongoing engagement is one of its major strengths – a number of projects such as IDEAL-EU, TID+ and CITIZENSCAPE are being taken forward under their own momentum. Others, such as LEXIPATION, prompted civic leaders to embrace digital participation into future consultation processes. Nevertheless, while the potential of individual projects is unequivocal, the ease with which benefits can be harnessed against the effort required remains questionable.

Results from a number of projects suggest that salient issues are necessary to exploit eParticipation. The programme contributed to a number of major policy areas such as the Environment, Consumer Protection and Marine Conservation. However, eParticipation in more topical areas such as European Enlargement, the economy and migration (with the exception of VEP) remained largely unexplored. That said, the Preparatory Action excelled in its application to improve participation on emerging policy areas such as Internet futures (e.g. HuWY).

Key Challenges

By and large the projects successfully harnessed the benefits of the digital channel, such as the use of rich media, although there are areas where they could have done more to increase transparency and there was only marginal improvement in terms of simplification regarding to increasing citizens' understanding of the decision making process.

There is no evidence to suggest that project activity led to policy change but the activity itself remains as permanent evidence of citizen intent. Instead, pilots had a tendency to influence decision making in a more indirect way – such as involving participants in a further round of discussions. Thus, while acting as a stimulant, the Preparatory Action has not yet mobilised significant digital participation among citizens or elected representatives. It remains difficult, therefore, to prove that digital participation *is* as important to European Citizens as non-digital participation and qualify the return on investment for our democratic institutions.

The execution of projects also provided valuable insight for future activities. For instance, they did not qualify widely expressed concerns that eParticipation is a tool of a new power elite or that outcomes could be skewed by so-called 'astroturfing'.

In terms of overall impact, most projects fell into the 'medium impact' category in that end users visited eParticipation sites but tended to either not *actively* participate OR participation was not adequately balanced. To date, no project has yet to achieve 'high impact' status whereby there is significant representative user activity with a demonstrable effect on the policy making cycle.

In assessing the overall nature of the projects which fell under the Preparatory Action, we can see that there are still many unexplored applications for eParticipation such as exploiting synergies with Internet voting and the green ICT agenda (e.g. online schemes for micro-lending). Equally important, we can also see where the Action exposed us to current limitations both in terms of technology - particularly in the earlier pre-Web 2.0 stages - and appeal - amongst citizens and politicians alike.

Areas for Future Consideration

It is useful - as the Action draws to a close - to reflect on Charles Leadbeater's five principal of the 'User Generated State'² as they relate to the potential realisation of future Preparatory Action opportunities:-

1. People are not consumers but participants.

- eParticipation could assist the process of devolving power and the principal of the 'big society', such as the upkeep of public services by citizens. Projects in the Preparatory Action did not have this focus but they could be moulded into this application.

² Charles Leadbeater, The User Generated State: Public Services 2.0

- Participants are the unwittingly the product of commercial social networks such as Facebook. The direct intervention of policy makers in existing spaces was not explored in the current Action. A fund for eParticipation projects from the Commission for the benefit of grassroots organisations might be an interesting follow-on activity.
- Rationalisation is required to prevent overlap and subsequent dilution of citizen contributions. For example, none of the trials collaborated with Debate Europe, The European Citizens' Consultations or Help-EU.com (tobacco reduction campaign).

2. The financial framework for public services will need to change to support greater participation.

- In the new 'User Generated State', Committees and political actors will need to be equally resourced and take ownership of eParticipation tools (e.g. tools for MEPs, budgets for participating Committees).
- The programme was focused on pan-European consortia. To support greater participation, it might be valuable to explore the contribution of more *locally driven* eParticipation trials which join up at the European level through common data interchange.
- There were no (e)Participatory Budgeting pilots to inform the financial framework of the European Union.
- The call to action is quite rigid. European institutions could experiment by practicing what they preach in terms of the participatory nature in which project calls are written and subsequent funds awarded.

3. Participative public services will only work with the support of staff as well as client.

- Political actors will need to take ownership of the tools and the tools will need to be designed for use by them as well as the machinery of government.
- Public sector stakeholders must understand the benefits, risks and opportunities of participative public services. A focus on effective eParticipation training has the potential to help public administrators better understand and harness the full potential of the 'User Generated State'.

4. There needs to be a wider market for services created.

- eParticipation tools have the potential to harness opinion from a wider array of stakeholders in the decisions of the European Parliament. For example, it could play a role in increasing the breadth of debate on European Neighbourhood or Foreign Policy.
- The outputs of eParticipation trials have the potential to be diversified or adapted to other purposes, such as for local implementation or use in alternative contexts and sectors (e.g. business to business).

5. New measures of success defining standards and outcomes must be developed.

- Improved contribution traceability has the potential to improve customer insight.
- Participation rates alone are not the sole measure of success. Digital participation projects, including those of the Preparatory Action, could benefit from embedding wider evaluation criteria in projects such as the range and type of participants, the qualitative nature of the discussion etc. Bite-sized deliberations might allow for a wider range of people to take part.
- Codes of practice are a useful starting point. Guidelines for when eParticipation should apply, the minimum duration of eConsultation exercises and minimum Accessibility levels should be developed. Some projects did not adhere to good practices in a number of these areas, such as operating discussions for less than 12 weeks (e.g. LEXIPATION).
- Duties to respond, incorporating the design of appropriate triggers and thresholds, could improve participation rates.

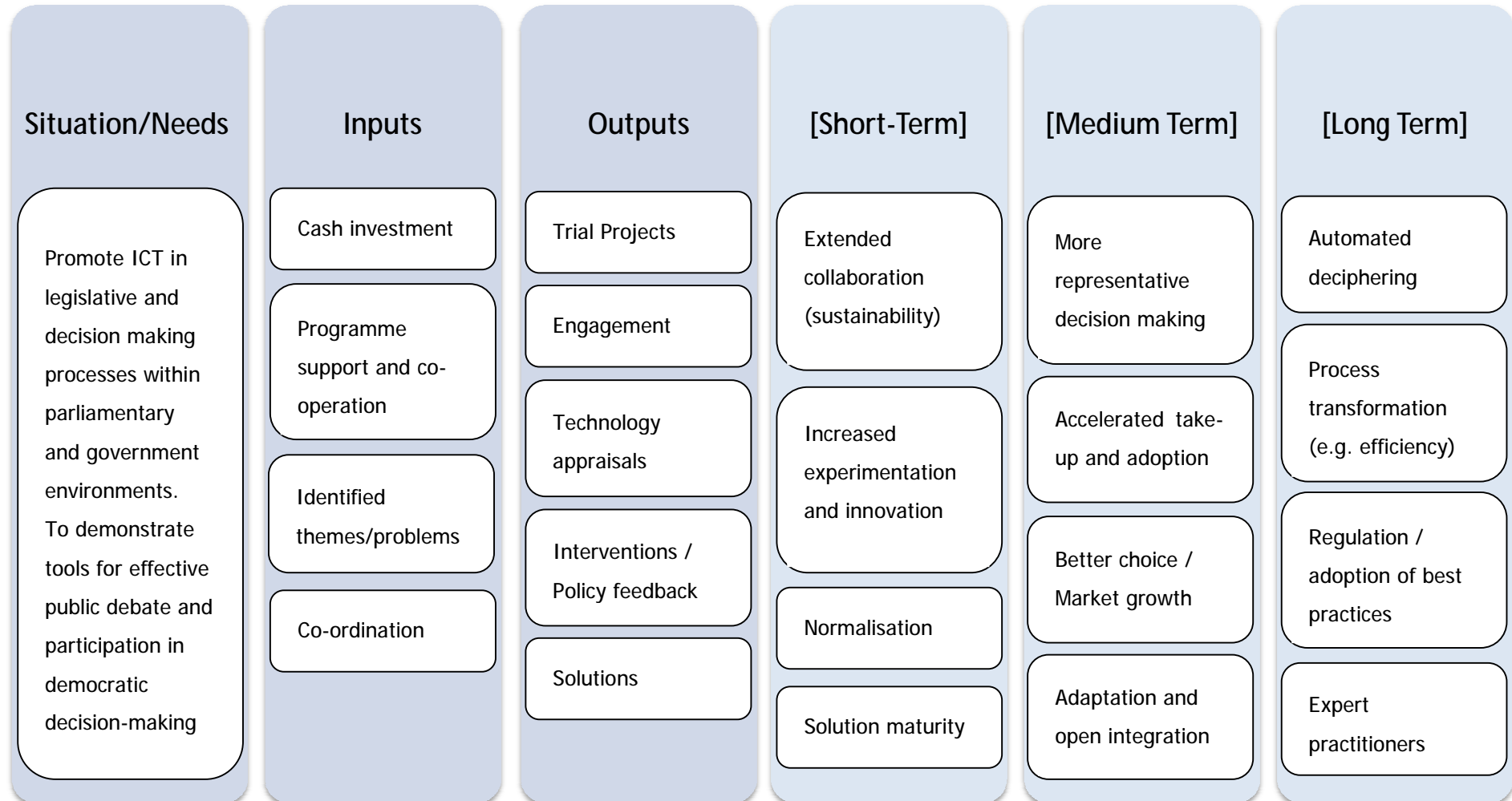
Anticipated Impact of the Preparatory Action

A high-level logic model for the extended anticipated impact of the Preparatory Action is shown in **Figure One** (overleaf) and is based on the findings of this report. The corresponding assumptions and external factors are presented in the main body of this document.

Follow the diagram from left to right whereby the sum of the requirements, inputs and immediate outputs are matched against the anticipated short, medium and long-term achievements.

It should be noted that policy impact is not listed as a long term outcome but the promise of direct democracy tools such as the European Citizens' Initiative (ECI) might change this given the relevance of various projects (e.g. EuroPetition, eMPower) to a proposed digital solution.

← Assumptions and External Factors



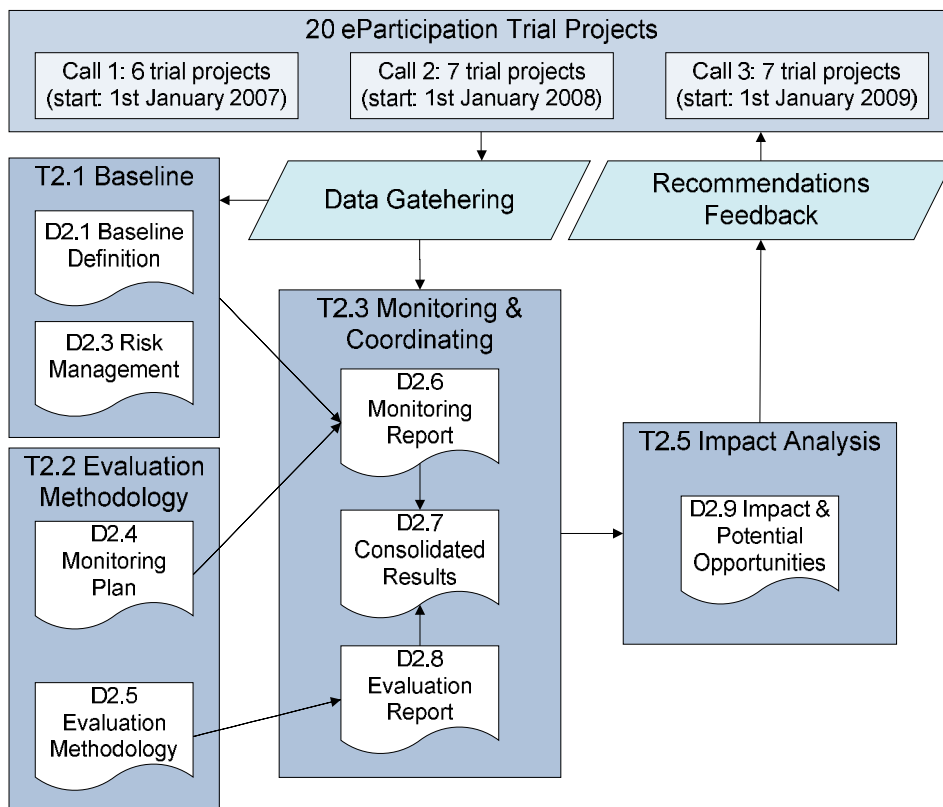
1. Introduction

At the end of 2005, the European Parliament asked the Commission to launch an eParticipation Preparatory Action to promote the use of ICT in legislative and decision-making processes within parliamentary and government environments. A total of 21 projects (including the support action MOMENTUM) were funded until the end of 2010. The projects covered a number of policy areas such as climate change, environment, consumer affairs, public health and energy.

This deliverable reflects on the wider impact and potential opportunities of the preparatory action and its component projects. It is informed by the monitoring and co-ordination process, particularly the MOMENTUM monitoring reports [2.6], consolidated results [2.7] and evaluation report [D2.8]. In contrast to these deliverables it looks closely at the objectives of the programme and each respective call [2007/8/9] and the sustainability options for both programme and project.

This deliverable may also drive the MOMENTUM support action sustainability plan. Potential opportunities for further reuse and adoption of related know-how and experience in future initiatives and projects will also be identified.

The diagram below depicts the numerous activities of work package two, positioning the work of this deliverable within the overall context of MOMENTUM.



2. Programme Aims

This chapter establishes the programme conditions in order to contextualise the findings of the impact analysis.

2.1 General

The expected wider potential impact of projects was, above all, to support the existing trends in the transformation of democratic processes by using 'state-of-the-art' technology. To demonstrate, by 2010, tools for effective public debate and participation in democratic decision-making.

These aims fit the following challenges:-

- Fighting the perceived democratic deficit, which requires a new relationship between politicians and citizens, and which is particularly challenging at EU level;
- Reconnecting citizens with politics and policy making, for example, with a view to the next European elections;
- Reducing the complexity of decision making and legislation processes in an enlarged EU of 27 countries,
- The increasing number of cross-border issues.

We test this assumption project-by-project alongside the wide societal objectives and the specific objectives of each funding as detailed in section 2.2.

2.2 Objectives by year of call

The objectives for each stage of the preparatory action are listed below. These objectives were the focus for individual trial projects in the context of the programme aims above.

Objectives for 2006

(DALOS, SEAL, LEGESE, LEX-IS, LEXIPATION, TID+) – focused on the legislation process

- Demonstrate concrete cases where, with the help of modern ICT tools and applications, improvements of the legislative/legislation process and its outcome can be achieved.
- Enhance the participation of the public (citizens, businesses, socio-economic and political groups, etc) in the decision-making process, amongst others through improved interaction with decision-makers.

Objectives for 2007 – broader, focused on the decision making process

(CITIZENSCAPE, DEMOS@WORK, FEED, IDEAL-EU, VEP, VOICE, eCommittee)

- Demonstrate concrete cases where, with the help of modern ICT tools and applications, the legislative process and the resulting legislation can be improved and the participation of the public (citizens, businesses, civil society, NGOs, socio-economic and political groups, etc) in the decision-making process can be enhanced, for example through improved interaction with decision-makers.
- With the decision-maker driven approach, the core aim is to enable citizens and politicians to better appreciate the impact of legislation, making the complex political debate meaningful and interesting for all citizens.
- With the citizen-driven approach, the aim is to empower citizens to form debate and voice opinions as input for decision-makers and politicians on concrete, significant topics. These may range from high-level issues (e.g. the debate on the future of the EU and aspects like European citizenship or the future of the European Constitution) to the impact of EU legislation and decision-making on local and regional policy. Actions from this perspective should reach a critical mass of public involvement in the area concerned.

Objectives for 2008 – advancing eParticipation, focused on specific tasks

(eMPower, EuroPetition, HuWY, U@MareNostrum, VID1, VOICES, WAVE)

- Exploring the future course of eParticipation by applying novel tools and applications to the EU decision-making processes, including their scalability with a view to mainstreaming them within institutional environments.
- Transparency in tracking legislation and decision-making processes: Tools should be tested that provide both decision-makers and the public with clear and understandable information on the decision-making process for any policy field, and the stage at which a policy proposal is at any point of time.
- Visualisation of impacts of legislation: apply ICT-enabled ways to visualise arguments, dialogues and impacts of legislation and to provide tools to assess the costs and benefits of proposed or adopted legislation.
- Policy developments related to the Internet and its governance: The views of citizens, including young citizens, are invaluable. Ways should be explored to allow people to provide input and interact with the EU institutions (in particular the European Parliament) on this issue.

- Petitions: Tools should be developed that could be used to allow the public from across the EU to discuss ideas and create an online petition on EU issues. Such tools can also be used in a number of cross-border decision-making cases.
- Inclusive Social Networking : enable people with the same interests to form groups which transverse social, administrative or geographic barriers, and help these groups to participate in decision-making on specific EU policies, using innovative ICT tools and applications.

2.3 Objectives scrutiny

Specificity

The preparatory action sets out some very broad and ambitious objectives, albeit better defined and more focused towards the later stages. The wording is clear, particularly in relation to the scope and intervention of political actors.

However, the programme aims are a little ambiguous. The highest level of development is in the eye of the beholder. For governments, 'state of the art' might mean using the latest technology or applying new techniques to solve existing problems, such as policy modelling. Yet the building blocks that define state-of-the-art for citizens might be a different blend of factors such as accessibility, fashion and trend.

It does not set goals in terms of participation rates; instead projects had a tendency of setting them as goals or key performance indicators. It is fair to say that all of the trial projects achieved a critical mass worthy of demonstrating their capability but there was an imbalance in the frequency and ferocity of political intervention and in retrospect a more prescriptive approach could have been adopted (e.g. each project could have at least one MEP sponsor or champion).

Achievability

The concept of eParticipation is not new and in this respect programme objectives are aligned nicely with readiness. However, it could be argued that there is yet a state of readiness among citizens. For example, recent Eurostat data (03/2010) reveals that only 27% of European Citizens have used the internet within a three month period for obtaining information from public authorities.

While participation volumes were not defined by the EC it is possible that projects over-estimated the demand for citizen participation in the digital domain.

The 'standalone' nature of the action in terms of channel use is also problematic as it does not exemplify natural application.

In terms of alignment, the programme coincided perfectly with a number of eGovernment agendas at pan-European, national and local levels. That is not to say that projects coincided perfectly with the policy making cycle. For example, IDEAL-EU cut short an exercise to match the decision making stages of the CLIM temporary committee which was thought to impact on the effectiveness of a virtual town meeting.

Generally, however, the programme was fortunate to exist at a time when eGovernment strategy was also buoyant. For example, the EU eGovernment declaration of accessible, interactive and customised online public services in Europe by 2015 was declared in Malmo toward the end 2009.

This had the following relative themes:-

- Empower businesses and citizens through eGovernment services designed around users' needs, better access to information and their active involvement in the policy making process
- Facilitate mobility in the single market by seamless eGovernment services for setting up business, for studying, working, residing and retiring in Europe.
- Enhance the effectiveness and efficiency of government services by reducing the administrative burden, improving organisational process of administration and using ICT to improve energy efficiency in public administrations which will result in a greater contribution to a sustainable low-carbon economy.

One of the most significant natural barriers was language. Each project was constrained in some way by the technical difficulty of operating in all the official languages of the EU. The standard approach was to offer a number of language-specific platforms. While this required more effort and resulted in more disjointed networks it assisted in targeting country-specific content (particularly useful when there were national policy priorities). This approach also harnesses familiarity.

The EuroPetition project had an acute challenge in terms of translating the text of pan-European petitions. Their approach was to provide, locally, translations into a common language (English) for the purposes of comparison. This carries logistic complexity and worse, legal liability in terms of the accuracy of translated texts. The alternative is to offer petition organisers the chance to provide their own translations (and hence accept liability) but this was seen as more risky in terms of accuracy.

It demonstrates that significant local resources may be required to maintain eParticipation projects. It also raises the question of devolved EC services, particularly language translation which is critical to the inclusivity and credibility of participation.

Reality

Objectives that are achievable may not be realistic. The outcomes were certainly realistic in terms of the available resources (e.g. project funding). However, there was disconnect between the resources provided for projects and those provided for the interfaces of Parliament such as the various official Committees.

The underpinning ideology is that creating social capital (i.e. creating networks) will strengthen civil society. Arguably higher levels of social capital do not equate to higher levels of democracy - just more support for it.

Some critics believe that the Internet replaces our strong bonds with online "weak-ties"³ or where sociability is reduced to interactions between those that are similar in terms of ideology, race, or gender⁴. There are also suggestions that technologically-based interactions have a negative relationship with social capital by displacing time spent engaging in geographical/ in-person social activities.

The notion of 'citizen empowerment' only applies to citizens who are willing to take power, leadership and the involvement of decision makers. Over most issues, where they have had little time, inclination or opportunity to form a view, most citizens are wisely in the 'don't know' camp. It is important to recognise that for most people, politics is not their first choice of activity. There are trade-offs between time spent on civic life and the joys of private life⁵.

Moreover, issues that are addressing regional or local level legislation seem to have more traction than EC level legislation discussions.

There is an additional problem in that 'state of the art' too often reflects minority take-up, standards transience and low levels of maturity. In order to understand the true meaning of 'state-of-the-art' it is possible to reflect on the characteristics of new product adoption by consumers. Detailed research began in 1962 with Everett M. Rogers' groundbreaking book *Diffusion of Innovation*, in which he introduced concept of the 'consumer innovator'.

³ Cummings, J., Butler, B., & Kraut, R. (2002). *The quality of online social relationships*. Communications of the ACM, 45(7), 103-108.

⁴ Fernback, J. (1997). *The individual within the collective: Virtual ideology and the realization of collective principles*. In S. Jones(Ed.), *Virtual culture* (pp.36-54). Thousand Oaks, CA: Sage.

⁵ Empowering communities to make local decision making, Evidence based lessons for policy makers and practitioners, June 2009, DCLG (UK)

Later research⁶ revealed the most important aspect of consumer innovators: “they help promote the product to later buyers, spreading word-of-mouth communication and legitimizing the product for other consumers”.

The characteristics of early adopters are important. Rogers listed their qualities as:

- venturesome, desire for the rash, the daring, and the risky,
- control of substantial financial resources to absorb possible loss from an unprofitable innovation.
- the ability to understand and apply complex technical knowledge.
- the ability to cope with a high degree of uncertainty.

These are not typical characteristics of government. In this sense, achieving state of the art is relatively easy for individuals but deploying state of the art solutions without culture change in the institutions or actors to which it is applied creates barriers for the programme objectives.

Measurable

This is the most difficult dimension, particularly as we are heavily reliant on qualitative measures. There is no doubt that eParticipation increased and intensified during the Action but there is no assurance that this will be sustained. Nor that longevity is taken into account of this analysis.

In other words, the objectives are not very tangible and in order to determine what really changed projects would have to look again at evaluating what happened at a later date.

Most projects collected the raw metrics such as the number of active users, subscribers, user actions and registered users. A number of techniques were deployed such as:-

- Attitudinal, behavioural and demographic data (managers and users)
- Process observation
- Content analysis
- Site analytics (Google Analytics, Counters, Referrers)
- Pre- and post-activity surveys
- Semi-structured interviews
- Search Engine Ranking / Search volumes

⁶ Goldsmith, R., Flynn, L. (1992), "Identifying innovators in consumer product markets", *European Journal of Marketing*, Vol. 26 No.12

However, projects could have done with better intelligence in terms of analysing:-

- Extent and manner of use (effectiveness)
- Range of users (equality)
- User and stakeholder satisfaction (quality, what changed?)
- Input costs relative to outputs
- Level of stakeholder support (barriers to continuity)
- User and stakeholder perception about design (process)
- Repeat visits and 'up-stepping' of citizens in the engagement process
- Who was/wasn't involved (public/stakeholder groups) and why/why not.
- Overspill in terms of increased participation on other channels

In practical terms there is a dichotomy in achieving this as the burden of collecting data from participants could be seen as raising the barriers to participation. An interesting but seemingly immeasurable indicator would be the percentage of 'interested' who participate.

There is a particular need to relevance to need or a baseline (i.e. is the traditional/paper method sufficient?). Inferior evaluation data is significant in terms of our understanding of impact.

The experimental nature of trials means that scrutiny in terms of project performance was closer geared to the technological hurdles, implementation timescales and overcoming unexpected obstacles or specific challenges.

The Support Action added a collection layer; in hindsight this could have been more universal such as issuing standardised web tracking code to all the projects.

Time-bound means setting deadlines for the achievement of the objective.

The pace and transience of political, economic, social and technological factors which affect the overall objectives are one dimension explored by this report. The scale of these factors are mostly influenced by random events but also a component of the programme itself, such as the duration of the individual trial projects.

In one respect shorter trial projects are better but in practice the ratio between product build and product deployment was typically 1:1. Rapid development, immediacy in terms of time to market and re-use of existing technologies are therefore favourable project facets. On the other hand there is compelling evidence to suggest that social networks took longer to gain reputation or become embedded in the information superhighway. For example, IDEAL-EU received 71 more debates after the project had officially concluded.

This also poses a problem – should platforms be left unattended or should they continue unmanned in the hope that the community will self propel?

There is also the question of overload. Did the intensity of parallel projects contribute to a mood of disenfranchisement? No data was available on the number of participants who engaged in more than one project but projects were certainly vying for the same attention – both to citizens, Committees and politicians. This caused a dilemma for some actors who could not be seen to favour any particular project or responded to offers on a first-come-first-served basis.

3. Programme Performance

This chapter compares established criteria for successful eParticipation against the resulting performance with the aim of putting the Preparatory Action into perspective.

3.1 Democratic Criteria

Criteria	Situation
<p>Representation</p> <p>[less than anticipated]</p>	<p>The programme had a good range of projects across the spectrum in terms of supporting, complementing and enhancing representative democracy.</p> <p>In terms of citizen participation there was little in the way of targeting low socio-economic groups including the aged, those with disabilities and on low incomes. In other words, relatively narrow participation. A number of projects focused on young people and youth, presumably in response to high technology use and penetration among this group.</p> <p>Where projects recorded more detailed analysis of their participants it emerged that the ratio of male to female participation was often imbalanced (typically 2:1) and that participants were mainly well educated (typical ratio 3:1)⁷.</p>
<p>Engagement</p> <p>[less than anticipated]</p>	<p>Typically, active participation rates ran into their hundreds, not thousands of users.</p> <p>Some projects were better at stimulating active engagement than others. For example, the VoiceS ‘serious game’ pitched countries against each other using outcome ranks.</p> <p>Common criticism from the evaluation was that the projects did not join-up with parallel initiatives or external, third party websites. Cross-project participation was also limited.</p> <p>Hence more could be done to improve engagement such as:-</p> <ul style="list-style-type: none"> - Removing registration procedures and adopting Open-ID schemes, - Improved marketing, - Simplification – Including Language and tone.

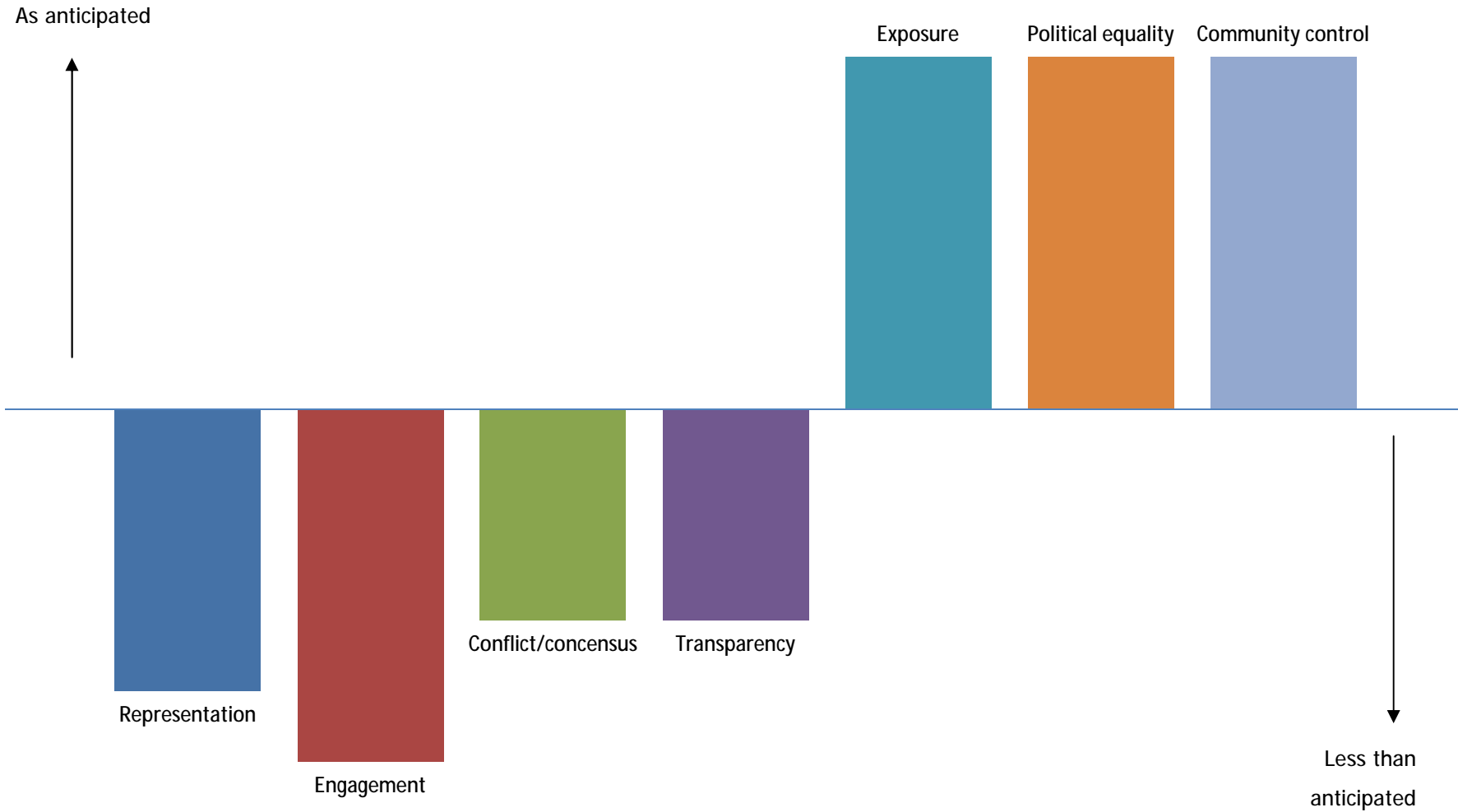
⁷ D4.3 – Lexipation final report

Criteria	Situation
<p>Exposure [as anticipated]</p>	<p>There is no doubt that projects supported European identity and helped individuals understand and link to the wider decision making processes which existed in their community. The net reach of the programme is estimated at over 1 million exposures.</p>
<p>Transparency [less than anticipated]</p>	<p>The very nature of projects has led to better transparency in terms of increasing the opportunities for open debate. However, the process of decision making and accountability of the European Parliament has not been particularly well transposed.</p> <p>The lack of feedback is one area of concern, particularly on the level of influence that policy contributions made.</p> <p>Increased transparency in the funding application process could lead to better ideas and idea selection. Creating an innovative call to action should be seen as practicing what is being preached in terms of openness and converting good ideas into great ones.</p>
<p>Conflict and consensus [less than anticipated]</p>	<p>Divergence of opinion may be an inevitable outcome of enhanced democratic engagement. Tools should anticipate such divergence and provide negotiation, mediation and consensus building features in response.</p> <p>A number of projects (e.g. Lexipation) reported little conflict. However, mechanisms to assure fairness were deployed, such as a fail-safe for the voting tool in the WAVE project and safeguards implemented in the EuroPetition project.</p>

<p>Political equality</p> <p>[as anticipated]</p>	<p>Political representation was generally poor.</p> <p>There were occasions when representative democracy was at risk of being undermined due to project message. There is a fine line between promoting project activity and clarity regarding the level of influence a project has. Too few projects included guidance for participants on the benefits and realities of participation.</p> <p>Hence projects were poor at handling citizen expectations in a moderate way. For example, the eMPower project contains slogans such as “be part of the solution – with one click” and “sign a petition. Your signature can affect!” yet the level of influence is actually more tokenistic.</p> <p>There are low levels of direct representation from political actors, particularly MEPs [under 20 in total, i.e. just under 3%] and understated participation by community groups and the private sector.</p> <p>In the absence of an effective connection with the political and administrative levels, the programme always risked being marginal. By their own nature, systems that fail to actively engage decision-makers are slowly losing citizens’ interest.</p> <p>However, the pan-European scope of activities meant that participation was broader in terms of member state representation.</p>
<p>Community Control</p> <p>[as anticipated]</p>	<p>There were some solid examples of community control, such as the HuWY project, which used a distributed participation model and decided on its topics based on input from participants.</p> <p>A number of projects invited contributions from the community in the design of the technology or further debates about the issues concerned.</p>

The diagram overleaf presents each of these democratic criteria against a scale of anticipated impact as determined by this report.

Democratic criteria versus anticipated outcomes



3.2 Gap Analysis

Application Gap

The subject matter of Preparatory Action projects covered a wide range of topics relating to European legislation although fiscal and monetary matters were under-represented given the current mood. While salient issues such as the environment were particularly well represented they are also the most challenged and competed in terms of attracting audience share. The longevity of single issues must also be factored.

Of particular concern was the limited range of technologies used. While some projects used mobile alerts (e.g. SMS in the case of VEP) there was no exploration of mobile websites or mobile phones as interaction devices, a theme widely believed to form the basis of future digital collaboration.

IDEAL-EU was one of the few projects that managed to break out of the traditional PC/web stereotype with virtual town meetings. The introduction of technology into the 'real' environment is an important gap, as is the exploration of other interface devices such as digital television or gaming consoles.

Project offerings have gaps too, particularly in terms of their compliance with the universal understanding of Web 2.0. In other words, some projects lacked:-

- Rich content (e.g. images/videos),
- Sharing facilitates (e.g. RSS feeds – FEED project)
- Annotation (e.g. ratings, tags and comments)

Usage Gap

There was a low level of direct representation from political actors, particularly MEPs [under 20 in total, i.e. just under 3%] and understated participation by community groups and the private sector. Typically only 1-2% of visitors became active participants. This is not untypical.

The statistics are disappointing when compared to the market potential. For example, more than half of Europeans are now regular Internet users, 80% of them have broadband connection⁸. However, the figure is only 70% in rural areas, and in some countries (such as Greece, Poland, Slovakia, Bulgaria and Romania) high speed broadband internet networks cover just 50% or less of the rural population⁹.

Indeed, when you compare eParticipation rates of the projects from countries like Greece they tend to be more disappointing than when the same initiative is run in countries with high internet penetration such as the U.K. In other words, participation rates tended to mirror existing usage.

The future of Europe is firmly in the hands of its citizens but also in the vision of a global stage. The projects tended to be insular in as much as participation from citizens outside of Europe was restricted. More thought is needed on how to include the views of non-EU citizens, particularly those who might study, trade-with or take vacation in member states. This is particularly telling in the new European Citizens' Initiative which will take into consideration the views of world-wide businesses who have headquarters in Europe.

Government must find a more compelling way to attract participants and remove barriers to participation such as registration fields. The marketing budget of projects is a fraction of commercial entities and unless initiatives can achieve TV coverage or enlist celebrities then participation rates are likely to be disappointing. Quirkiness is therefore good, as are collaborations with intermediaries – particularly those in media.

⁸ <http://ec.europa.eu/i2010>

⁹ http://ec.europa.eu/agriculture/rurdev/employment/ict/index_en.htm

3.3 Gap Vision

One way to assess the gap vision is to look at if the societal objectives of eParticipation are being met. For the purposes of this report these are:-

- Improved citizen empowerment
 - Only projects that acted to extend the access or reach of existing Committees or services (e.g. PETI) can claim true gains in citizen empowerment. Projects that supported the flow or interpretation of information from the political realm had tokenistic value.
- Enhanced decision making
 - It is fair to conclude that where the outcome of eParticipation exercises was fed-back to decision makers, this enhanced decision making. The VOICE project is a good example whereby, through its 'question of the month', decision makers could consult with the community.
- Increased acceptance from decision makers
 - The low number of political interventions may contradict any positive conclusion. However, where MEPs did engage they were positive about the outcome and benefits of the Action.
- Worthwhile benefits
 - For many the interpretation is based on cost per interaction or return on investment. This answer in the eye of the beholder. The CLEAR model¹⁰ can be used to identify and understand the balance of factors that affect participation in a locality and reflect critically upon the strengths and gaps in participation strategy and practice.

The CLEAR model argues that participation is most effective when citizens:

C an do – have the resources and knowledge to participate

L ike to – have a sense of attachment that reinforces participation

E nabled to – are provided with the opportunity for participation

A sked to – are mobilised through public agencies and civic channels

R esponded to – see evidence that their views have been considered.

As such, for participants, we estimate that 'Enabled' and 'Asked' were the only factors consistently achieved.

¹⁰ Pratchett/Durose, Evidence based lessons for policy makers and practitioners, June 2009, DCLG

4. Factors affecting anticipated performance

This chapter explores the external factors which might have affected the project and programme performance.

4.1 Political Stability

The 2009 European Elections had significant implications for a number of projects, particularly those in the second and third stages. Not least, contact with MEPs was constrained for the purposes of unwitting promotion or support during the pre-election period. Some projects which had already enlisted the support of MEPs had the unpleasant task of re-recruiting as a result of changes to Committee membership.

4.2 Legal frameworks

The variation in law, both at the European and national level, has significant bearing on eParticipation activities. In most instances it can be seen as supporting better outcomes, such as enforcing digital accessibility. Positive effects from local legal frameworks include:-

- Ensuring a response or feedback is secured by decision makers
- Setting goals (i.e. direct democracy)
- Overview and scrutiny, right to redress
- Standards relating to quality of consultations or online discourses
- Duties to promote democracy or democratic activities
- Freedom of information (increased transparency)
- Data protection (privacy for individuals, anonymity)

In terms of pan-European trial projects these can have a number of negative implications. For example:-

- Incompatibility with national law, affecting take-up or transferability
- Complexity of multinational design (e.g. adhering to specific data protection or privacy laws)
- Radical re-innovation (e.g. re-engineering of features due to requirements of participation validity or the introduction of new local/national legislation)

A prime example is the (U.K.) Local Democracy Economic Development and Construction Act (2009). This stipulates that all local authorities will operate a local ePetition facility by December 2010. While this can only serve to benefit petitions on a European level there are strict conditions governing their use – for example, the validity of signatures and underlying local schemes. As such, petitions created by third party applications such as those in WAVE, FEED or U@MareNostrum would need adapting to meet the requirements of a U.K. market.

Likewise, some member states stipulate that all public sector websites must adhere to at least level 2 of the W3C guidelines. Other member states have strict data protection laws or those governing electronic contact (e.g. by email).

Variation in law, particular around the governance of eDemocracy tools, is likely to impact the effectiveness of pan-European initiatives and is a signal that interoperability, such as common data standards, are an increasingly useful connector.

Other examples which might affect the topics discussed include variance in product labelling requirements and industrial safety regulations.

4.3 Economic Factors

ICT offers vital tools to recover from the current economic slowdown, be it as part of the digital economy or resulting efficiency gains. ICT can be used to cut rising costs related to modern-day living such as ageing populations, energy consumption and care for the environment. More specifically, as the consumerisation of IT shapes next generation services, trends such as employee-directed technology spending will play an increasingly important role in achieving state-of-the-art.

Perceptually, however, spending on high-tech engagement technologies when there are service cuts and closures of traditional channels is a recipe for discontent. This is also a time which calls for strong leadership which goes against the principal of devolved or shared decision making.

One such strategy is the overnight abandonment of traditional channels to force a shift toward the digital one. While this sounds like a radical approach it is often less dramatic, the digital switchover of analogue television and radio broadcasts in certain member states are testament to the ease at which this can be achieved.

Moreover, the current economic crisis, coupled with some disquiet about the workings of democracy in many European countries and particularly at the European level, call for some bold, imaginative thinking during a period when there is no doubt that both institutional arrangements and mindsets need to change. The opportunity provided by this crisis is too good to waste¹¹.

¹¹ European eParticipation Summary Report, 2009

The VEP project was the only project which tracked this issue of the current economic crisis, mainly due to the flexibility and immediacy of how it works. In other words, single issue platforms are at real risk of becoming insignificant due to the transient and unexpected nature of European affairs.

4.4 Government intervention in the free market

Government intervention in the free market can both stimulate and stifle innovation. The Preparatory Action has accelerated a number of technology vendors and their products through the investment and exposure offered by the call. For example, Public-i Ltd have developed a new product (CitizenScape) which they can now take to market and Gov2U have made significant improvements to their DemoOSS platform. There is no obligation on these companies to profit share with their original funders (the EC in this example) or share intellectual property rights.

There is an opportunity for the EC to take a more commercial stance when funding technology projects that produce tangible software products which may bely fears that eParticipation is a one-way investment. U.K. television broadcaster Channel 4 is a good example of how this can be mastered, tackling business model such as equity from projects sponsored by their innovation programme (<http://www.4ip.org.uk/>).

Rather than market intervention we view the Preparatory Action as 'plugging the investment gap'. One of the root causes of investment deficit is that the business case for eParticipation is still weak, based on often disappointing participation rates. More focus should be given on increased productivity, promotion of the benefits married with the efficiency and effectiveness agendas.

4.5 Comparative advantages of host countries

Some consideration must also be made for the technology diversity of member states. Discrepancies, particularly in terms of infrastructure, are likely to widen the gap in terms of citizen and governments' ability to participate in a digitally united Europe. Specifically there are variances in access, skills and motivation levels. The latter can be attributed to local benefits such as eAdministration (transactional) services but there might also be barriers in terms of the cost or availability of hardware or suitable support services.

Skills are linked to education and reflect both the need for digital competency and basic skills such as literacy and numeracy.

Access is one such issue. The Europe 2020 agenda states that concrete steps will be taken to overcome the digital divide by meeting the target of 100% coverage of basic broadband to all citizens by 2013 and promote wide take-up of high speed broadband by 2020¹².

However, some member state such as Sweden are following the Finns in that their IT-ministry is promising that 90% of all Swedish homes will have access to a 100 Mbps broadband connection *before* 2020. There are similar variations in the competence of wireless networks. Until there is a unified ICT infrastructure whereby European citizens' access to the internet is 'a right' then certain member state will undoubtedly hold a competitive advantage.

While there is no evidence to suggest that participation in the Preparatory Action has improved the turn-out at election time it is reasonable to hypothesise that participation between election times will have this effect. Member states with low youth-voter turnout have much to gain from eParticipation exercises.

4.6 Demographics

The importance of demographics were emphasises in a number of trial projects.

The ageing of Europe presents a new set of challenges. Arguably member states with high birth rates need to accelerate their eParticipation efforts the most. Europe has diverse characteristics; France overtook Ireland as the European Union member state with the highest birth-rate in 2007 whereas the region of Liguria in north-western Italy has one of the highest ratios of elderly to youth in the world.

The net increase means that the focus on age-related factors such as accessibility should be prioritised. Improving accessibility is a challenge for both underlying technologies and eParticipation in general. For example, it is very difficult to create an online game whereby interaction is both accessible and the use of skill is diminished. In this example best practice is to provide an alternative format for the game-related information but there is a dichotomy between greater interactivity, richness of content and access for all.

¹² http://www.eu2010.es/export/sites/presidencia/comun/descargas/Ministerios/en_declaracion_granada.pdf

4.7 Education

Skills, both soft (e.g. literacy, numeracy, typing skills) and specific (e.g. IT literacy, good dialogue technique, ability to make consultation meaningful) are essential for effective eParticipation.

MOMENTUM sampled a number of projects (albeit simplistically) and found that the majority of content was at the higher end of the intelligibility scale, synonymous with broadsheet newspaper.

The results are provided in Table 1.0 below. Only half of the projects sampled achieved the recommended 'reading ease' threshold. Fortunately, projects aimed specifically at the youth segment (e.g. HuWY) had acceptable results.

Table 1.0 : Readability tests of pilot sites, as measured on project websites in May 2010

Project	Gunning fog index A rough measure of how many years of schooling it would take someone to understand the content. The lower the number, the more understandable the content is.	Flesch Reading Ease Authors are encouraged to aim for a score of approximately 60 to 70. The higher the better (upto 100).
eMPOWER	13.41	46.39
CITIZENSCAPE	9.25	67.98
IDEAL-EU	12.18	47.26
VEP	12.92	40.04
HuWY	8.5	62.88
eCOMMITTEE	8.59	67.99

Fog index	Comparison	Fog index	Comparison
6	TV guides	14	The times / guardian
8	Readers digets	15-20	Academic papers
8-10	Most popular novels	>20	Only government sites can get away with this, because you can't ignore them.
10	Time, Newsweek	>30	The government is covering something up

4.8 Marketing

Projects used a variety of methods to market their initiatives, both online and offline. The majority tapped into existing online audiences through Facebook and Twitter, some projects such as VOICE used country specific networks such as Xing. However, it was widely recognised that adopting web 2.0 would not guarantee an audience.

The effectiveness of online marketing campaigns was somewhat limited in that most projects just set-up Facebook groups and Twitter feeds as a means of extended reach. Few projects used paid-for targeted advertising (such as Google AdWords or Facebook Ads) to recruit an audience. Given that the No.1 internet destination is search and the average cost to recruit through Facebook is approximately €1 per individual then this would have been a sound strategy.

Particular problems were associated with getting input from MEPs and although a number were recruited through various tactics. Some projects managed this better than others (e.g. VOICE and their 'letters to Brussels').

4.9 Usability

A number of projects reported that they would like to simplify their interfaces and the expert evaluators expressed a number of usability concerns. One of the most frustrating usability barriers is the registration requisite. While most projects took a balanced approach to registration versus access to information, the need for registration is often questionable (e.g. IDEAL-EU, eMPower). Only one project used a single sign-on method (EuroPetition, OpenID) which alleviates this burden and improves the chances of getting a positive identity.

The use of video to explain the project or project process (as used in the FEED project) is particularly commendable. Demonstrator platforms are also favoured as these allow citizens and potential new adopters to 'try' without intervention in a live setting (e.g. TID+).

Comparative analysis shows that tools and technologies deployed by the projects are mainly judged as easy to use. Only one project diverges from the norm. But user friendliness of the tools and technologies draw a less homogenous picture of assessments. The expert evaluation from 2008 is less positive than the judgements of peer review in 2009. This shows that projects succeed in improving user friendliness of the tools and technologies deployed.

Clarity and tone of content is also important. Not only do user interfaces need to be intuitive they must also aim at the middle ground in terms of literacy, particularly to accommodate non-native participation. Too many projects continued to use the language of government, as apparent in project names.

4.10 Accessibility

Apart from direct accessibility, one barrier was compatibility. The amount of testing performed by projects was unclear but we *do* know that certain technologies (such as Debategraph used in the WAVE project) have known limitations in terms of browser compatibility. Other products, such as the VIDDI toolbar, are limited to one browser. Some projects use technologies that require browser pluggins such as Adobe Flash; non-native technologies can be advantageous in that they are platform independent yet restrict non-populists. These problems should diminish as HTML 5 is deployed.

4.11 Appropriateness

The reason eParticipation is appropriate boils down to choice and expectation. These sentiments are particularly acute among younger citizens. We can therefore hypothesise that there will be growing demand for digital participation as the generations unfold. It is therefore necessary to plan for the future.

Likewise, EU enlargement has led to a "younger" European Parliament; the average age of the MEPs who served in 2004-2009 was 54.8 compared to 57.2 for the previous European Parliament. Incidentally, the average age of the MEPs from the EU 15 is higher than that of their colleagues from the 12 new member states – 56.5 years of age compared to 52.2 for the Eastern states' deputies.

In terms of the Preparatory Action it is clear that we are at a tipping point whereby channel shift is gaining momentum, lead to efficiency gains and cost savings. Occasionally there is questionable application, however. For example, there is irony in debating climate change using one of the tools that is contributing to it. It was clear that some projects had not thought through the appropriateness of eParticipation as an instrument to reach their target audiences. For example, farmers around the lakes of Thessaloniki were not well suited to an online discourse about the local ecosystem.

There are also issues of trust. Citizens have commented that eParticipation (particularly projects such as Citizenscape) invade privacy, that government is 'monitoring' or spying on citizen activity. The institution should be careful to position itself as improving its 'listening' capability as the sophistication of data aggregation, automation and data mining tools increases.

5.0 Project Analysis

In this chapter each project is dissected by four critical dimensions in order to quantify the resulting impact.

5.1 Methodology

A number of indicators were considered in determining the scale of impact of the various projects. For example:-

Impact on participants involved in the process

- Recognisable impact on the participants involved in the process
- Increase in confidence that participants had in terms of influencing collective action
- Increase in political skills

Impact on communities

- Increase in activity/density of associations in civil society (social capital)
- Increase in trust between different social groups within the community

Impact on decision making

- Excluded groups are mobilised
- Political buy-in
- Regular and timely intervention in the policy making process

Level of influence (scale of impact)

- Number of participants (proportionate representation)
- How informed the participants were (calibre of participants)

However, many of these indicators are subjective and according levels of detail were not captured by the projects. Instead, we have used a PEST analysis to assess the individual project impacts in terms of political, economical, social and technological factors. Traditionally, a PEST analysis is used to assess how these factors influence a project or a business, but in our case we will use this analysis framework to determine how the individual projects have influenced these PEST areas in Europe.

5.2 Assessment of Wider Impact (PEST Analysis)

The PEST Analysis was based on data from self-assessments in D2.8 (Tables in chapter 5) and end of project reports. Each factor is presented against a performance indicator (measure) and condition in the tables forthwith.

The following factors were taking into consideration:-

Political

Factor	Measure	Qualifiers
<i>Political environment:</i> Has the project changed the communication flow between policy makers and citizen?	D2.8, 5.5 : expert assessment on user perception Project end reports	<ol style="list-style-type: none"> 1. Not applicable 2. No change 3. Some change 4. Major change
<i>Government policy, influence on EU legislations:</i> Have the projects managed to influence policy?	D2.8, self assessment 5.6 table 13. Project end reports	<ol style="list-style-type: none"> 1. Not applicable 2. No influence 3. Some influence 4. Major influence
Have the projects achieved the objectives of the work programme?	Project end reports D2.8 Table 14: participation rates	<ol style="list-style-type: none"> 1. Not at all 2. Somewhat 3. Definitely 4. Exceeded expectations
Citizen centricity; Are the issues important and salient?	D2.8, 6.5 : Table 18 self-assessment	<ol style="list-style-type: none"> 1. Not applicable 2. Not particularly 3. Somewhat 4. Definitely

Economic

Factor	Measure	Qualifiers
Viability: Is the solution saleable/workable and is it competitive compared to market alternatives?	Project end reports MOMENTUM insight	<ol style="list-style-type: none"> 1. Not workable 2. Workable but saturated market 3. Competitive 4. Easily adopted
Sustainability: What are the sustainability options for the projects and how will they be maintained?	Project end reports MOMENTUM insight	<ol style="list-style-type: none"> 1. Not easily sustainable 2. Requires investment 3. Ready to be adopted 4. Already adopted outside of call
Economic impact: What is the potential scale of efficiency gains? (taking into consideration effort versus reward).	Project end reports MOMENTUM insight	<ol style="list-style-type: none"> 1. Not applicable 2. No savings 3. Some savings 4. Mass saving

Sociocultural

Factor	Measure	Qualifiers
Proportionality: To what extent have stakeholder groups been involved?	Project end reports MOMENTUM insight	<ol style="list-style-type: none"> 1. Not applicable 2. Small extend 3. Medium extent 4. Comprehensively
Citizens attitudes and opinions : Attractiveness of solution	D2.8 self assessment, Table 18 D2.8 Accessibility compliance	<ol style="list-style-type: none"> 1. Not applicable 2. Not attractive 3. Somewhat attractive 4. Very attractive
Coverage	D2.8 Table 14: participation levels (ratio of registered users to visits)	<ol style="list-style-type: none"> 1. Not applicable 2. Small coverage 3. Medium coverage 4. Mass coverage

Technological Factors

Factor	Measure	Qualifiers
Technological baseline: Did the projects advance technology in citizen participation?	MOMENTUM insight	<ol style="list-style-type: none"> 1. Obsolete 2. No future 3. Potential future Major future
Innovative products and services: What was the degree of innovation?	D2.8 MOMENTUM insight	<ol style="list-style-type: none"> 1. Little innovation 2. Incremental innovation 3. Radical innovation 4. State of the art
Expansion: What is the potential for the future of the technology?	MOMENTUM insight	<ol style="list-style-type: none"> 1. Obsolete technology 2. No likely future 3. Potential future 4. Major future

5.3 Project inspection

The next section provides details of the political, economical, sociocultural and technological factors of each project. It used to back-up subsequent synthesis of the quantitative impact account in section 5.4.



2006: DALOS - Drafting Legislation with Ontology-Based Support : The DALOS project aimed to support terminological choices in legislative drafting, ensuring legal drafters and decision-makers to have control over the legal language at national and European level. In order to achieve these goals, DALOS designed linguistic and knowledge management tools for law makers, to be used in the legislative processes, in particular within the phase of legislative drafting at EU and national level.

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> Increased significantly the involvement of citizens in drafting legislation through simplification of the legal language Assists the process of drafting legislation by providing ontology-based and statistically selected suggestions for terminological re-use and knowledge management Enhanced retrieval of relevant legal documents Enhanced accessibility of regulative contents
	Advancement of EU legislation	<ul style="list-style-type: none"> Protection of consumers' economic and legal interests Internal market and the "rejected" Constitutional treaty Shared understanding of legal terminology Avoiding inconsistent definitions of EU legal terms
	Objectives achieved?	<ul style="list-style-type: none"> Yes
	Government policies	<ul style="list-style-type: none"> Helped tackling the 'consumer protection' laws The segmentation process produced a set of 8192 files corresponding to 2583 partitions from the 16 Directives and to 5609 partitions from the 42 Case Law. The total amount of word tokens is up to 292,609.
	International legislation	<ul style="list-style-type: none"> The Lisbon Agenda, i2010 objectives The resulting corpus is composed of 16 Directives and 42 Case Law texts; the European languages taken into consideration by DALOS are: Italian, English, Dutch and Spanish.
Economic	EU and National economy	<ul style="list-style-type: none"> Project was driven by the need of the EU to unify the process of drafting legislation and to make it easily accessible to the general public
	Economy and Market trends	<ul style="list-style-type: none"> Project has attempted to address the current economic and market trends within the EU Project does not include current market trends in terms of communication tools
	Customer/end-user drivers	<ul style="list-style-type: none"> Project's tools driven by end-user needs
Social	Demographics	<ul style="list-style-type: none"> Reaching mainly highly educated population Reaching only people in pilot countries
	Citizens attitudes and opinions	<ul style="list-style-type: none"> Marginally improved citizens views on EU policy and legislation drafting in general
	Media views	<ul style="list-style-type: none"> Project didn't achieve wider media coverage
	Brand, company, technology image	<ul style="list-style-type: none"> Project didn't achieve wider deployment Strong Brand not established
	Education	<ul style="list-style-type: none"> Aimed at informing users during a drafting process of legislation – lowering education divide Enabled stakeholders to understand the formal legal language thereby empowering them to participate
Stakeholders Involvement	<ul style="list-style-type: none"> DALOS included representatives of the biggest group of stakeholders which are being affected by the European directives 	
Technological	Contribution to technological developments	<ul style="list-style-type: none"> Incremental innovation Creation of Semantic Lexicon
	Usability & Accessibility	<ul style="list-style-type: none"> Accessible, but not according to WCAG standards Tools Difficult to use for not trained users
	Maturity of technology used	<ul style="list-style-type: none"> Tools not attractive enough for users to continue working with them Deploy Web Ontology Language (OWL) that corresponded to the Resource Description Framework (RDF)
	Intellectual property issues	<ul style="list-style-type: none"> Tools used were IP protected
	Information and communications	<ul style="list-style-type: none"> Tools don't accommodate discussions, feedback mechanism Collaborative environment is missing

2006: LEGESE - Easing Participation in Legislative Processes



LEGESE was a 21 month eParticipation project that aimed to promote the development and use of ICT in the legislative decision-making process. It was tested in regional, parliamentary and government environments. LEGESE provided a set of tools to allow the local authorities to find and set-up links to the relevant EU legislative documents and EPLive webcasts from European Parliament (EP). It provided citizens with an easy single point of access to read and understand such legislative documents in their own language, and to track the history and progress of such legislative implementation in their local region linked to the relevant archived local webcasts.

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> Citizens will keep using the tools after the project has terminated because the project gathered useful data Increased participation in 3 very different legislative regions across the EU during the project.
	Advancement of EU legislations	<ul style="list-style-type: none"> EC and stakeholders involved in formulating policies regarding eParticipation in Legislative Processes and other eDemocracy projects, particularly the European Parliament
	Objectives achieved?	<ul style="list-style-type: none"> Demonstration of a viable on-line Service to provide easy participation in Legislative Processes Operation of a localised LEGESE service in each of 3 Pilot Trial Regions. Demonstration of the service scale-up potential to National and EU levels Viability Plan for subsequent sustainable operation of the service across Europe. The LEGESE Service was researched, specified, implemented, tested and launched at its first operational site in Bristol on 31 October and subsequently localised and formally launched at Vysocina in the Czech Republic on 22/04/2008, and Fingal in Ireland, on 15/09/2008
	Government policies	<ul style="list-style-type: none"> Targeted Waste Management and the EU Directive EC Climate Change and ECCP II Overall Limited impact on government policies
	International legislation	<ul style="list-style-type: none"> Increases the public knowledge about national and EU legislation but only in the pilot areas
	Economy and Market trends	<ul style="list-style-type: none"> Follows the current market trends but doesn't give the new direction for eParticipation Proves that eParticipation tool can be the future of citizens empowerment
	Customer/end-user drivers	<ul style="list-style-type: none"> Tools are centred around the end-user needs
Social	Demographics	<ul style="list-style-type: none"> Narrowing the digital divide on the local and regional level
	Citizens attitudes and opinions	<ul style="list-style-type: none"> Citizens did not find the discussed topic appealing therefore resulting in limited participation
	Media views	<ul style="list-style-type: none"> Low media coverage
	Brand, company, technology image	<ul style="list-style-type: none"> Raising profile of the EC Increased partners visibility in the field of eGovernment
	Education	<ul style="list-style-type: none"> Increased knowledge of citizens about legislative processes Raising public awareness about eParticipation tools
	Stakeholders Involvement	<ul style="list-style-type: none"> Increased Involvement of citizen in the local and regional legislation processes Proved concept of citizen-centric eParticipation services
Technological	Contribution to technological developments	<ul style="list-style-type: none"> Incremental innovation Tested a new contextual information and feedback facilities, providing easily accessible legislative documents using the innovative 602 XML forms system
	Usability & Accessibility	<ul style="list-style-type: none"> Impact of the project decreased due to difficulty to learn and use the tools Rather accessible, but not according to WCAG standards
	Maturity of technology used	<ul style="list-style-type: none"> Project deployed Webcasting, Multimedia, discussion, ePetitions Platform based on LAMP
	Information and communications	<ul style="list-style-type: none"> Project includes multimedia and discussions but is missing a forum for people to share ideas

2006: LexiPation - An advanced ICT tool for enhancing Citizen's participation in the legislative process

LEXIPATION LexiPation was a project which aimed to deploy and test an integrated ICT platform for enhancing Citizens Participation in the Legislative Process. The platform makes use of the Living Labs methodology, a user-centric approach for co-creative design and validation of IT products and services. Four pilots were set-up in Hamburg (Germany), Thessaloniki (Greece), Massa (Italy) and Alston (UK).

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> The project had around 30,000 unique website visitor during its pilot stage More than 1,000 users made direct contributions to the platform
	Advancement of EU legislations	<ul style="list-style-type: none"> Impact on the EU legislation was limited as the project was focusing on local topics and issues
	Objectives achieved?	<ul style="list-style-type: none"> Yes
	Government policies	<ul style="list-style-type: none"> Project impacted policies for sustainable development that stimulate and reinforce public participation in spatial and urban planning issues After the discussion's end, the results were handed over to the department for urban development and environment for further processing thus influencing polices
Economic	EU and National economy	<ul style="list-style-type: none"> Project advanced urban and regional planning policies; environmental policies; sustainable development policies; transport policies thus contributing to improving economy
	Economy and Market trends	<ul style="list-style-type: none"> Project followed the latest trend in ICT but will not give direction to the future development Project successfully deployed living lab approach
	Customer/end-user drivers	<ul style="list-style-type: none"> Project was based on living lab approach and it advanced the concept of focusing ICT on the end-user
Social	Demographics	<ul style="list-style-type: none"> Project impacted different citizens across the four living labs In Hamburg – majority of users were men, in Thessaloniki the majority were women
	Citizens attitudes and opinions	<ul style="list-style-type: none"> Successfully influenced citizens view on eTools in the four pilot cities
	Media views	<ul style="list-style-type: none"> Only local media coverage – high impact in the regions
	Education	<ul style="list-style-type: none"> Local citizens showed higher involvement in local policy making
	Stakeholders Involvement	<ul style="list-style-type: none"> Next to the citizens also different members of the authority, namely the senators for urban development / environment and culture as well as the senior director of the department for urban development and environment, participated actively and discussed directly with the participants in the forum.
Technological	Contribution to technological developments	<ul style="list-style-type: none"> Project has proved the need for user friendly ICT as its user centric design and high functionality were well accepted
	Usability & Accessibility	<ul style="list-style-type: none"> Positive results in terms of Usability and Accessibility Comprehensive help service User-centred and context-sensitive co-design process
	Maturity of technology used	<ul style="list-style-type: none"> Project successfully deployed the latest ICT: consultation platforms, decision support systems, forums, geographical IS, survey tools, knowledge management systems, search engines, web service interfaces, webcasting weblogs wikis
	Intellectual property issues	<ul style="list-style-type: none"> IP issues address by TuTech and Binary Objects GmbH
	Information and communications	<ul style="list-style-type: none"> Engagement through chat rooms mailing lists, newsgroups, online survey tools

2006: LEX-IS - Enabling Participating of the Youth in the Public Debate of Legislation



The main objective of the LEX-IS project is to improve the legislative process in national parliaments through enhancing public participation in the preparatory stages with the use of state-of-the-art information technology tools and methodologies. LEX-IS is mainly targeting the initial steps in the legislative process, which pose the greatest needs in public participation

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> Users of the platform contributed with interesting inputs and enjoyed the selection of the legislative topics In total about 235 registered users in both sites, 384 posts received, and more than 16.800 views
	Advancement of EU legislations	<ul style="list-style-type: none"> Moderate impact on the targeted Law of Open Cohabitation Law for Social Protection Support for the decision-making processes in EU legislations Customization and integration of the Document Management System for storing all content and legal documentation for the specific discussions that took place
	Objectives achieved?	<ul style="list-style-type: none"> I2010 - Improved Inclusion, better public services and quality of life through the use of ICT
	International legislation	<ul style="list-style-type: none"> The project will not have a big impact on the European public debate among all stakeholders (parliaments, citizens and businesses), because will fail to ensure transparency of the policy process.
Economic	EU and National economy	<ul style="list-style-type: none"> Limited Impact Low participation of MPs and MEPs
	Economy and Market trends	<ul style="list-style-type: none"> Followed the latest trends on Involvement of young citizens into eParticipation Uses latest trends on social media
	Customer/end-user drivers	<ul style="list-style-type: none"> Platform was developed to attract the target group – youth Focused on social issues and human right as the topics most discussed amongst youth
Social	Demographics	<ul style="list-style-type: none"> Only youth participant were involved in the project
	Citizens attitudes and opinions	<ul style="list-style-type: none"> Users enjoyed the selected topic
	Media views	<ul style="list-style-type: none"> Limited media coverage
	Education	<ul style="list-style-type: none"> Significant impact on the youth level of understanding of certain legislative processes
	Stakeholders Involvement	<ul style="list-style-type: none"> Partially involved The Austrian Parliament, the Hellenic Parliament, the Lithuanian Parliament, the Ministry of Justice in Greece, the Information Society Development Committee of Lithuanian Engaged 2 National Parliaments (Austria and the Hellenic), 8 schools, 2 Universities, 3 companies, 2 NGOs, hundreds of citizens and Youth
Technological	Contribution to technological developments	<ul style="list-style-type: none"> ontologies & metadata schemas have been developed, so that all involved parties can easily locate the necessary information with the use of internet- based retrieval tools. Project used latest technology but will not make a significant contribution to future development Operation of a localized LEX-IS service in each of the 2 Pilot Trials2
	Usability & Accessibility	<ul style="list-style-type: none"> Despite the low usability of the tool, around 60% of participant said they would like to continue using the platform Platform was not compatible with all browsers thus reducing its accessibility
	Maturity of technology used	<ul style="list-style-type: none"> Advancement in NET framework 2 MS SQL Server Compendium Commercial Products of Consortium Members (Portal Builder, DocAsset)
	Information and communications	<ul style="list-style-type: none"> Structured forum had the biggest impact, then ePoll Argument visualisations, Document Management System proved also as effective means
	Sustainability	<ul style="list-style-type: none"> Definition of the LEX-IS Operation Model, which allows the specification of various alternatives of business models for potential exploitation of the complete LEX-IS framework such as (i) Provide a license for the usage of the LEX-IS system, (ii) Provide consulting services through the LEXIS system or (iii) Provide the LEX-IS system as a service

2006: SEAL - Smart Environment for Assisting the drafting and debating of Legislation



In the SEAL project a working environment was developed to support the stakeholders in the legislative drafting processes. It enables easy construction of legal drafts using drafting patterns. It supports the creation of connections from and to existing legal sources. The infrastructure is based upon open standards and contains a repository containing existing laws, draft versions and amendments.

F	Criteria	Project's Impact
Political	Advancement of EU legislations	<ul style="list-style-type: none"> Contributed to harmonization of legal systems within EU
	Objectives achieved?	<ul style="list-style-type: none"> Advancement of the eGovernment and i2010 Information Society Plan
	International legislation	<ul style="list-style-type: none"> Advancement of the processes dealing with cross-organization and cross-border collaboration on legal issues (e.g. security, migration, fiscal issues, etc.)
Economic	EU and National economy	<ul style="list-style-type: none"> Needs to generalize standards and interoperability of platforms addressing the same objectives to increase the possible impact
	Economy and Market trends	<ul style="list-style-type: none"> Unknown
	Customer/end-user drivers	<ul style="list-style-type: none"> Unknown
Social	Demographics	<ul style="list-style-type: none"> Unknown
	Citizens attitudes and opinions	<ul style="list-style-type: none"> Unknown
	Media views	<ul style="list-style-type: none"> Project results have not been disseminated to the general public lowering the project's impact
	Education	<ul style="list-style-type: none"> Unknown
	Stakeholders Involvement	<ul style="list-style-type: none"> Unknown
Technological	Contribution to technological developments	<ul style="list-style-type: none"> Systematic or transformative innovation
	Usability & Accessibility	<ul style="list-style-type: none"> Project requires security and extension of the platform for public consultations to increase usability & accessibility
	Maturity of technology used	<ul style="list-style-type: none"> Java (Eclipse), CSS, xml, RDF, WebDAV
	Information and communications	<ul style="list-style-type: none"> Opinion-building analysis technologies

2006: TID+ -Today I Decide



The TID+ project developed a tool for citizens to initiate, discuss and vote upon ideas that influence policy and legislation and to submit them to the appropriate governmental and non-governmental organisations. TID+ was a non-operational system that cannot be assessed by citizens. Only invited experts are able to access the test environment, e.g. for peer review.

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> Intended for use in close proximity to political actors, as per TOM system
	Advancement of EU legislations	<ul style="list-style-type: none"> Direct connection with decision makers but only in Estonia
	Objectives achieved?	<ul style="list-style-type: none"> The project failed to materialise into an operational system
	Government policies	<ul style="list-style-type: none"> Although the TID+ project targeted mainly national level of legislation, the tool is scalable and can be adapted for use by any interested entity
	International legislation	<ul style="list-style-type: none"> No impact
Economic	EU and National economy	<ul style="list-style-type: none"> Requires little intervention or resource to operate
	Economy and Market trends	<ul style="list-style-type: none"> There are a number of similar (free) tools already on the market, such as uservice.com although these attract a significant usage fee
	Sustainability	<ul style="list-style-type: none"> Nicely packaged, easy to deploy
Social	Demographics	<ul style="list-style-type: none"> No live trial but theoretically all demographics within language capability
	Citizens attitudes and opinions	<ul style="list-style-type: none"> No impact
	Media views	<ul style="list-style-type: none"> No impact
	Brand, company, technology image	<ul style="list-style-type: none"> No impact
	Education	<ul style="list-style-type: none"> No impact
	Stakeholders Involvement	<ul style="list-style-type: none"> Partially included State Chancellery of the Republic of Estonia, Tallinn, Estonia, European University Institute, Florence, Italy
Technological	Contribution to technological developments	<ul style="list-style-type: none"> software is at least free to copy / easily deployable for other nations technology can be re-used, very slick, proven with mass participation
	Usability & Accessibility	<ul style="list-style-type: none"> Refined, mainly thanks to exploiting the user behaviours of TOM
	Maturity of technology used	<ul style="list-style-type: none"> LAMP stack, web server CakePHP, development framework

2007: CitizenScape - eParticipation in Legislation Implementation



CitizenScape is a citizen-driven initiative that aims at providing tools, applications and services that empower citizens to contribute to legislative and decision-making processes and address the implementation of EU initiated legislation by

Local Authorities specifically looking at engaging citizens to debate and engage in the implementation of EU environmental legislation at a local level.

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> Deliberation only in one trial area, other trial areas were about information provision
	Advancement of EU legislations	<ul style="list-style-type: none"> No impact
	Objectives achieved?	<ul style="list-style-type: none"> There was an increase in participation during consultation times in one trial area. The other trials have no baseline data. Despite an overall increase in traffic it was unclear if this was due to the initiative alone
	Government policies	<ul style="list-style-type: none"> No policy changes
	International legislation	<ul style="list-style-type: none"> No impact
Economic	EU and National economy	<ul style="list-style-type: none"> No resources are required to operate the system. Arguably the local authorities and elected representatives become more informed and armed with better customer insight can create local efficiencies
	Economy and Market trends	<ul style="list-style-type: none"> There are many similar services such as 'pageflakes'. Web search and information provision are swamped by major players such as Google.
	Sustainability	<ul style="list-style-type: none"> Excellent. The software continues to evolve features and has already been 're-sold' to a number of local authorities based on the concept of a 'virtual town hall'
Social	Demographics	<ul style="list-style-type: none"> Local demography
	Citizens attitudes and opinions	<ul style="list-style-type: none"> Underwhelmed by the lack of two way capabilities
	Brand, company, technology image	<ul style="list-style-type: none"> Essentially buzz monitoring technology but tools did not include any data aggregation services
	Education	<ul style="list-style-type: none"> Very easy to use as there is no participation element
	Stakeholders Involvement	<ul style="list-style-type: none"> Limited
Technological	Contribution to technological developments	<ul style="list-style-type: none"> Tested a state of the art technology
	Usability & Accessibility	<ul style="list-style-type: none"> Connectors for popular data interfaces
	Maturity of technology used	<ul style="list-style-type: none"> Project deployed tools such as Java, xml, Web 2.0 OSS tools
	Intellectual property issues	<ul style="list-style-type: none"> IPR jointly owned by Public-i Ltd.
	Information and communications	<ul style="list-style-type: none"> Impact achieved by communication through Web site, Email, Print media, Flyers, Brochures, Public events, Social networks on the Internet, Seminars, Workshops, Others: Word of mouth

2007: Demos@Work - Enable European-wide discussion on the harmful effects of smoking between elected representatives and civil society



The purpose of the Demos@Work Trial Project is the integration of already-created ICT-based eParticipation and eGovernment tools in real-life implementations thereby facilitating European-wide discussion between elected representatives and civil society on emerging policy issues that have a potential impact on all countries within the European Union. The platform will serve to improve the dialogue between regional/national-level elected representatives, the European parliament and citizens, while using and testing forms and methods of civic engagement. This will be achieved by configuring and putting into trial a secure, mobile environment through which elected representatives are able not only to engage with citizens on policy issues using a semantically enriched user-interface, but also to communicate and collaborate with their peers.

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> Citizens, Representatives of CSOs active in Health issues Representatives from hospitals, Doctors Involvements in the formulation of national policy as interest groups
	Advancement of EU legislations	<ul style="list-style-type: none"> Project successfully targeted the formation phase of the legislation process Huge impact can be reached if the portal is able to get elected officials 'online' which is a very difficult task Gives useful information about the legislation in all European countries
	Objectives achieved?	<ul style="list-style-type: none"> Yes
	Government policies	<ul style="list-style-type: none"> No visible functionality for politicians to participate and facilitated discussions
	International legislation	<ul style="list-style-type: none"> MP's can access documents, upload their own documents, rate items and in this way communicate with other MP's about the issue advancing international legislation
Economic	EU and National economy	<ul style="list-style-type: none"> Reducing the number of smokers has an impact on the EU economy
	Economy and Market trends	<ul style="list-style-type: none"> Moving the non-smoking trend forward and improving public health
	Customer/end-user drivers	<ul style="list-style-type: none"> Smoking is a key issue in all Europe that has an impact in the everyday life of citizens
Social	Demographics	<ul style="list-style-type: none"> Impact mainly on young citizens
	Citizens attitudes and opinions	<ul style="list-style-type: none"> The tool is not attractive enough to appeal to the people that should be using the platform
	Education	<ul style="list-style-type: none"> Citizens educated on Health, Social Discussion and Participation
	Stakeholders Involvement	<ul style="list-style-type: none"> Members of the European Parliament (MEPs), Members of the Catalonian Parliament and Members of the National Parliament of Lithuania were involved in the project
Technological	Contribution to technological developments	<ul style="list-style-type: none"> Tested a state of the art technology Not attractive solution to make a significant contribution
	Usability & Accessibility	<ul style="list-style-type: none"> Usability within standards Rather accessible, but not according to WCAG standards
	Maturity of technology used	<ul style="list-style-type: none"> Project deployed tools such as Java, xml, Web 2.0 OSS tools
	Information and communications	<ul style="list-style-type: none"> Impact achieved by communication through Web site, Email, Print media, Flyers, Brochures, Public events, Social networks on the Internet, Seminars, Workshops, Others: Word of mouth

2007: eCommittee - Online participation of citizens in EP Committee activities



The eCommittee Pilot Project aims to find innovative ways for EU citizens to get more involved with the making of legislation at the European Parliament level through online discussions and representations to Members of the European Parliament. Overall the Project will run for up to 24 months in ten pilot countries.

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> The pilot project is limited to 10 EU member states out of 27 only. This means that it is able to maximum reach out to one third of the EU Number of hits per months is between 700 -1200 depending on the actuality of the topics. The number of active users contributing to the central or to their country pages is around 80. On the other hand there are also contributors from non pilot EU countries (e.g. Slovakia, Hungary) and outside EU (USA, Canada, Ukraine)
	Advancement of EU legislations	<ul style="list-style-type: none"> Introduced an informal mirroring structure of professional interest groups (Virtual eMEPs and eCommittees) of EU citizens in Climate Change subjects
	Objectives achieved?	<ul style="list-style-type: none"> Yes
	Government policies	<ul style="list-style-type: none"> Proposals from several Citizens and NGOs on the role of water in recovering the Climate Change system Commitment letters of 12 MEPs to participate in the project (by answering questions and by interviews concerning the climate change legislative) obtained.
	International legislation	<ul style="list-style-type: none"> Low impact on the process because they can only formulate questions to the MEPs interviewed.
Economic	Economy and Market trends	<ul style="list-style-type: none"> Not follows market trends as the platform does not integrate with existing popular Web 2.0 services (e.g.: Facebook, Twitter, blogging services, Skype, etc.)
	Customer/end-user drivers	<ul style="list-style-type: none"> Existing users have no interest in returning after a thread cycle is completed and has no connection with an upcoming one
	Citizens attitudes and opinions	<ul style="list-style-type: none"> Topic is extremely important in terms of keeping the users interested in using the provided services. Purpose and objectives of the system not clear
	Education	<ul style="list-style-type: none"> Information awareness on Participative democracy transparency
	Stakeholders Involvement	<ul style="list-style-type: none"> Citizens Environmental NGOs Businesses (SMEs), Academia and Institutes Climate Change Temp Committee (EP), ENVI Committee (EP) Novitech, Climate Action Network (CAN)
Technological	Contribution to technological developments	<ul style="list-style-type: none"> State of the art because the website is only a traditional Web 1.0 artefact that could not be personalized
	Usability & Accessibility	<ul style="list-style-type: none"> The level of accessibility reached is lower at the beginning than in the end. Platform did not provide a clear navigation mechanism and did not have a site map functionality
	Maturity of technology used	<ul style="list-style-type: none"> Certain tools and technologies which would advance the system but which were not then implemented such as a wiki platform that allows users to collaborate for creating a shared text for questions
	Information and communications	<ul style="list-style-type: none"> The following has a significant impact on dissemination: Web site, Email, Flyers, Brochures, Public events, Seminars, Workshops

2007: FEED - Federated eParticipation Systems for Cross-Societal Deliberation on Environmental and Energy Issues



The main objective of FEED is to apply a new concept in e-Participation by allowing users to have seamless access to existing federated content that matches their needs for information supporting the several aspects of a public deliberation, when focusing Environmental and Energy issues.

Specifically FEED focuses at: Empowering the legislation proposal formation stage, Support the debate at municipal level Target the legislative and policy issues of Energy and Environment, Test in practice novel approaches for user involvement

FEED		
F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> FEED measurable objectives was to bring together more than 1,500 users and 7000 actual users came to FEED In qualitative terms FEED achieved to establish a network of important size, consisted of decision makers, NGOs, academia, businesses and simple users (citizens) from all ages.
	Advancement of EU legislations	<ul style="list-style-type: none"> Direct communication and exchange of arguments among citizens and decision makers either by on site participation or via web casting and web conference tools, can be a step forward FEED conducted 5 debates on energy and environmental issues in the participating countries achieving the involvement of almost 7.000 users and more than 100 "evaluators" of the pilot applications.
	Government policies	<ul style="list-style-type: none"> The platform is a system that involves citizens in the decision making process but does not give them opportunity to be the real decision makers The policies tackled are regional policies and only in one case there is a cross-country policy. So, the level of legislation is the same with the level of the policy tackled.
	Economy and Market trends	<ul style="list-style-type: none"> Project selected the main topic based on the latest trends and issues that touch people in the pilot countries the most
	Customer/end-user drivers	<ul style="list-style-type: none"> Spatial planning and protection of environmentally loaded areas (with specific characteristics e.g. protection of fauna) were behind the majority of topics discussed via the FEED platform.
	Citizens attitudes and opinions	<ul style="list-style-type: none"> FEED platform has been left open as users have shown great interest in participating in the decision making process
	Education	<ul style="list-style-type: none"> FEED created an important wave of interest and participation in the online decision making process as the FEED partners observed in several events that took place for the beginning of the pilot phase of the project.
	Stakeholders Involvement	<ul style="list-style-type: none"> FEED achieved to bring in to the project at least 50 representatives from businesses and NGOs, that participated either as experts or as stakeholders Universities, Private IT and Consulting Companies, NGOs, Local Administration Officials, Experts, MPs, MEPs and Citizens Citizens from regions that face environmental issues. NGOs dealing with environmental and energy issues.
Technological	Contribution to technological developments	<ul style="list-style-type: none"> Systematic or transformative innovation Tested various eParticipation tools
	Usability & Accessibility	<ul style="list-style-type: none"> Rather accessible, but not according to WCAG standards
	Maturity of technology used	<ul style="list-style-type: none"> Document Management System (ATC-DocAsset), Web casting Platform (Public-i Web Cast), Content Management System (Public-i CMS), Workflow Management System (Public-i WFMS), Google Maps, GIS
	Information and communications	<ul style="list-style-type: none"> Good visibility has been reached through Web site, Public events, Social networks in the Internet, Seminars, Workshops, Conferences, Promotion over the web in web-papers and magazines, Newsletters, Email, Flyers, Brochures, Direct contact with users

2007: IDEAL-EU - Integrating the Drivers of e-Participation at Regional Level in Europe



IDEAL-EU project aims to set the stage for the realization of a pan-European, Internet based system aimed at improving the legislation quality and the public participation in decision making processes.

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> The platform is rather concentrated towards the middle part of the participation process, and present itself as a closed group (no connections with social networks, other initiatives....) lowering the impact on citizen involvement Registered users: 1176 Number of comments: 2372
	Advancement of EU legislations	<ul style="list-style-type: none"> The eParticipation Process Model defined in IDEAL-EU is quite effective and attractive for citizens. But of course without Politicians commitment the failure is sure. An increased visibility of the latest evidence on climate change, with a special respect to new and ongoing initiatives and priorities in the struggle against CO2 pollution in urban environments A motivated and reasonable set of recommendations to European policy making in the context of 'Kyoto II' negotiation rounds.
	Objectives achieved?	<ul style="list-style-type: none"> Yes
	Government policies	<ul style="list-style-type: none"> a bottom-up and more integrated reflection on climate changes issues at all levels of European constituency, (including EU and national institutions and agencies, academia, the business and civil society, regional and local administrations, etc.) Long term impact of the policy under discussion depends more on people's behaviour than the monitoring or legal enforcement of that policy implications.
	International legislation	<ul style="list-style-type: none"> The project focus on climate change and environmental issues thereby they do not target any current draft legislation.
	Customer/end-user drivers	<ul style="list-style-type: none"> Young citizens felt being able to address the policy action and really involved in the deliberation process.
Social	Demographics	<ul style="list-style-type: none"> Localised
	Citizens attitudes and opinions	<ul style="list-style-type: none"> Engaging, particularly virtual town hall meetings
	Stakeholders Involvement	<ul style="list-style-type: none"> The Social Networking Platform and the Town Meeting were implemented to assure that the underlying process could proceed with the greatest transparency.
Technological	Contribution to technological developments	<ul style="list-style-type: none"> Database of legislation and visual analysis of impact on legislation
	Usability & Accessibility	<ul style="list-style-type: none"> Acceptable but requires significant people resources
	Maturity of technology used	<ul style="list-style-type: none"> LAMP = Linux Apache MySQL PHP
	Intellectual property issues	<ul style="list-style-type: none"> None
	Information and communications	<ul style="list-style-type: none"> The following techniques proved to be effective: Web site, Email, Print media, Flyers, Brochures, Public events, Social networks on the Internet, Seminars, Workshops, Conferences, RSS

2007: VEP - Virtual European Parliament



The VEP project aims at integrating young EU citizens from 3 different regions (Lulea, Barcelona, Flanders) in the decision making process of the European Parliament (EP). As a trial project the Virtual EP activities will run parallel with the actual agenda of the European Parliament. The young EU citizens will be able to: access relevant information via the VEP portal, share thoughts with the other participants, collaboratively write reports on specific topics and will be asked to give their opinion via mobile voting and surveying. The process is moderated by an international support office looking after the quality of all Virtual EP activities.

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> Project included young citizens from three cities in Europe and the site received around 2000 hits In principle it enables empowerment of youngsters in debating about politics.
	Advancement of EU legislations	<ul style="list-style-type: none"> Participants believe that their "voice" can make a difference in EU's processes
	Objectives achieved?	<ul style="list-style-type: none"> Project has achieved its objectives Project demonstrated that with the selection of the right topic, youth will participate in discussion
	Government policies	<ul style="list-style-type: none"> Exercise is not intended to produce impact at the moment since too low numbers are achieved and no link with the real world of politics is given.
	International legislation	<ul style="list-style-type: none"> The VEP tools are set up to share ideas and thoughts between decision makers and young citizens which can be used during the draft phase and impact phase but because of the lack of marketing of the tool
Economic	EU and National economy	<ul style="list-style-type: none"> Impact not clear
	Economy and Market trends	<ul style="list-style-type: none"> The project has proved that virtual space for youth is a good concept but needs to be better marketed
	Customer/end-user drivers	<ul style="list-style-type: none"> Project showed that the choice of legislative topic discussed on the platform is crucial to youth participation
Social	Demographics	<ul style="list-style-type: none"> Impact only on youth citizens
	Citizens attitudes and opinions	<ul style="list-style-type: none"> Tool didn't capture enough attention to be used after the project has terminated
	Media views	<ul style="list-style-type: none"> Low impact
	Education	<ul style="list-style-type: none"> Raise awareness about EU policies Showed young people that they can also have a say
	Stakeholders Involvement	<ul style="list-style-type: none"> MPs and youth citizens from three EU cities
Technological	Contribution to technological developments	<ul style="list-style-type: none"> Experimentation of Social Computing technologies and tools which can provide indications for future directions
	Usability & Accessibility	<ul style="list-style-type: none"> Platform is easy to use and to learn since actually it is based on existing software thereby being not an ad hoc created platform
	Maturity of technology used	<ul style="list-style-type: none"> 2.0 technologies (like blogs) and interactive elements (flash) to create the platform
	Information and communications	<ul style="list-style-type: none"> The platform tested the following tools Argument Visualisation, Chat Rooms, Collaborative Management Tools, eParticipation participation systems/ tools, Forums, GIS, Online Survey Tools, Web Portals, Web conferencing / meeting, Weblogs, Wikis

2007: VoicE - Giving European People a Voice in EU-Legislation



Within Project VoicE, an ambitious new model for eParticipation on the European stage was tested and implemented. Relying on the state-of-the-art platform Gov2DemOSS, the VoicE consortium designed sophisticated tools for citizens from the regions of Baden-Württemberg and Valencia to deliver input into the European legislation.

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> The project manager specified that VoicE has reached 15000. Only 375 out of these 15000 users have contributed by posting or vote for arguments. The average contribution was 2 times. A total of 86.000 visits were recorded on the platforms from October 2008 to December 2009.
	Advancement of EU legislations	<ul style="list-style-type: none"> VoicE implemented a website that provides consumer protection information Usage experience is too short for a reliable prognosis A total of 11 summaries were forwarded to the MEP's offices in Brussels.
	Objectives achieved?	<ul style="list-style-type: none"> Project achieved objectives Here the follow-up VoicE project builds an important role in enhancing the project and implementing a sustainable concept and ongoing activities.
	Government policies	<ul style="list-style-type: none"> MEPs repeatedly stated that the service was very interesting (in emails and personal meetings), only one MEP wrote a post in the German forum. Without hard indications of meaningful consideration of inputs by MEPs and integration into policy process the impact can only be expected to be low to medium Politicians did not fully included users' contributions in their decision making processes.
	International legislation	<ul style="list-style-type: none"> Targeted 2007/0248 (COD), 2008/0018 (COD), COD/2008/0002, "3rd Energy Package", consumer market watch
	Economy and Market trends	<ul style="list-style-type: none"> Five specific topics from the area of consumer protection have been chosen in order to make the project as specific and close to citizens as possible
	Customer/end-user drivers	<ul style="list-style-type: none"> Consumer protection is a very citizen driven topic, the tools thus are very "citizen driven" as well
Social	Demographics	<ul style="list-style-type: none"> Project targeted only a small demographic
	Citizens attitudes and opinions	<ul style="list-style-type: none"> Project has made medium impact on citizens in involved cities
	Media views	<ul style="list-style-type: none"> Project had a look take up by the media
	Education	<ul style="list-style-type: none"> Project has significantly improve the level of knowledge of EU policies in targeted cities
	Stakeholders Involvement	<ul style="list-style-type: none"> Members of the European Parliament from Valencia (ES) and Baden-Württemberg (DE) Citizens from Baden-Württemberg and Valencia Representatives from other regional administrative bodies, Representatives from Brussels-based organisations with link to region
Technological	Contribution to technological developments	<ul style="list-style-type: none"> VoicE established an usability engineering process, which is a structured lifecycle based on iterative design process with user involvement.
	Usability & Accessibility	<ul style="list-style-type: none"> The most used feature of the website was the "question of the week" followed by the forum and the argument visualisation tool Successful training of regional platform administrators as well as the continuous technical support.
	Maturity of technology used	<ul style="list-style-type: none"> Project used Content Management Systems, eParticipation participation systems/ tools, Forums, Online Survey Tools, Search Engines, Webcasting / Podcasting, Weblogs
	Information and communications	<ul style="list-style-type: none"> Proved that online marketing (newsletters, emails etc.) is much more useful and effective than offline marketing (flyers etc.) The use of web 2.0 technologies does not ensure high user numbers regardless how nice and easy to use they are.

2008: EuroPetition - eParticipation through Petitioning in Europe



EuroPetition

EuroPetition is a trans-European Local Authority service providing distributed citizen engagement and interaction with the EP's PETI Petitions Committee and the Commission's Citizens Initiative online procedures using a proven open-source UK ePetitions service and experience, and building on the innovative and state-of-the-art Web 2.0 applications from previous eParticipation projects. The project Pilot Trial the coordination and submission of cross-border and pan-European Citizen Initiative EuroPetitions from 5 regions in ES, IT, NL, SE and the UK and involving over 4.9 million citizens across the EU, to strengthen and broaden citizens' participation in democratic decision-making and contribute to better legislation through applying the latest available innovative ICT tools and concepts in concrete cases.

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> Enhances the traditional PETI process in terms of ability to scale, feedback etc.
	Advancement of EU legislations	<ul style="list-style-type: none"> At the time of completion about a dozen EuroPetitions had been considered by PETI. Of these, two Europetitions had been provisionally accepted by the committee
	Funding objectives met?	<ul style="list-style-type: none"> Yes
	Intervention of policy makers	<ul style="list-style-type: none"> Only at the final stage (submission). Otherwise more intervention from supporting officers. Some intervention in promotional exercises.
Economic	Economic benefits	<ul style="list-style-type: none"> The pre-petitioning phase means that there is process streamlining for PETI. However, the availability and ease of the channel means that there could be more petitions than before.
	Market trends	<ul style="list-style-type: none"> The process has the potential to influence campaign groups and the trend is likely to be in terms of channel shift – which also has economic benefit. <p>The solution is mature compared to others and could become the default petitioning platform as it is both proven in a number of parliaments and open source.</p>
	Sustainability	<ul style="list-style-type: none"> The project is resource intensive in that it enlists national co-ordinators to translate and discuss EuroPetitions. The project is successful in improving the current process and is therefore desirable The process could underpin a centralised e-ECI with appropriate modification
Social	Demographics	<ul style="list-style-type: none"> Wide demographic covering a number of member states
	Citizens attitudes and opinions	<ul style="list-style-type: none"> Greater awareness of the areas of policy that EU influences (i.e. the Lisbon Treaty)
	Media views	<ul style="list-style-type: none"> National and local coverage in regions trialled
	Brand, company, technology image	<ul style="list-style-type: none"> Not well established brand but petition technology mature and used in a number of political establishments
	Education	<ul style="list-style-type: none"> Low barriers to participation
	Stakeholders Involvement	<ul style="list-style-type: none"> PETI engaged quite heavily in pre-petition phase
Technological	Contribution to technological developments	<ul style="list-style-type: none"> Worked in collaboration with the UK government on the creation of a standard for ePetition interoperability
	Usability & Accessibility	<ul style="list-style-type: none"> The use of OpenID highly desirable
	Maturity of technology used	<ul style="list-style-type: none"> Proved in many other ePetition instances across Europe
	Intellectual property issues	<ul style="list-style-type: none"> None. All code is open source
	Information and communications	<ul style="list-style-type: none"> The project had a very small trial period but set about writing a number of research papers, particularly in support of the ECI

2008: HuWY - Hub Websites for Youth Participation



The HuWY project aims to support young people's eParticipation in policies about the Internet and its governance, through a distributed discussion. HuWY partners provide information, support and organise influential audiences for young people's suggestions. The Hub websites hold supporting information and structured space for results and feedback from policy-makers. Young people choose the topics and questions, host the discussions on their web pages and post the results on the Hubs.

The HuWY project aims to pilot an effective way for young people to be involved in decision-making and to pilot a model of distributed discussions, which could be used by people of various ages, focused on a range of topics.

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> 3025 young people involved in discussions
	Advancement of EU legislations	<ul style="list-style-type: none"> Possible impact is guided by topics, rather than by policy stage or governmental or parliamentary organisation. Cyber bullying - Child abuse (only in Estonia, Ireland and UK) - ID theft, privacy and phishing - File-sharing - Censorship and freedom of expression (only in Germany)
	Funding, grants and initiatives	<ul style="list-style-type: none"> Will be assessed at the end of the project
	Government policies	<ul style="list-style-type: none"> Will be assessed at the end of the project
	International legislation	<ul style="list-style-type: none"> Will be assessed at the end of the project
Economic	EU and National economy	<ul style="list-style-type: none"> Change in legislations about the internet can make certain business sectors change their business strategies
	Economy and Market trends	<ul style="list-style-type: none"> Increases the awareness about the internet legislation
Social	Demographics	<ul style="list-style-type: none"> Reached young people age 16-21
	Citizens attitudes and opinions	<ul style="list-style-type: none"> Makes people more aware of the issues connected to internet
	Education	<ul style="list-style-type: none"> Young people are very interested in policies and laws to do with the Internet, once we have given them some topic examples
Technological	Stakeholders Involvement	<ul style="list-style-type: none"> Young people and youth workers, Policy-makers, State Chancellery Estonia, Ministry of Justice, UK and Pat the Cope Gallagher, MEP are Consortium members. Elected representatives and government employees at federal, devolved, national and EU level
	Contribution to technological developments	<ul style="list-style-type: none"> The distributed discussion model could be used for various topics/by various groups. Specific elements of the project could be further used as they are. Interest is being monitored. The Hub websites are build on WordPress and blog styles posts are used for news and events. WordPress also enables comment threads on results posts. Wiki:A results editing wiki is available to youth groups to finalise their results posts. This is not public.
	Usability & Accessibility	<ul style="list-style-type: none"> Rather accessible, but not according to WCAG standards Easy to use
	Maturity of technology used	<ul style="list-style-type: none"> WordPress MU Media wiki
	Information and communications	<ul style="list-style-type: none"> Web site, Email, Print media, Flyers, Public events, Social networks on the Internet, Seminars, Workshops, Conferences

2008: U@MareNostrum - Strengthening Public Participation for water protection and management



The pilot project entitled “U@MARENOSTRUM” aims to involve, thanks to ICT and GIS, citizens and local actors (association) from the Mediterranean coastal zones in decision-making processes for the adoption and implementation of water and marine environmental protection policies and legislations in the Mediterranean region in accordance with the EU environmental legislation. Public Participation GIS is defined as the use of geographic information systems to broaden public involvement in policymaking. Thus, the project will support the citizens and local actors to identify environmental problems that need to be solved immediately in order to result in positive development in the French Riviera, Valencia and Ionian Islands regions.

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> • NYA
	Advancement of EU legislations	<ul style="list-style-type: none"> • The Water Framework Directive – WFD (2000/60/EC) • River Basin Management Plans (RBMP) for the national and international River Basin • Districts across Europe • The Marine Strategy
	Funding, grants and initiatives	<ul style="list-style-type: none"> • The platform could be used for discussing any other topic the owner could select.
	Government policies	<ul style="list-style-type: none"> • NYA
	International legislation	<ul style="list-style-type: none"> • NYA
Economic	EU and National economy	<ul style="list-style-type: none"> • NYA
	Economy and Market trends	<ul style="list-style-type: none"> • NYA
	Customer/end-user drivers	<ul style="list-style-type: none"> • NYA
Social	Demographics	<ul style="list-style-type: none"> • NYA
	Citizens attitudes and opinions	<ul style="list-style-type: none"> • Citizens could express their interests, preferences, requirements in a very early phase of the development
	Media views	<ul style="list-style-type: none"> • NYA
	Brand, company, technology image	<ul style="list-style-type: none"> • NYA
	Education	<ul style="list-style-type: none"> • NYA
	Stakeholders Involvement	<ul style="list-style-type: none"> • NYA
Technological	Contribution to technological developments	<ul style="list-style-type: none"> • Apply semantic technologies for retrieving automatic summaries of the public consultations.
	Usability & Accessibility	<ul style="list-style-type: none"> • NYA
	Maturity of technology used	<ul style="list-style-type: none"> • JOOMLA Content Management System (CMS) • Apache web server to serve the portals • MySQL used as the database manager • MapServer
	Information and communications	<ul style="list-style-type: none"> • NYA

2008: VID I - Visualising the Impact of the legislation by analysing public DIscussions using statistical means



VIDI represents a very innovative technological solution, based on the powerful combination of the linguistic and statistic analysis of the text documents (discussions) in order to extract information from them, known as Text Mining, which enables further, extensive, sentiment-based analyses of the discussions, known as Opinion Mining, inclusive estimating their impact on the legislation. We use novel visualization techniques for presenting different views on the information and enabling efficient navigation through this large informationspace.

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> Local authority Tahanovce, Slovakia They are one of end users Another two end users are mediators to the policy makers that were directly involved
	Advancement of EU legislations	<ul style="list-style-type: none"> European parliament elections, Crime in municipalities
	Funding, grants and initiatives	<ul style="list-style-type: none"> The project is related to citizen eParticipation Initiative and to support of legislation process, as well as to European elections Above the eParticipation Initiative, the general support to European elections with the new inclusive ICT means was expressed in i2010 policy recommendations.
	Government policies	<ul style="list-style-type: none"> Advancement of urban policy On-line discussion and on-line consultation processes are influenced by the eParticipation policy.
	Customer/end-user drivers	<ul style="list-style-type: none"> Topics relevant to daily lives of people increasing the possibility of having an impact on citizens
Social	Demographics	<ul style="list-style-type: none"> Project will impact all demographic groups
	Citizens attitudes and opinions	<ul style="list-style-type: none"> At the Slovenia pilot it was only one really interactive process supported by the platform: a discussion Forum, available for any registered user to express their ideas.
	Education	<ul style="list-style-type: none"> Better understand the discussion space and enable citizens to better express their opinion Proactive informing about interesting ongoing discussions
	Stakeholders Involvement	<ul style="list-style-type: none"> Citizens in general In one use case the topic for the discussion is about social support for the gipsy community
Technological	Contribution to technological developments	<ul style="list-style-type: none"> Testing of Argument Visualisation, Chat Rooms, Collaborative Management Tools, eParticipation participation systems/ tools, Forums, GIS, Online Survey Tools, Web Portals, Web conferencing / meeting, Weblogs, Wikis for eParticipation
	Usability & Accessibility	<ul style="list-style-type: none"> Showcasing easy to use tool
	Maturity of technology used	<ul style="list-style-type: none"> Progress of Argument Visualization
	Information and communications	<ul style="list-style-type: none"> Print media, Flyers, brochures, Public events, Seminars, Workshops, Conference

2008: VoiceS- Integrating Semantics, Social Software and Serious Games into eParticipation



VoiceS is a complementary project, integrating a serious game and a semantic search function into the existing German and Spanish VoicE platforms. The consortium comprises experts from the field of eParticipation, game development, communication and policy analysis from five European countries. VoiceS will update and complement the VoicE internet platforms in order to further promote the

dialogue between citizens from European regions and "their" regional policy makers from the European Parliament, thus creating a direct link between citizens and the representatives from their region. The project will continue to focus on the policy area of consumer protection in the EU, a field of high relevance to each citizen. It will build on the community and contacts that have been firmly established in the framework of the VoicE project.

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> Young citizens from Baden-Württemberg (Germany) and Valencia (Spain) Voice their opinion on EU consumer protection in an online forum, get informed about EU decision making through the VoiceS serious game
	Advancement of EU legislations	<ul style="list-style-type: none"> Impact can be immediately seen on national level (e.g. through legislation concerning toy safety, nutrition etc.) on Package Travel, Consumer rights
	Funding, grants and initiatives	<ul style="list-style-type: none"> This project is a build up on a successful project VoicE therefore advancing the eParticipation initiative
	Government policies	<ul style="list-style-type: none"> Innovative tools (serious game, semantics etc.) were used to give people a chance to get informed about EU consumer protection, get engaged and understand the decision making process better.
	International legislation	<ul style="list-style-type: none"> Aims to enhance citizens' awareness of the influence that decisions taken in Brussels have on their everyday life.
	Customer/end-user drivers	<ul style="list-style-type: none"> Important to select topic that are directly concerning citizens in question
	Citizens attitudes and opinions	<ul style="list-style-type: none"> More feedback from politicians needs to be obtained, otherwise citizens are frustrated, politicians need to be more engaged and consider peoples' comments/ input.
	Education	<ul style="list-style-type: none"> Increasing awareness of EU legislation amongst young citizens
	Stakeholders Involvement	<ul style="list-style-type: none"> MEPs to engage in dialogue with citizens about specific legislative issues from the area of consumer protection, promote the VoiceS serious game
Technological	Contribution to technological developments	<ul style="list-style-type: none"> Advancement of Argument Visualisation Tool, Deliberative Survey Tool, Search Engines, Semantic Annotation Tools, Polling
	Usability & Accessibility	<ul style="list-style-type: none"> It was very hard to attract users to the platform and to make them posting something in the forum. Next time, a less content driven approach would probably be chosen, i.e. the platform would be more focus on polling which seems to be less challenging for people.
	Maturity of technology used	<ul style="list-style-type: none"> HTML, XML, RDF, OWL, custom ontology
	Information and communications	<ul style="list-style-type: none"> Online marketing measures (such as newsletters etc.) resulted in far more clicks than offline measures (such as distributing flyers at events and the like) Web site, Email, Print media, Flyers, Brochures, Public events, Social networks in the Internet, Conferences

2008: WAVE - Welcoming Argument Visualisation to Europe



Project WAVE aims to improve the inclusiveness and transparency of EU decision making at the national and European level by using highly integrated, state-of-the-art Argument Visualisation techniques to make the impact of complex EU environmental legislation on climate change more accessible and easy to understand for citizens, special interest groups and decision makers alike.

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> Citizens from three EU countries (LI, FR, UK) are being involved in local, national and EU debates on climate change and their opinions are sent to decision makers
	Advancement of EU legislations	<ul style="list-style-type: none"> Limited impact due to the usability of the tool, however the platform informs citizens about existing legislations very well
	Funding, grants and initiatives	<ul style="list-style-type: none"> Project is meeting its objectives and is successfully testing argument visualisation
	Government policies	<ul style="list-style-type: none"> Government policies are being debated but not advanced through the tool
	International legislation	<ul style="list-style-type: none"> Improving the general understanding of EU citizens
Economic	EU and National economy	<ul style="list-style-type: none"> Emphasising the importance of climate change
	Economy and Market trends	<ul style="list-style-type: none"> Following closely the climate change trends and also adopting latest market trends on Web 2.0
	Customer/end-user drivers	<ul style="list-style-type: none"> The project is being constantly adjusted to meet end users needs and requirements in terms of topics and usability
Social	Demographics	<ul style="list-style-type: none"> Project impact mainly highly educated people and students in universities Project also impact employees in NGOs
	Citizens attitudes and opinions	<ul style="list-style-type: none"> Citizens seem to enjoy the concept, however they struggle with the tool itself
	Media views	<ul style="list-style-type: none"> Project has appeared in local media in the pilot countries and it has been proved that online promotion works the best
	Brand, company, technology image	<ul style="list-style-type: none"> The name WAVE is used for many other projects which has impact on our marketing strategy
	Education	<ul style="list-style-type: none"> The project clearly educates citizens about local, national and EU policies on climate change Project encourages citizens of the three EU countries to find out about legislations of the others
	Stakeholders Involvement	<ul style="list-style-type: none"> All stakeholders have been approached The main can be seen on the end users
Technological	Contribution to technological developments	<ul style="list-style-type: none"> The project has tested an argument visualisation tool and have found out what needs to be improved to make this eParticipation tool effective
	Usability & Accessibility	<ul style="list-style-type: none"> The usability has not been very good and tool has been improved during the test stage
	Maturity of technology used	<ul style="list-style-type: none"> State of the art technology has been deployed
	Intellectual property issues	<ul style="list-style-type: none"> IP has been covered under DERI and Debategraph
	Information and communications	<ul style="list-style-type: none"> Tool uses all Web 2.0 communication techniques and proved that Twitter, and polls work the most

2008: eMPOWER - Empowering citizens to influence the decision making and policy formulation o environmental issues



The main objective of the eMPOWER project will be to motivate and strengthen the involvement of NGOs and citizens in the decision-making process on environmental issues at a National and European level by providing method and tools for supporting citizens' participation to promote relevant public initiatives and demands of civil society

F	Criteria	Project's Impact
Political	Citizens role in decision making	<ul style="list-style-type: none"> Citizens involved in signing EU petitions for creating or abandoning laws concerning environment Citizens directly involved in creating new laws and influencing legislations on the EU level
	Advancement of EU legislations	<ul style="list-style-type: none"> Project's influence on pushing forward the implementation of epetitioning in the EU Showing the importance and various possibilities, challenges and opportunities of epetitioning in the EU
	Funding, grants and initiatives	<ul style="list-style-type: none"> The involvement of environmental NGOs from Portugal, Italy and Greece provides additional resource of initiatives by NGOs showing the public the importance of funding such organizations
	Government policies	<ul style="list-style-type: none"> Influencing national policies through eventually EU policies created through the epetitioning initiatives
	International legislation	<ul style="list-style-type: none"> Epetitions having impact on the possible creation of EU legislation, which in effect could set up certain threshold on the international scale
Economic	EU and National economy	<ul style="list-style-type: none"> New environmental legislation initiated due to epetitions can have a positive indirect impact on both EU and national economies
	Economy and Market trends	<ul style="list-style-type: none"> New environmental legislation initiated due to epetitions can have a positive impact on market trends developing around the issues of climate change, renewable energies, environment, etc.
	Customer/end-user drivers	<ul style="list-style-type: none"> New environmental legislation initiated due to epetitions can have a positive impact on the behaviour of citizens when it comes to issues related to environment, like: waste segregation, energy saving and similar.
	Citizens attitudes and opinions	<ul style="list-style-type: none"> Allows the citizens to express their opinions through signing or opting from signing epetitions. Helps in educating citizens on the importance of the issues connected with environment and the power of the Internet in expressing political view and influencing politics on the EU level through epetitioning
	Education	<ul style="list-style-type: none"> Help indirectly in educating the public on the importance of certain issues connected with the environment Help indirectly in educating the public on the importance and the role of ICT in decision- and policy-making
	Stakeholders Involvement	<ul style="list-style-type: none"> Allows multiple stakeholders to be involved in the process
Technological	Contribution to technological developments	<ul style="list-style-type: none"> Contributes to the investigative procedures on the opportunities and challenges involved in the implementation process of epetitioning on the EU level The project looks into the technological development of eID across the EU Member States as a possible solution for implementing a successful and secure ePetitions
	Usability & Accessibility	<ul style="list-style-type: none"> Projects contributes to discovering and investigating the implementation of secure and reliable identification of citizens through accessibility across the EU via a single or unified identification system

5.4 Synthesis of results

Reminder of political dimensions

Political environment: Has the project changed the communication flow between policy makers and citizen?

Government policy, influence on EU legislations: Have the projects managed to influence policy?

Have the projects achieved the objectives of the work programme?

Citizen centricity; Are the issues important and salient?

Reminder of Economic dimensions

Viability: Is the solution saleable/workable and is it competitive compared to market alternatives?

Sustainability: What are the sustainability options for the projects and how will they be maintained?

Economic impact: What is the potential scale of efficiency gains? (taking into consideration effort versus reward).

Reminder of Socio-cultural dimensions

Proportionality: To what extent have stakeholder groups been involved?

Citizens' attitudes and opinions: Attractiveness of solution

Coverage

Reminder of Technological dimensions

Technological baseline: Did the projects advance technology in citizen participation?

Innovative products and services: What was the degree of innovation?

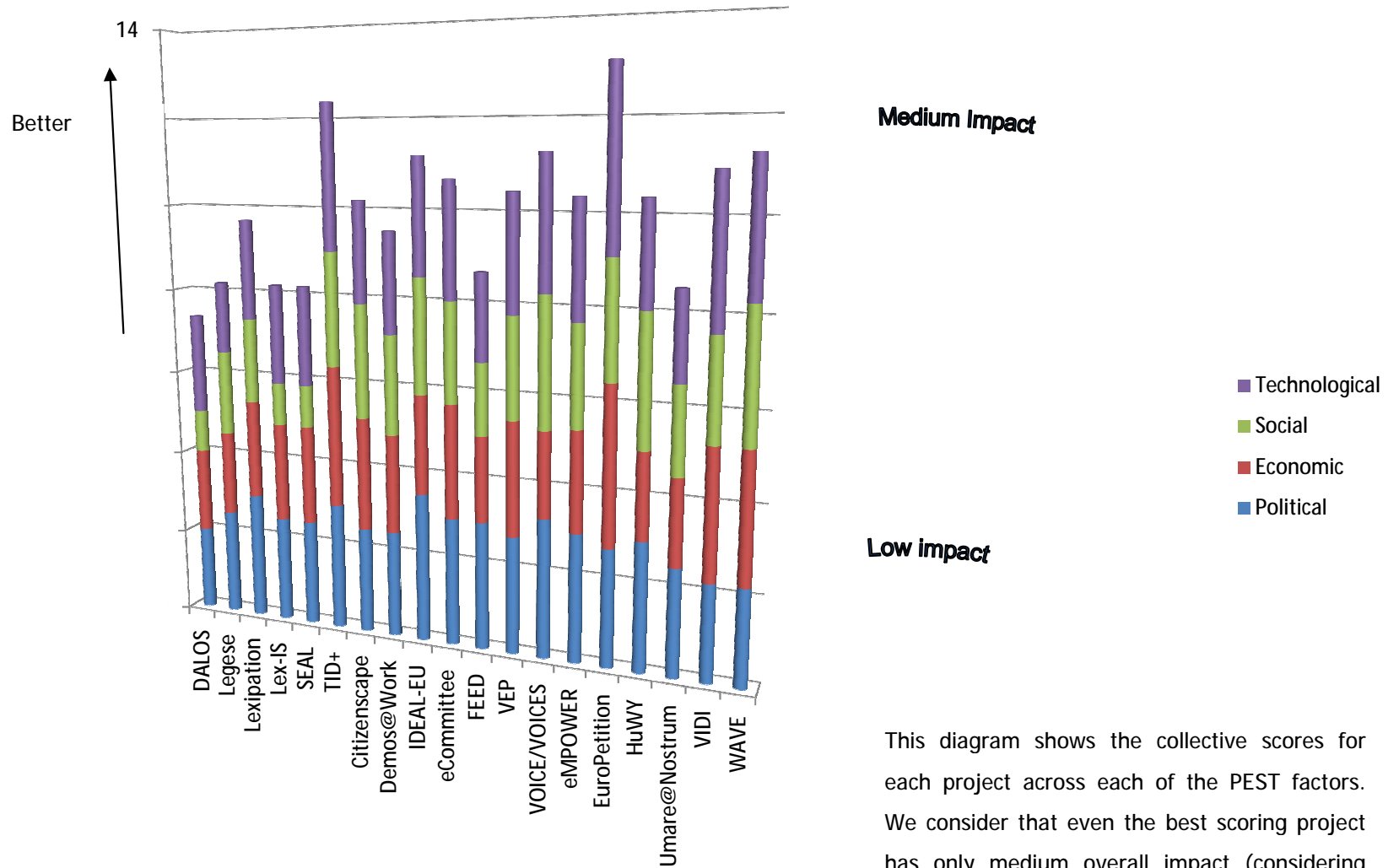
Expansion: What is the potential for the future of the technology?

The following scores have been derived from each project in relation to the aforementioned questions and qualifiers set out in 5.2:-

Project	Political				Economical			Socio-cultural			Technological		
2006 projects													
DALOS	1	1	3	3	2	1	3	1	1	1	3	2	2
Legese	3	2	2	3	2	1	3	2	2	2	3	1	1
Lexipation	4	1	3	4	3	1	3	2	2	2	3	2	2
Lex-IS	3	2	2	3	3	1	3	1	1	1	3	2	2
SEAL	2	2	3	3	3	1	3	1	1	1	3	2	2
TID+	4	2	3	3	4	3	3	3	4	1	4	3	3
2007 projects													
Citizenscape	2	2	2	4	2	4	2	2	4	2	4	1	2
Demos@Work	3	2	2	3	2	3	2	2	3	2	3	2	2
IDEAL-EU	4	3	3	4	2	2	3	3	2	3	3	2	3
eCommittee	2	3	3	4	3	2	3	3	2	2	3	2	3
FEED	4	2	3	3	2	2	2	2	2	1	2	2	2
VEP	2	2	3	4	3	2	3	2	4	1	4	1	3

Project	Political				Economical			Socio-cultural			Technological		
VOICE/VOICES	4	3	3	3	2	2	2	3	4	2	3	4	2
2008 projects													
eMPower	3	2	3	4	2	2	3	2	3	2	3	3	2
EuroPetition	4	2	3	2	4	3	4	3	3	2	4	4	4
HuWY	4	2	2	4	2	2	2	3	4	2	3	2	2
Umare@Nostrum	2	2	3	3	2	2	2	2	2	2	2	2	2
VIDI	3	2	3	1	2	3	4	2	3	2	4	3	3
WAVE	2	2	3	2	3	3	3	2	4	3	3	3	3

Impact of eParticipation preparatory actions across PEST factors



This diagram shows the collective scores for each project across each of the PEST factors. We consider that even the best scoring project has only medium overall impact (considering the maximum possible score), hence the chart is divided into two vertical 'zones'.

6.0 Key Achievements

This chapter highlights some of the project achievements by theme in order to identify the future opportunities.

6.1 Tools for improving or enabling collective action

e.g. EuroPetition, eMPOWER, TID+

This project cluster connected and empowered citizens to influence decision makers or the decision making cycle.

These projects tended to have the best pan-European potential.

Inadvertently some of these projects are among the best examples of how a digital European Citizens Initiative (ECI) might be achieved. In particular, how the multi-lingual dimension could work and how pan-European petitions can be co-ordinated. While they fall short in terms of replicating the exact process or implementing the stringent measures around authentication it is worth considering how their experiences might contribute to a technologically sound digital ECI.

The EuroPetition project went further in adopting a standardised 'logo' for a EuroPetition. Such eDemocracy/eParticipation icons are useful for achieving recognition in terms of the type of tool deployed, particularly in multi-lingual environments. The 2006 UK Local eDemocracy National Project went some way to produce a set of universal symbols for common eParticipation exercises which could easily be officially adopted or adapted by the EC. The benefit of universal graphics should be seen beyond the realm of computer terminals. For example, European citizens could one day participate (e.g. vote on issues) through ATM or Chip-And-PIN terminals.

Other noteworthy outputs include:-

- Schemas
- Standards (e.g. petition interoperability)
- Language handling procedures
- Technologies for group eParticipation (IDEAL-EU)

6.2 Debate Manipulation Tools

This project cluster developed tools to enhance participants or recipients understanding of debates

e.g. VIDY, WAVE, FEED

Visualisation is going to be an essential tool for cutting through digital noise and allowing decision makers to be more productive in their analysis of a particular online discussion. They can also help citizens understand or get an application for complex arguments. In many ways they are one of the most promising outlets for eParticipation, managing mass participation. However, visualisations do not necessarily assist the participation process.

It is feasible to consider that we will be able to deconstruct arguments, determine the most well argument propositions and make sense of conversations.

Visualisation tools such as Wordle have captured the imagination of both analysts and media agencies. VIDY has the potential to capitalise on this hunger for fast intellect but it must be careful to work and present results in an easy and compelling way.

The problem is that there are gaps. For example, sentiment analysis (particularly for dispute resolution) and next generation tools will provide conversation tracking across social networks. Moreover they will respond to conversations automatically, managing the relationships which VIDY only monitors.

Similar problems apply to the visualisations in WAVE and FEED. The way data is presented is novel but this does not mean it makes it easier to digest. The real power of visualisation comes with data interpretation. For example, creating animations based on complex environmental data which depict the health of a person on any particular day.

Other noteworthy outputs include:-

- Resulting maps for existing arguments
- Advances in GIS and mapping
- Techniques for Internet browser integration

6.3 Information Aggregators

These project worked to enhance, distribute or signpost European policy information to citizens at large

e.g. Legese, VEP, CitizenScape

Legese and CitizenScape are not technologically impressive, in concept they are very similar to regular content aggregators such as PageFlakes. However, worked in combination with data aggregation services such as Yahoo! Pipes the platform can be moulded into a one-stop-shop for government content with a grassroots slant. This is essentially the concept behind the 'Virtual Town Hall', a secondary product by the project technology partner based on iterative development to CitizenScape.

For example, a VTH website might consist of a number of thematic pages (crime, health, council). Each page consists of content blocks and each block is aggregating data on the same theme. This means that petitions, webcasts, freedom of information requests, leadership blogs and citizen reactions can be found in one place.

Not only is the mix of citizen driven content and government content more compelling in terms of participation around place it can also function as a 'dashboard' for elected representatives to monitor local conversations around any topic from the social web.

The software developers intend to go one step further and allow responses back to the source (e.g. social networking sites, blogs etc) via the third party. This means that conversations, as long as on-topic, can be regarded as independent of platform or service provider which is a significant benefit in terms of universal participation.

Local municipalities are already considering using their VTH websites as the default on community computers (e.g. libraries) as they reflect more compelling, conversational content while still linking back to the authorities services. Lastly, VTH is embarking on an interface with digiTV (called VTH+) allowing the cross-population of content onto TV and mobile platforms.

The EC could quite easily create a subset of its website by taking a similar approach in a hope that the conversational will more participation in the range of opportunities on offer, from signing an ECI to gaining involved in consumer protection. In other words, this tool has the potential to act as an umbrella for all eParticipation opportunities, joining-up an otherwise disperses set of activities, say by salient theme.

Easily digestible yet highly representative opinion shaped from aggregation services could well be presented back into the workplace or as a fixture in the physical locations that decisions get made as a permanent reminder of the channel as an outlet for democracy.

Other noteworthy outputs include:-

- The use of widgets
- Interpretation services
- Frameworks for extraction of raw data

7.0 Barriers, Constraints and Risks

This chapter details noteworthy factors, techniques and mitigation strategies which require consideration for future scalability.

7.1 Cause analysis of key factors

Many of the projects use a mash-up of open-source tools and are viable in as much as they are low cost, easily manipulated and scalable. That is not to say that they are easily deployed. For example, they might rely on obscure technologies for which there is no in-house skill or open source components for which a public sector organisation has no infrastructure (e.g. Linux versus Microsoft servers).

The TID+ project excelled in this sense, providing a set of installation notes, user manuals and a live 'demo' server. However, it was not a stipulation of the pilots that they should 'productise' and it is unlikely that other projects will be transferrable without the help of the original technology architects.

Few projects worked on a distributed model, preferring local installations. The former offers advantages in terms of cost and rapid deployment whereas the latter safeguards data. In the context of the preparatory action this seemed like a missed opportunity, particularly with the view of expansion and sustainability.

However, the main challenge to viability in terms of the tool set is the availability of more mature, free alternatives in the marketplace. For example, you can already set-up a social networking platform with blogs, polls and forums using ning.com. There are striking resemblances between the TID+ project and an American offering called uservice.com. The popular blogging platform WordPress has ePetition functionality and content visualisation services are already emerging such as Wordle. Dispute resolution software, such as that from Resolex.com, already analyses debates and includes sentiment analysis. Web services such as Pageflakes and Yahoo! Pipes can be used to aggregate content on a thematic basis. Alternative text annotation software is well advanced (e.g. <http://www.co-ment.com/>).

The other main challenges to viability are the grassroots or bottom-up activities of the European community.

As a set of re-usable tools or technologies then we conclude that there is very little in terms of accomplishments. This is particularly true of tools that need considerable human resource to work on a sustainable basis, such as the facilitation of discussions using the Lexipation platform or translation of petitions in EuroPetition.

That is not to imply programme innovation is not recyclable. For example, the low-cost voting handsets used in the IDEAL-EU project are ideal for mass participatory budgeting exercises.

Another constraint is the learning curve, both in terms of using certain tools but also feeling informed enough to participate. This is particularly acute where certain laws or procedures are discussed, such in LEX-IS. Native language is also core and a reliance on English alone is counterproductive. In this respect the projects face a significant challenge in terms of scaling.

7.2 Cause analysis of key factors

Definition of problem	Analysis of issue	Corrective ideas	Preventative actions
<p>Projects found it difficult to engage with MEPs, not only establishing initial contact (getting involved) but also selling benefits and motivating participation.</p>	<ul style="list-style-type: none"> - The problem was reported at the concertation meetings. - It arises as there is no common approach for approaching or enlisting the support of MEPs. - The problems are significant as democratic actors dictate the overall impact of the exercise. 	<ul style="list-style-type: none"> - Future trial get MEP 'sponsors'. This should include a position at project board level for committee members. - Provide advice and guidance on how to approach politicians and sell the benefits of eParticipation - Relate participation to individual quests as well as societal ones, particularly self indulgent pursuits. - More work to promote initiatives in the European Parliament 	<p>Despite a number of briefing events, including one at the European Parliament, few gains were made.</p> <p>Lessons learned from the projects included keeping the demands and requirements on MEPs to a minimum. For example, drafting content which could be attributed to them instead of expecting new content.</p>

Definition of problem	Analysis of issue	Corrective ideas	Preventative actions
<p>Low levels of citizen participation (i.e. the adoption gap)</p>	<p>This could be related to a number of factors such as :-</p> <ul style="list-style-type: none"> - Awareness - Accesss - Perception (e.g. 'no change') - Apathy <p>However, the obvious omission is the lack of guaranteed influence (the exception is the petition which, if valid, is always considered by PETI).</p> <p>The lack of feedback relating to the impact of individual participation is harmful to secondary participation.</p> <p>Some projects opened discussions without a 'critical mass' of people while others blame poor facilitation.</p>	<ul style="list-style-type: none"> - Ensure that eParticipation is a complimentary instrument and not a standalone initiative - Rationalise the existing initiatives in an attempt to strengthen them - Create bite-sized opportunites or smaller scale projects which can be more easily changed - Focus on eParticipation projects which can benefit existing processes or particular committees - Generate a common citation that can be used across trial ICT projects generated from the European Parliament or EC which sets out commitments or promise of itself and policymakers - Renewed emphasis on marketing and dissemination efforts. 	<p>In truth there is a tyranny of scale in temrs of the problems caused by too much and too little participation so prevention may not be appropriate for trial projects.</p> <p>However, we think that the follwing themes should be examined for future exercises:-</p> <ul style="list-style-type: none"> - Branding. Evidence suggests there is no correlation between citizen empowerment and branding but i.e gov versus non gov efforts. - People. The innovators are not necessarily the right people to operationalise, market or promote the projects. This is a limitation caused by the way project consortia are compiled. - The legitimacy of NGOs and their 'assumed' representiveness

8.0 Future Opportunities

In this chapter we examine the opportunities in terms of benefit realisation and the enabling transformation. This includes examples of potential applications for using the knowledge gained in alternative domains.

8.1 General opportunity by strand

2006 projects	2007 projects	2008 projects
Improve the readability of legislative texts	Low cost solutions for eParticipation	Different ways of presenting and interpreting data (i.e. channel efficiency)
Efficiency (e.g. for legislators)	Better participation safeguards	Key contribution to the European Citizens' Initiative
Standardisation and unity	Recycling, lowered cost of adoption for marketplace	Improved monitoring of digital dialogues / early warning
Back office integration, interoperability		Improved awareness of European policies at the local level
Reach in terms of formation and drafting of texts (i.e. improved quality)		Stealth eParticipation (e.g. via gaming)
Solutions to harness the wisdom of crowds		Evaluation of long-tail discussions
Improvements to the certainty of laws		New ways to simplify or rationalise complex arguments
Main Challenges		
Maturity of solutions	Responsiveness of government	Shaping
Competing standards	Invoking action	Improving connectors
Improving concept appeal	Contributing to change	Skills needed to operate tools
	Longevity and stickiness of innovation	
	Marketing of benefits	
	Scaling-up and sustainability	

2006 projects	2007 projects	2008 projects
Immediate Requirements		
Back office integration	Productisation	Shaping compatibility
Acceptance and convergence	Creating Demand	Applying theory to reality
Finding the 'killer app'	Demonstrating Value	
Estimated Future Impact		
Medium to Low	Medium	Medium to High

8.2 Opportunities for increased engagement

The MOMENTUM evaluation report (D2.8) contains a number of recommendations for implementing successful eParticipation projects. We expand on this by looking at the opportunities associated with each recommendation.

Recommendation	Suggested Impact	Opportunities
Sustainable motivation builds capacity and active citizenship	Medium	<ul style="list-style-type: none"> - More inter-European rivalry - To reward participation with experiences or kudos / create 'VIP' experiences - Motivate decision makers
Involvement and responsiveness of elected representatives	High	<ul style="list-style-type: none"> - To create digital champions among committees of the European Parliament
Full-time, active moderation	Low	<ul style="list-style-type: none"> - Common legal frameworks
Maintenance to ensure dynamic web sites	Medium	<ul style="list-style-type: none"> - Use of federated content techniques to hold programme intellect

Recommendation	Suggested Impact	Opportunities
Having strong partners	High	<ul style="list-style-type: none"> - MEPs as project sponsors
Personal contact	High	<ul style="list-style-type: none"> - To use eParticipation to a) get people to participate in real life and b) support offline processes
Improve usability through user-centric and participatory design	High	<ul style="list-style-type: none"> - A common digital information quality / satisfaction methodology across the EC. For example, http://www.govmetric.com/
Accessibility	Medium	<ul style="list-style-type: none"> - Define common standards in future calls
Language barrier: diversity of languages	High	<ul style="list-style-type: none"> - Generating or adoption of universal symbol sets for common eParticipation methods (e.g. ePetition or eConsultation) - Devolved translation services
The choice of the right topic	Medium	<ul style="list-style-type: none"> - Greater exploration of real-time or emerging issues
The right combination of topics, processes and technologies	High	<ul style="list-style-type: none"> - For more experimentation. In particular, the effect of eParticipation with and without additional channels OR the effect of turning off an existing channel in favour of the digital one
Fun factor in participation	High	<ul style="list-style-type: none"> - Create 'un-missable' events - eParticipation 'by stealth' (e.g. via gaming)
New responsibilities and challenges	Low	<ul style="list-style-type: none"> - New skills, training courses

Recommendation	Suggested Impact	Opportunities
Preferation of informal eParticipation offers	Medium	<ul style="list-style-type: none"> - Standards for eParticipation - Creation of an eParticipation brand
Cultivating relationships	Medium	
Learning from failure – review and critically reflect assumptions early and often	Medium	<ul style="list-style-type: none"> - Embedded evaluation - Frameworks such a privacy policies, accessibility criteria etc. - Statement of intent

8.3 New project opportunities

This section contains a selection of project ideas which could be realised using the knowledge, technologies and methodologies developed during the Preparatory Action.

2006 Projects

- A mobile application for the Police to check and interpret laws and, likewise, allows enforcement officers to suggest amendments based on field experience.
- A tool for creating suggested draft legislation for ECI submissions
- A participatory budgeting exercise based on ideas to streamline European Parliament spending
- A website which allows citizens to say what is good about their country and why their way of doing something is better than other member states (e.g. countdown timers on traffic lights in Spain). Ideas are collected and rated by participants, the best suggestions are considered for pan-European adoption (motivator to draft legislation making)
- Adoption of TID+ as a crowd-sourced suggestion/improvement tools for a Committee or department

2007 Projects

- Virtual Meetings of a pan-European 'ePanel'
- Issues based "dashboards" for MEPs
- Direct feedback from citizens into parliament or government workplace

2008 Projects

- Better customer insight through analysis of distributed conversations across multiple platforms
- Detection of misinformation, fraud or malice through post-debate analysis
- A workable, centralised digital ECI based on examples of pan-European ePetitions
- A new ePetition interface for PETI
- Using the wisdom of crowds to map complex pre-legislative arguments
- Organic young person's policy priority assessment

9.0 Conclusions

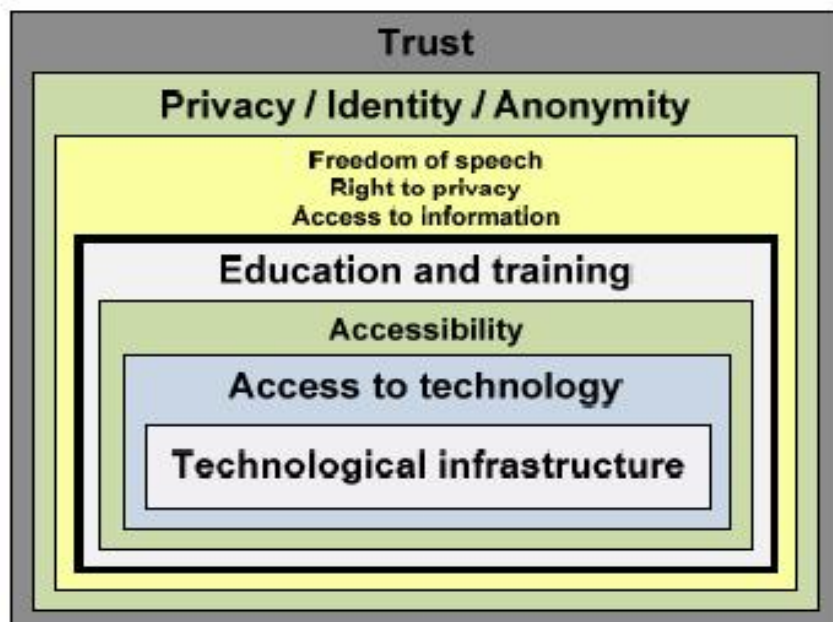
This chapter draws together then findings of the deliverable and includes a series of recommendations relating to areas of potential future work.

9.1 Towards an Onion model

The advent of social media and quick, easy-to-use Web 2.0 tools could not have been anticipated at the start of the Preparatory Action. It follow that some questions remain unanswered, such as if eParticipation is best served as a complimentary instrument. However, we can be confident that eParticipation has worthwhile benefit under the right conditions.

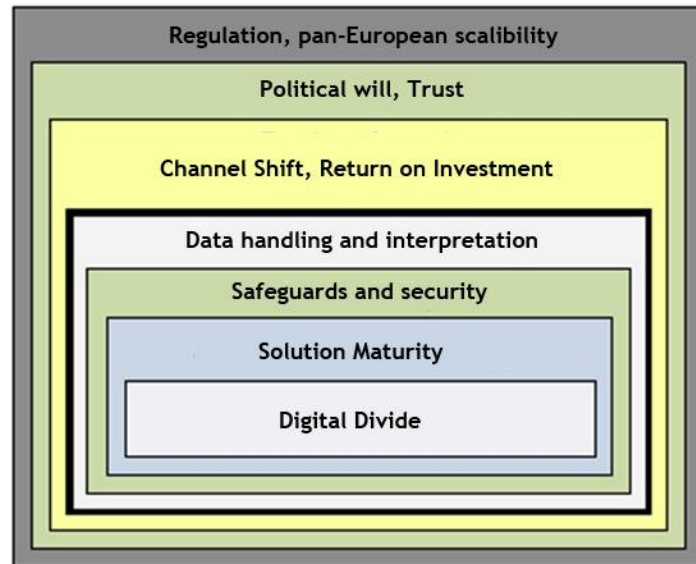
The programme exposed us to the current limitations in terms of the appeal of eParticipation and blockages of institution but also captured the potential of eParticipation to achieve a range of desired outcomes from inclusivity of decision making to new ways of capturing opinion. Challenges still exist for the benefits to be realised on mass but the Preparatory Action has given us a glimpse of how they might be tackled and what sort of advances could be achieved.

In order to overcome the challenges, an attempt to map the relationship between factors has been attempted, modelled on the example below ¹³ which illustrates the current status of achievements in eDemocracy. It highlights the issues (layers), challenges (outer layers) and current progress (bold line).



¹³ Prerequisites for e-democracy, Lasse Berntzen Vestfold University College, Norway

The onion model for the Preparatory Action (below), drawn from the findings of this report, implies that it is the practical elements of implementation and approach (as well as the realisation of benefits) which stand between failure and success.



eParticipation can be seen to have a positive effect on empowerment in many contexts, especially in relation to individuals. The key challenge for Government is to reflect upon how the generally individualistic nature of online participation fits with its wider ambitions for community level empowerment.

9.2 Key recommendations for future programmes

- Equip Committees and political stakeholders
- Take participation to participants, not participants to participation
- Allow time for outcomes and for outcomes to be discussed
- Make a promise to participants regarding impact of participation
- Require projects to meet basic accessibility levels and suggested readability levels
- Require projects to collect a standardised set of evaluation metrics and track deliberative *quality* measures. For example, deploy common analytical code
- Invest less in developing technology, more in adapting existing technology to the needs of government and attracting citizens to participate
- Require projects to adopt common privacy policies and data protection statements
- Team up with high penetration digital services (e.g. search engines, social networks) to maximise promotion opportunities

9.3 Suggestions for further exploration

- Target narrow, marginalised groups and non-PC digital technologies
- Common data standards for interoperability for a number of different eParticipation tools. This would allow projects to work together (e.g. EuroPetition and eMPower).
- Simplification or consolidation of existing projects
- More data mining (e.g. smartcards and loyalty points)
- Explore member state competitiveness as a catalyst for participation (as started in VoiceS)
- Guidelines for expectation management and argument framing
- Research how the various eParticipation instruments change the dynamic of conversations (e.g. is visualisation more or less effective?).
- eParticipation by stealth (exploiting the fun factor)
- Tools for politicians
- Crowd-sourcing of ideas, effects of immediacy, ICT training
- Utilisation of stakeholders and programme learning with parts of the Digital Agenda for Europe