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D5.1 Survey of Users' Needs Results

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EXECUTIVE SUMMARY

This deliverable defines the project's Survey of Users' Needs, which is a questionnaire collecting the views and the requirements of policy making stakeholders. More in particular the survey aims at stimulating practitioners (actual and potential), researchers and public officials in the field of policy making to provide input, feedback and validation to the new research roadmap on ICT tools for Governance and Policy Modelling.

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1. Introduction

1.1 Purpose of the Document

The document presents the purpose (stakeholders' engagement), the software tool (UserVoice.com) and the final aim of the Survey of Users' Needs (collecting input and feedback for the new version of the research roadmap in ICT Tools for Policy Making 2.0¹), together with the quantitative and qualitative evaluation criteria. The actions and strategies described in this document will be continuously monitored and accordingly updated, so this deliverable provides an overview of what is known and planned at the timing of the document preparation.

1.2 Approach to the Workpackage 5 and Partner's Role

Project CROSSOVER is articulated in three main phases² described in figure 1. The first phase will prepare the ground and access all the relevant information and people (ACCESS): in this phase, the preparation work will create the baseline of solutions and relevant people, and create the content necessary to generate interaction. The second phase aims to leverage participation of different stakeholders (ATTRACT), first by engaging the expert communities and users and secondly by reaching out to the wider community of non-users. Finally in the third phase the aim is to consolidate this network by translating the collaboration and interaction into long-lasting impact and innovation in policy-making (ACHIEVE).

This deliverable is part of the Work Package 5, belonging to the third phase of the project CROSSOVER and aimed at ensuring that the project delivers useful results for the target users (both expert and nonexpert) as well as long-term policy impact and continuity to the attracted communities.

The first task of the Work Package consists in carrying on a dedicated survey of actual and potential practitioners in government so as to collect the ICT for Governance and Policy Modelling users' needs and feedback. The survey will be disseminated through the platform and the other Web2.0 channels (twitter, LinkedIn, etc.), and the results will be made available in the project website and presented at the conference. The second task of the work package deals with the identification of specific application of ICT solutions for policy modelling. Based on the repository of news and cases identified and collected within WP1, the new version of the roadmap will be updated by the mean of four case studies on applications of ICT solutions for policy modelling at different level of governance (Global, EU, National, Regional). Tech4i2 is the leader of the package and is in charge of the design of the survey of users' needs to be disseminated through web2.0 strategies and channels. On the other hand IPTS and CATTID will conduct the four in-depth case studies useful for enhancing and deepening the roadmap.

¹ The new roadmap builds on the results of the project CROSSROADS. For a presentation of the CROSSROAD model of ICT for governance and policy modelling please refer to Osimo et al. (2010). For the CROSSROAD white paper please refer to: http://crossroad.epu.ntua.gr/files/2010/02/CROSSROAD-State_of_the_Art_Analysis-White_Paperv1.00.pdf

² The names of the phases are adopted from Hagel et al (2010)

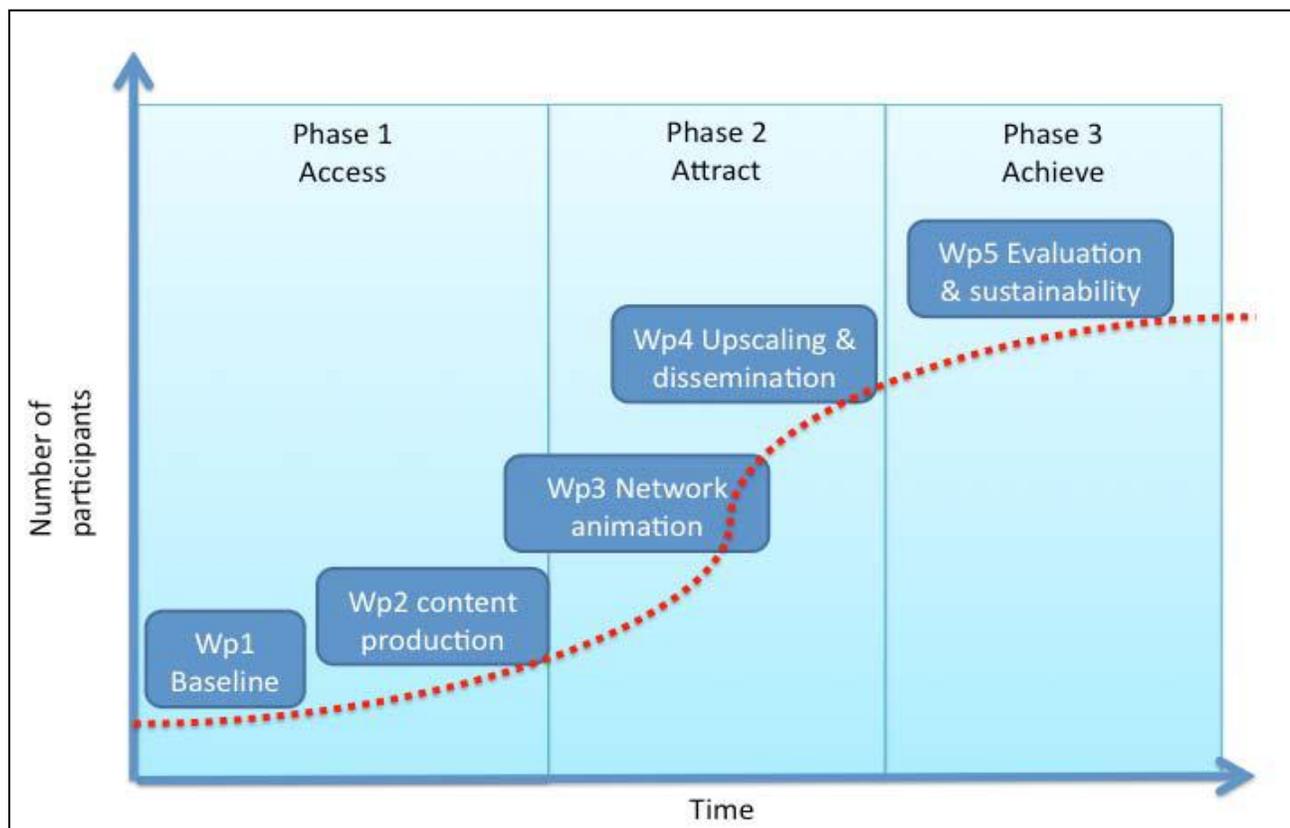


Figure 1: CROSSOVER Phases

1.3 Structure of the Document

The document is structured as follows. Section 2 introduces the Survey of Users' Needs, describing in particular the rationale and the objectives of the survey in the scope of the CROSSOVER project, and providing a description of the survey. Section 3 presents the ICT tools and the methodology adopted for the survey, providing a description of UserVoice as well as of cases of UserVoice Adoption in the policy making framework. Section 4 describes the partial survey uptake and results, in terms of the number of visitors, votes and comments provided. This chapter concludes with the presentation of the conclusions (for the time being) and of future plans.

2. Overview of the the Survey of User's Needs

2.1 Rationale and Objectives of the Survey within CROSSOVER

Let us now describe the rationale and the objectives of the Survey of Users' Needs in the scope of the Project CROSSOVER. In particular we will highlight the underlying motivations of carrying out the survey, as well as how we intend to use it. According to WP5 the consortium will carry out a survey of actual and potential practitioners in order to collect ICT for Governance and Policy Modelling tools' users' needs, expectations and previous experience. Moreover the survey aims at investigating what are the needs of the users for implementing policy making 2.0 in terms of the questions to be answered and the specific activities that the Crossover project should carry out. However, in view of the overall objectives of the project, the scope of the survey will have to be much wider. In fact we will not only investigate about users' needs and the satisfaction on the project development, but rather we will collect users and potential users ideas and views on what's missing and what has to be improved in policy making 2.0 all through the project duration. Afterwards, we will embody those inputs and feedbacks in the new version of the roadmap and the design of the other project's activities.

Let us elaborate a little bit more on the roadmap itself. One of the main objectives of the CROSSOVER project is to stimulate global collaboration between practitioners (actual and potential), researchers and public officials in the field, so to establish a common Research Roadmap on ICT tools for Governance and Policy Modelling. Technology roadmapping is a strategic planning approach to identify the actions and funding decisions needed to boost technological development and innovation. The term "roadmap" refers to the main purpose of this approach, i.e. to chart an overall direction for technology development or usage. On the one hand the roadmap constitutes a shared vision, able to inspire collaborative and interdisciplinary research, and between academia, business, civil society and government. On the other hand it is a useful tool, able to provide support and orientation to policy-modelling also after the end of the project. The potential of roadmapping is significant in the domain of ICT for governance and policy modelling as it can constitute an important input in the selection of future research priorities by highlighting the emerging themes and key technological applications (ICT tools) likely to impact on policy in the coming years. Furthermore roadmapping is one of the "recommended best practices" for the selection of priorities in R&D programmes since it does not only identify the bottlenecks that need to be addressed within a realistic time frame, but it can also lead to a high degree of consensus if potential beneficiaries are involved in the agenda-setting process (De Laat, 2004).

Now, CROSSOVER project builds on the CROSSROAD model and roadmap with the aim to reach a stronger focus on policy modeling. More precisely CROSSOVER and the related thematic animation focuses on two Grand Challenges, already part of the CROSSROAD roadmap, which are more in line with the current workprogramme priorities: the Grand Challenge 1 is "Model based Collaborative Governance", while Grand Challenge 2 is "Data Powered Collective Intelligence and Action".

In addition to the roadmap itself, CROSSOVER will deliver a set of tools aimed at supporting practitioners in their concrete activity, such as news, case studies, tools, events, people.

In this view one of the aims of the Survey of Users' Needs is to engage stakeholders in providing input, feedback and validation on the new and updated roadmap ICT tools for Governance and Policy Modelling,

especially for what concerns the gap in research and applications. In our understanding, mapping the needs of users and potential users will give a picture of the current gaps in research and will help us in charting an overall direction for technology development or usage based on shared vision and inspired by collaborative and interdisciplinary research. This will boost the sustainability of the project, as a roadmap embedding the views and the needs of users and potential users will provide support and orientation to policy-modelling also after the end of the project itself.

But first and foremost it is important to stress that we are only at the beginning of the process and that the survey on crossover.UserVoice.com³ (more on that will follow) it is only the first iteration of an activity that will accompany the project all through its duration. In fact the survey will be disseminated on the project platform and Web2.0 channels (twitter⁴, the project blog⁵ and the CROSSOVER project LinkedIn group⁶ on Policy Making 2.0). Moreover the survey will be disseminated by the members of the Animation committee along their own network channels and in the subgroups of LinkedIn group on Policy Making 2.0 to be created. This feedback process will continue until the end of the project.

2.2 The design of the survey: from questionnaire to an idea-storm

Traditionally, survey of users needs are conducted through web-based questionnaires. This is a simple and straightforward way to collect feedback; however it is often useless when it comes to designing new services. As Sam Ladner puts it, surveys “are usually 100% reliable but 0% valid; they tell you nothing (but consistently tell you nothing)”⁷. In particular, traditional surveys face a number of challenges:

- they are ineffective when dealing with the design of new services,
- they or with a new theme unknown to users, as potential users cannot meaningfully contribute.
- There is a “surveys fatigue” from users that are receiving an overload of questions. In the words of prof. Oliver, “The frequent requests to fill out these surveys, especially with no incentives, have been so annoying that people just stop doing it”.⁸
- they deal with pre-defined target audiences and samples. In the case of collaborative governance, by definition there is no pre-defined community to be addressed, as all stakeholders should be empowered to collaborate.

³ See annex I which presents a screenshot of the crossover.UserVoice.com website

⁴ CROSSOVER tweets @crossoverproject

⁵ For the CROSSOVER blog please visit <http://www.crossover-project.eu/Blog.aspx>

⁶ For the CROSSOVER Policy Making 2.0 LinkedIn group please refer to

http://www.linkedin.com/groups?home=&gid=4165795&trk=anet_ug_hm

⁷ <http://copernicusconsulting.net/why-customer-satisfaction-surveys-are-useless/>

⁸ http://www.nytimes.com/2012/03/17/business/onslaught-of-surveys-is-fraying-customer-patience.html?_r=1

The Crossover project aims to deliver a new service in a new and emerging domain, thereby doubling the information asymmetry towards users. Another limitation of traditional surveys is that

For these reasons, we decide to adopt an open feedback mechanism, iterative during the project activities. In such a context, the choice of the consortium was to deliver an open and on-going feedback forum on the project services, where all the feedback from users about the project services aims to be delivered. In other words, rather than collecting user needs as a one-off exercise and ex ante, we decided to provide to users the opportunity to voice their needs:

- continuously during the duration of the process
- openly, through unstructured questions
- collaboratively, by providing the ability to users to see and comment on what other users suggests
- reactively, in relation to the project deliverable, rather than on a blank sheet of general «user requirements»

For this reasons, we created a dedicated idea-storm forum on [uservoice.com](#), which will be running alongside the project and will be regularly monitored and stimulate feedback not ex-ante, but in relation to the projects activities.

In order to ensure that the projects outputs were relevant for the target audience, Crossover is organising additional events and training sessions with practitioners. These include:

- a webinar for the United Nations Development Programme – Europe and CIS, which was attended by 40 practitioners from UN and CIS countries, whose output is described in section 4.
- a keynote speech at the largest italian e-government event, ForumPA 2012 .⁹

Forum PA 2012 is an expo organized by Forum PA, a company specialized in public relations and institutional communication. The event will take place from 16 to 19 May 2012 and will be focus on Open Government. The actors taking part to the event include the Italian Government, innovative ICT companies, local and central administrations, as well as universities, research parks and credit system. The aforementioned keynote speech, entitled “Policy-making 2.0: how innovation helps to improve public administration”, will be delivered by David Osimo (Tech4i2) on the 18th of May 2012.

Both the UNDP webinar and ForumPA 2012 introduce the key solutions for policy-making 2.0 and are therefore used to elicitate further needs and information requests.

Finally, the user needs survey is complemented by additional discussion channel, and namely the Policy-Making 2.0 group on LinkedIn. This is a closed discussion group (to ensure the quality of participants and the relevance of the discussion) that has already attracted more than 150 active participants and where informal discussion takes place on a regular basis.

⁹<http://iniziative.forumpa.it/expo12/convegni/policy-making-20-come-innovazione-aiuta-migliorare-le-politiche-pubbliche>

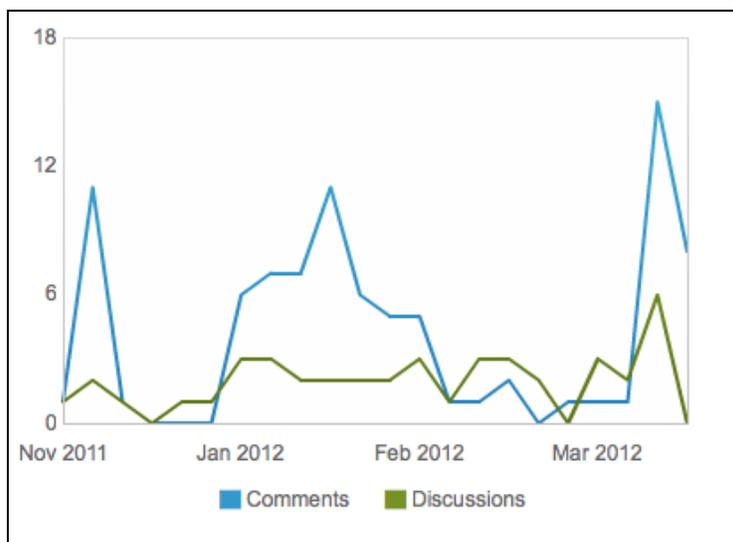


Figure 2: snapshot of discussions and comments in the Policy-Making 2.0 group

2.3 Target Audience of the Survey

A key factor in Project CROSSOVER will be to engage pivotal stakeholders both from the supply and the demand side. More precisely we are targeting the survey to actual or potential users' and practioners, who will provide input and feedback in the scope of ICT for Governance and Policy Modelling. Policy-makers and policy advisors are already making use of advanced solutions in the field, with a particular view to build bridges across policy domains. In this view policy makers will increase knowledge though best practice sharing, learn about innovative solutions and increase their visibility towards other government departments and recognition as "best practice". But our survey will try to reach also potential practitioners who could make use of advanced solutions in order to learn about useful innovative tools for improving policy making as well as to increase the level of citizens participation in the policy making process. In particular, IPTS, FAO (supporting partner), The Lisbon Council, Millennium Institute, Tech4i2,W3C and CATTID will address government officials such as politicians, senior civil servants, auditors, policy advisors, research funding agencies, while finally Tech4i2 and W3C will dialogue with citizens and the civil society.

Figure (2) below illustrates some basic statistics about the participation in the Policy-Making 2.0 group on LinkedIn. It is clear that the participants have a high degree of seniority and in the majority not researchers but practitioners.

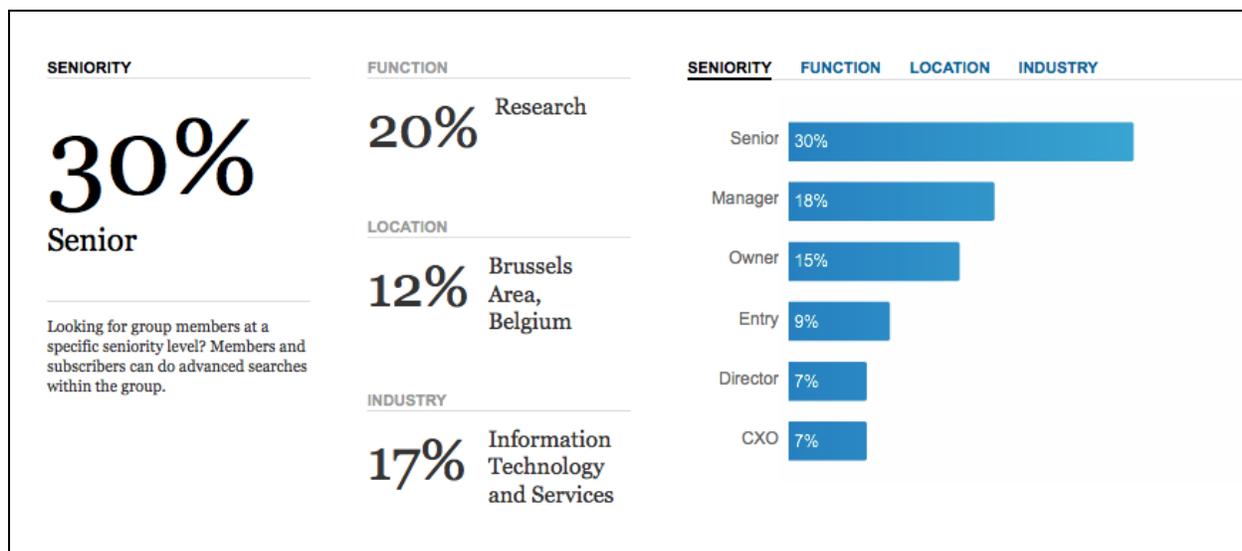


Figure 3: statistics on the participation in the Policy-Making 2.0 group on LinkedIn

2.4 Description of the Survey

In the survey we describe the CROSSOVER project, which is a demand-driven project aimed at delivering services that the community needs. In this view the project partners are interested in learning what practitioners and potential users need to implement policy making 2.0. Specifically the survey is based on the following main issues, which were left deliberately open in order to stimulate the widest range of input:

- What questions would you like to be answered?
- What specific activities would you recommend that the Crossover project carries out?

In the survey we have listed an initial set of activities that we assume are relevant and important. Then the audience has the possibility to vote on the different activities, comment on them, or simply add new suggestions we did not think about. In addition, the audience is free to just post a question it would like to be answered. Each active user is endowed with ten votes, thereby we can distinguish between actual votes and number of supporters for an idea, and between visitors of the website and active users: people posting a comment, an ideas, or voting.

The title of the survey is “Everything you wanted to know on policy-making 2.0 and never dared to ask”. Let us see now the ideas posted by the consortium:

1. Better awareness of user needs and interests

This is of course the principal aim of the survey and one of the main aims of the project. Indeed the definition of the new roadmap on ICT Tools for Governance and Policy Making will require as much input and feedback as possible and will have to be gauged on the requirements of those who actually adopt the technologies and methodologies.

2. Better awareness of possible technological tools and solutions

CROSSOVER project is engaged (in the scope of WP1 and WP2) in the creation of an online repository of tools, models and methodologies with the purpose of increase the knowledge and awareness of possible solutions among stakeholders but also to engage citizens who wish to make their voices heard.

3. More information about the successful implementation and use of initiatives

It will be important to disseminate successful examples and best practices. In order to do that CROSSOVER will identify and carry out, in the scope of WP5, four case studies on specific applications of ICT solution for policy modelling.

4. Better coordination and knowledge exchange with other initiative developers

The principle of CROSSOVER is to bridge communities for next generation policy making. More in particular the project aims at reinforcing the links between the different communities of researcher and expert as well as the connections within the communities through the animation activity.

5. Better awareness and collaboration with government policymakers

As already stated the animation activity and the creation online contents in the scope of WP1, WP2 and WP3 will increase understanding and uptake of ICT for Governance and Policy Modelling. Especially the animation activity will be aimed at reaching the possible users of the tools, among which there are the policy makers.

6. More support from organisation(s) used to pilot your initiative

Also in this view the CROSSOVER content production and dissemination activities aimed at stimulating the general awareness on ICT Tools for Governance and Policy Making can increase the engagement of initiative supporting actors

While the **following ideas were introduced by the audience:**

- 7. More information and understanding about the UNSUCCESSFUL implementation and use of initiatives. WHY what we are creating does not work?** Fact is that Policy Simulation and policy-making 2.0 remains mostly 'marketing'. Why is this so? Are the leading actors in this area really leading or following self-serving agendas? What could be done different?

Too often, policy making2.0 collaboration ends in conversations on social networks, blog and twitter but real impact in most cases is yet to be achieved in specific. Thereby is of pivotal importance to figure out what went wrong in the unsuccessful implementation cases and what can be done for improving.

- Identify examples of the changing patterns and structures of governance arising from the adoption of the new technologies**

The creation of ICT Tools for Policy Making and Governance is completely useless if those same tools are not adopted by policy makers. Thereby it will be important to investigate if the new tools are really affecting the way the decisions are taken, in order to disseminate best practices.

3. ICT Tools and Methodology of the Survey

In this section we will highlight the ICT tool and the methodology adopted for carrying out the survey. In particular, we will give a description of the feedback forums creator UserVoice.com and we will present some of its applications in the policy making domain.

3.1 Description of UserVoice

UserVoice is a San Francisco based start-up which hosts feedback forums enabling customers to create, discuss and vote for ideas. The tool, founded by Richard White (CEO) and Scott Rutherford (COO), is based on three main principles: the creation of an online forum structured around users providing actionable ideas on how to improve the product; users pushing the best ideas to the top of the heap through voting; extra constraint of having a limited number of votes to spend and so focusing people on what was really important to them. So far more than 85 thousand organizations in 42 countries are using UserVoice. Regarding the Feedback statistics, the tool has over 55,000 subscribers, 8 million unique visitors a month and over 1 million users in in several forums. As for the Helpdesk statistics, the tools is used by over 1000 businesses and assists more than 60,000 customers. Tools such as UserVoice.com allow customers to submit feedback and to rank other people ideas, thereby allowing the emergence of the most popular ideas. In fact UserVoice.com is a way of making sense of large amount of information is by relying on human effort, by crowdsourcing and collective intelligence: people are not only submitting their opinions, but actually filtering them by signaling the most important ones. Even though the tool is available at very low cost, research shows that it is effective in gathering relevant feedback.

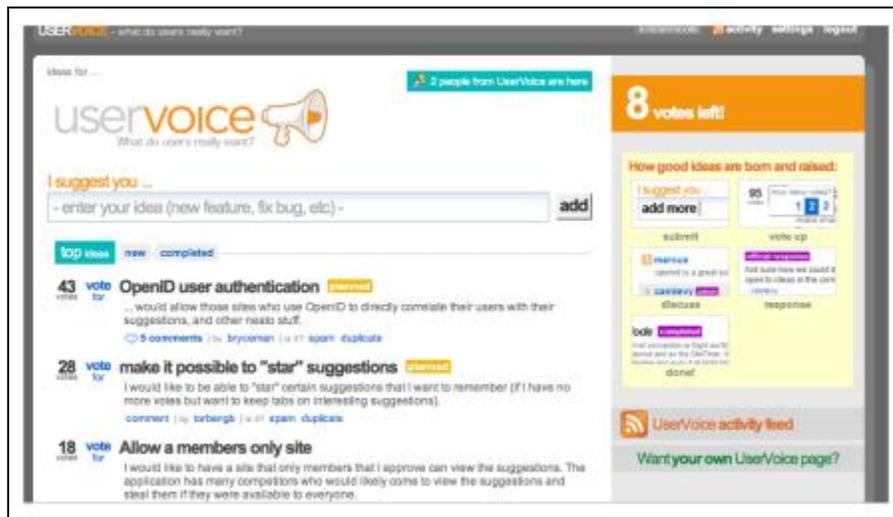


Figure 4: Screenshot from UserVoice.com

3.2 Review of Similar Cases of UserVoice Adoption

UserVoice has had many applications related to Governance and Citizens Engagement. In fact, as a feedback software for Government Planning, uservoice.com allows citizens to submit, comment and vote on their ideas. The software is easy to use, as participants can submit and discuss their ideas without having to sign up for a

new account. The best ideas are delivered according to the participants' votes, and the voting system prevents fraud and vocal minorities, and participants are kept engaged by automatic emails informing on the completion of ideas. In order to show the effectiveness of the tool we adopted for the first iteration of our Survey of Users' Need we are going to briefly presents some of its most successful applications in the policy making domain:

- **USICH Makes the Old-School Public Comment Period Digital and Effective:** the United States Interagency Council on Homeless was involved in building a plan affecting the life of millions of Americans, for which thereby it was vital to acquiring full input from the agency's key stakeholders and those who actually experience the tragedy of homelessness. Thereby following the Department of Housing and Urban Development UserVoice forum, USICH set up <http://fsp.uservoice.com>. allowing everyone to contribute, from advocacy groups to service providers to state and local government officials to citizens who experienced or were at risk of experiencing homelessness. The forum, disseminated through a number of web2.0 channels, had a really impressive success, as in a 3 week window for public comments USICH had more than 2000 users post nearly 700 ideas and contribute 600 comments to the conversation.
- **GC 2020:** the Canadian city of Vancouver set the challenge to become the greenest city in the world by 2020, through the elimination of dependence from fossil fuels, green building design and construction, making cycling and public transit the preferred means of travel and by creating zero waste. Obviously in order to reach this result all the societal actors (people, businesses, organizations and institutions) must join and share new ideas. That's why the city of Vancouver and develop the forum <http://vancouver.uservoice.com>. So far users share 658 ideas. The most voted ideas involve encouraging the vegan option for all (1.079 votes); develop a complete cycling network attractive and safe (1058 votes); extend food waste collection program to include apartments and buildings (771); encourage urban food production (669 votes) and finally build a high speed rail to Seattle parallel to the highway (629 votes).
- **Input on the Housing and Transportation Affordability Initiative:** the US Department of Housing and Urban Development (HUD) has developed two forums. The public feedback forum, which allows the public and HUD employees to share their ideas on any issue related to HUD operations. The internal feedback forum, which is only open to HUD employees and allows those within HUD to submit ideas on how HUD can transform the way it does business. The public feedback forum is called HUD Ideas in Action, and is based on UserVoice (see <http://hudideasinaction.uservoice.com>). An example of the public feedback forum adoption took place in occasion of the federal Housing and Transportation Affordability Initiative, that we will briefly present.

Although being a significant draw on households' income, people may fail to take fully in account transportation costs when making decisions about where to live and work as they are not easily discernable. In order to fill this information gap HUD is heading up the federal Housing and Transportation Affordability Initiative, which will investigate on the combined cost of housing and transportation for American households. The project incorporates inputs from researchers and practitioners but the forum ensures that also the ordinary people will make their voices heard.

4. Survey's Uptake and Results

The survey has been published on the Uservice platform and disseminated through the Policy-Making 2.0 forum.

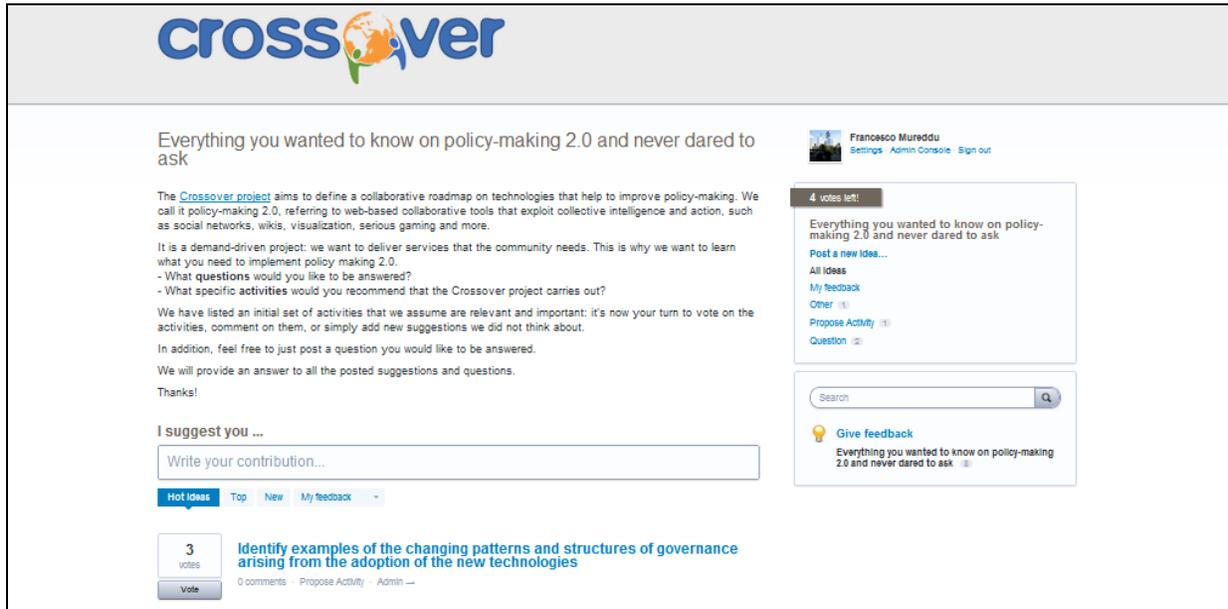


Figure 5: Screenshot of <http://crossover.uservice.com>

The target of our survey was to reach the number of 75 participants, belonging to at least half member states, as well as 2 non-EU members. The audience belongs to public policy research and consultancy, ICT Industry, NGO engaged in democratic participation, communication strategies and implementation. As for the results obtained so far, we can summarize the most important categories in figure (6). As we have already stated, we are just at the initial stage of our survey, which will go on for all the duration of the project. In fact, the final aim of CROSSOVER is to build a living roadmap on ICT Tools for Governance and Policy Making, which will be updated and validated by stakeholders and users also through the Survey of Users' Needs. Moreover so far two users has posted a new idea and one other user has provided a comment. The most voted ideas have been: "Better awareness of user needs and interests" (19 votes); "Better awareness of possible technological tools and solutions" (14 votes) and "More information about the successful implementation and use of initiatives" (11 votes). Those are also the ideas receiving the highest number of supporters.

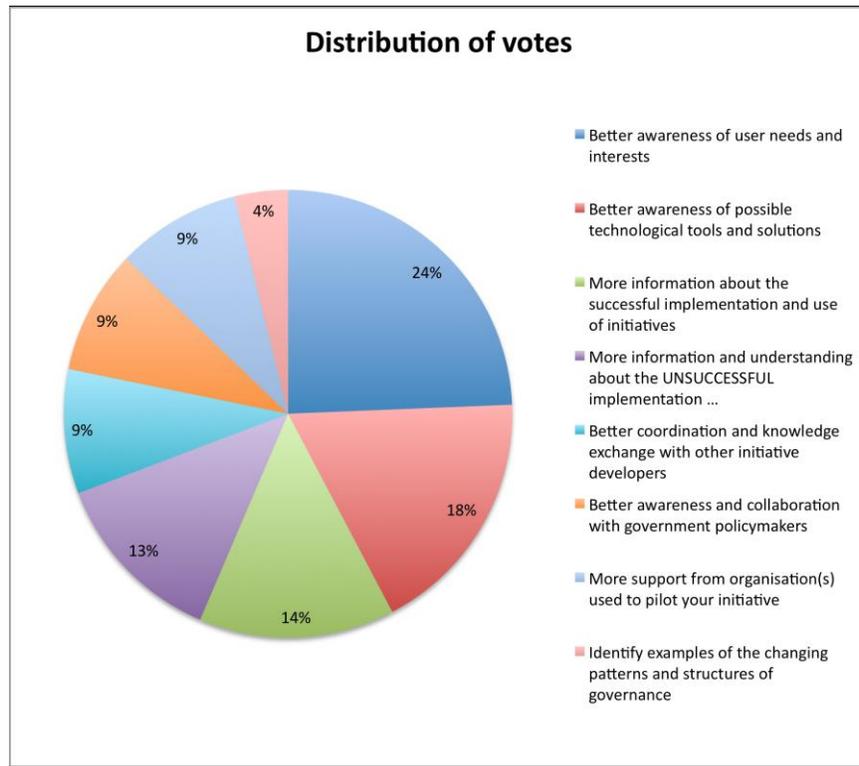


Figure 6: Screenshot of the distribution of votes taken from <http://crossover.uservoice.com>

The first consideration is that the quality and quantity of feedback received was unsatisfactory. The answers were generic and provided little added value; in terms of quantity, while reaching the minimum planned in the project, this cannot be sufficient to orient the project activities.

However, an analysis can still provide useful insight. This initial survey indicates that predictably, the practitioner needs are still focussed towards better awareness of the opportunities and reality of policy – making 2.0. The key questions remain on what tools are available (the opportunities) and what can we learn from actual implementation, both successful and unsuccessful (the reality). Finally, the challenge of involving final users (citizens) remains. It is worth noting that the small amount of votes gathered by new ideas confirms the

The discussions held at the UNDP webinar confirm this perspective, held on March 21st. This was a webinar organised by UNDP and to which Tech4i2 was invited to present. 40 people participated from both UNDP offices and national governments. The profile of participants was senior policy advisor, and there was a wide coverage of all policy domains covered by UNDP CIS.



Figure 7: Screenshot of the UNDP webinar

Practitioners questions focussed on real life examples of success and failure, in order to understand the opportunities of ICT for governance for policy-making. Their concerns are about the real benefit offered by these tools; and the tips and tricks to use them successfully.

The discussion held in the webinar also testifies that there is much greater interest and awareness towards collaborative governance tool, than towards policy-modeling. In other words, it appears clear that the demand for “ICT for Governance” is more mature than the demand for “policy modeling”, and that more awareness needs to be pushed on that side. Policy modelling appears more niche and specialised than collaborative governance.

The need for a self-contained conceptual model that links to the daily activities of practitioners is also well perceived. There was a particularly positive reception to the policy-making 2.0 cycle because it helps making sense of the different tools in the daily activities of the policy-makers.

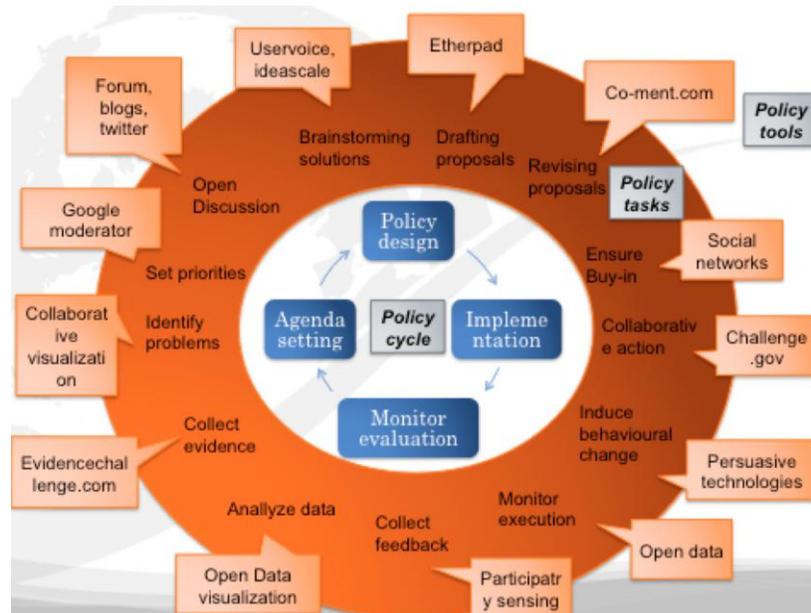


Figure 8: The Policy-Making 2.0 Cycle

Lessons learnt and input in the project deliverables

Based on this early feedback, the project should continue balancing the focus on research roadmapping with cases and real-life application. The roadmap is a formidable opportunity not only to set the research priorities, but also to raise awareness about the policy issues. Particular emphasis should be given to the awareness-raising activity in the context of the Crossover database, which is to be designed around tools, cases, people and events, precisely in order to answer the users' needs on opportunities and real-life practice.

The networking aspect guaranteed by the successful policy-making 2.0 group will be reinforced, and the group will be open after the June workshop. The link to the policy cycle will be emphasized in the research roadmap, which will be organised around policy-making activities and directly linked to the policy cycle. In terms of the survey itself, there is the need to reinforce the feedback mechanisms by reaching out to a wider audience. This includes further leveraging the new networks mapped in the dissemination activities, further involving the animators, and continuing linking the feedback tool to the offline activities in the project. In this sense, the forthcoming workshop at ForumPA is expected to generate additional feedback. In terms of the quality of feedback, it is necessary to increase the granularity and the meaningfulness of the feedback, which at this stage remains still generic.

Furthermore, because of the increased emphasis towards the roadmapping activities in the project, the role of the user needs survey has changed and we should include the needs of researchers. An additional survey will therefore be launched towards researchers involved in FP7 projects to elicitate their needs with respect to the roadmap.

5. Conclusions and Action Plan

In this document we described the deliverable D5.1 Survey of Users' Needs. The main aims of the project are to ensure the project delivers useful results for the target users (both expert and non-expert), as well as to ensure long-term policy impact and continuity to the attracted communities. According to WP5 the consortium will carry out a survey of actual and potential practitioners in order to collect ICT for Governance and Policy Modelling tools' users' needs, expectations and previous experience. Moreover the survey aims at investigating what are the needs of the users for implementing policy making 2.0. in terms of the questions to be answered and the specific activities that the Crossover project should carry out. Finally, all the ideas and views on what's missing and what has to be improved in policy making 2.0 collected from users and potential users will be embodied as inputs and feedbacks in the new version of the roadmap.

The survey was not designed as a traditional questionnaire-based survey, but rather as an open feedback system entitled "Everything you wanted to know on Policy Making 2.0 and never dared to ask". Furthermore, it was extended to the whole duration of the project, rather than as a one off exercise. The developers have listed an initial set of activities assumed to be relevant and important. The customer are then able to vote on the activities, comment on them, or simply add new suggestions. So far 83 people joined the survey and 12 active users voted at least one of the ideas suggested by the consortium. As for the most popular ideas, they concern a better awareness of user needs and interests, a better awareness of possible technological tools and solutions and finally more information about the successful implementation and use of initiatives.

As aforementioned the Survey of Users' Needs is an ongoing process which will last for all the project period and that will be further disseminated by the consortium on the project platform and the other project Web2.0 tools (twitter, the project blog and the CROSSOVER project LinkedIn group on Policy Making 2.0), as well as by the members of the Animation committee along their own network channels and in the subgroups of LinkedIn group on Policy Making 2.0 to be created. This feedback process will continue until the end of the project and will be specifically promoted in relation to specific project activities.

As for the future actions, we will integrate the UserVoice survey crossover.uservoice.com into the project website section "User Needs Survey" to be created as soon as possible. Moreover we will interrelate the roadmap and the Case Studies with the User Needs in order to collect feedback. Finally at the end of the project the ultimate results of the survey will be available in the project website and will be presented at the project conference.

The results of the surveys will be included iteratively in the project deliverables. The survey will also be integrated in the dissemination activities of the project, such as conferences and workshops. Every project's presentation will therefore link to the uservoice survey in order to stimulate feedback.

The results of the surveys will be not only disseminated but also cross-analysed with input from workshops and the LinkedIn group project discussion.

Significant improvements in the quality and the quantity of feedback is expected already from the next iteration in May. An additional release of the users' survey will then be released by M10.

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