



**“Crossover” conference
Dublin, 18 June 2013**

***“What policy makers have
and what they need?”***

*Miguel González-Sancho
European Commission*



Structure

1. Policy 2.0
2. Why doing it?
3. Who counts?
4. How doing it?
5. What do policy makers need?



Policy and 2.0

- ❖ Policy area and "product", e.g. Digital Agenda for Europe (DAE)
- ❖ "2.0", e.g. online tools for engagement
- ❖ Functionalities: inform/ visualise, mine/link, discuss, vote/ select, produce/ collaborate...

What is the Digital Agenda?

101 specific actions, including 31 legal proposals



A vibrant digital
single market

Fast & ultra-fast Internet
access

Using ICT to help society

Interoperability &
standards



Enhancing digital literacy,
skills & inclusion

Trust & Security



Research & innovation

An open & inclusive process

Open data from the scoreboard



Digital Agenda Assembly



Coordination with authorities in Member States



Online engagement

Digital Agenda Assembly
Latest tweets

 **geekeconomist** RT @DigitalAgendaEU: The #DigitalAgenda is on Facebook! Join & share digital news <http://t.co/UwrWQnr> - #daa11eu #dae #daelocal #EU #ICT #FP7
3 days ago · reply · retweet · favorite

 **mgarrigap** RT @jluismarin: Find the reports and videos of the Digital Agenda Assembly 2011 online - <http://is.gd/hw8dBW> #daa11psi #daa11eu
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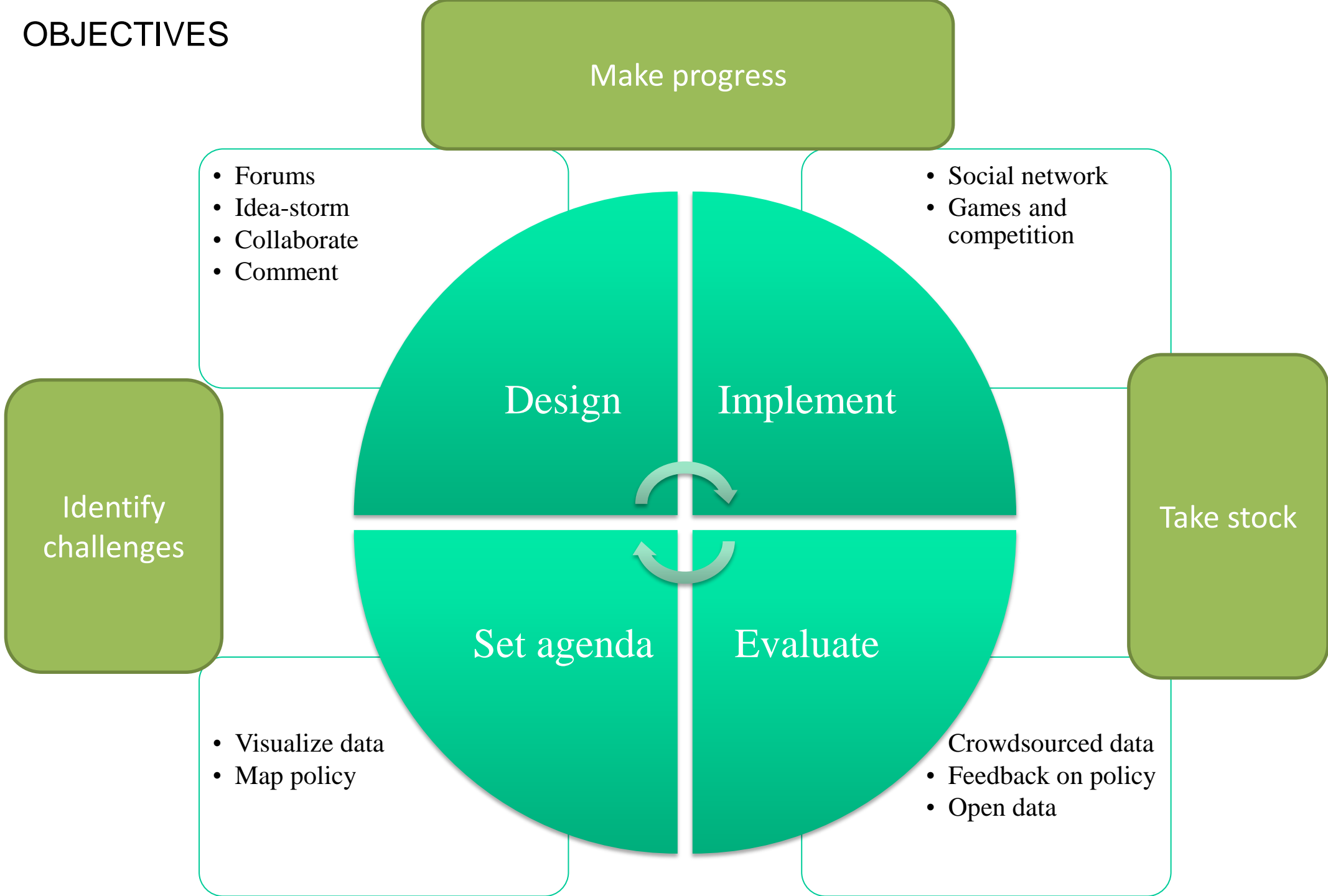
 **AgusPiedrabuena** RT @mgarrigap RT @jluismarin Find the



Why doing it?

- ❖ Motivation to innovate (need or fashion); Communicate > Engage > Transform
- ❖ Public service (PS) missions: direct service, fund, regulate, policy design
- ❖ PS cycle: design, prepare, implement, assess

OBJECTIVES





Who is concerned?

- ❖ PS providers: civil servants (and their bosses...), intermediaries, consultants
- ❖ PS "customers": final users, other administrations
- ❖ Policy and 2.0 professionals and amateurs: bloggers, multipliers, journalists



How doing it? The policy factor

- ❖ Link engagement activity to policy activity: how far you want and can go?
- ❖ Experiment at small scale, manage risk, grow incrementally
- ❖ Clear goals, rules of the game, language (simple!); manage expectations
- ❖ Capture online activity, process it, use it, show it in your policy (think in advance better than retrofit)
- ❖ Ride on the back of other policy activities, e.g. events, prizes, consultations (cycle approach)...



The human factor

- ❖ Human (supply and demand side) vs. technical input
- ❖ Prior "market research": target supporters (supply) and "clients" + multipliers (demand)
- ❖ Pro-active reach-out strategy: allow sufficient time (try, adapt, improve), language



The human factor (2)

- ❖ Incentives (in-house and outside), e.g. competition, visibility, prizes, impact feedback
- ❖ Some topics sell better than others
- ❖ Feedback is key for credibility: build and empower internal capacity, show responsiveness (on all or part of the inputs), fix inappropriate behaviour, act on criticism and improve
- ❖ Co-leadership (internal and external): contributors, other platforms



The technical factor

- ❖ Available vs. dedicated in-house platforms and tools vs. outside ones
- ❖ Combine tools with different functionalities for different goals; quantity vs quality
- ❖ Make the most of in-house tools (website, blog, newsletter...)
- ❖ Use available outside tools
- ❖ Reach out and link to web spaces where people already are vs. attracting to your platform
- ❖ Simplicity and convenience matters, e.g. feedback mail



Policy * human * technical = the crowd factor

- ❖ From closed one-to-one to open many-to-many approach; transparency, match-making, viral effects
- ❖ Light, decentralised and ex-post control
- ❖ Non-linear iterative process, grow incrementally, tweak along the way



What do policy makers need?

- ❖ Policy: in-house empowerment, licence to experiment, capitalise on success and adapt
- ❖ Human: advice and support on who, where and how to reach
- ❖ Technical: advice available possibilities (functionalities), on architecture (in-house vs. outside platforms and tools)



Thank you



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