



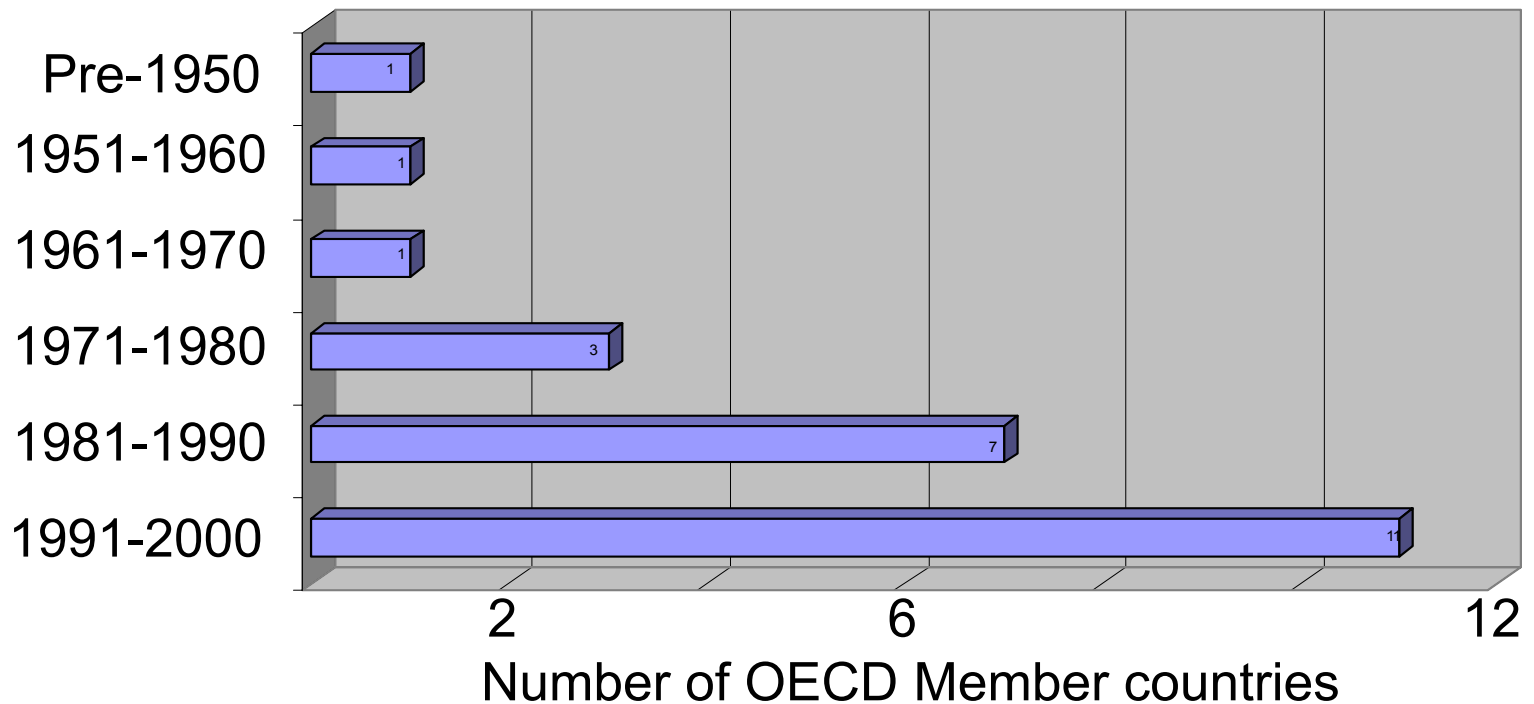
# Open and inclusive policy making: an OECD update

Joanne Caddy, OECD/GOV

**International Conference on  
Enhancing Citizen Participation in Public Governance**  
Bangkok, Thailand - 28-29 May 2008

# Participaton is powered by information

## Date of first introduction of FOI laws



# Why bother with public engagement?

## Instrumental

- Better outcomes at less cost
- Innovative solutions
- Responding to greater diversity
- Leveraging resources and knowledge
- Higher compliance

## Intrinsic

- Democracy
- Greater trust

**2005 OECD Ministerial meeting  
Rotterdam**

*“More open and inclusive policy making  
can strengthen trust in government,  
thereby contributing to social stability”*

# Open & inclusive policy making

## Working definition

Open and inclusive policy making is transparent, accessible and responsive to as wide a range of citizens as possible.

## Key questions

1. What are the main **barriers** for the “willing but unable” and for those who are “able but unwilling”?
2. How have OECD governments applied the 2001 OECD 10 guiding **principles** for information, consultation and active participation?

# Who are we engaging?



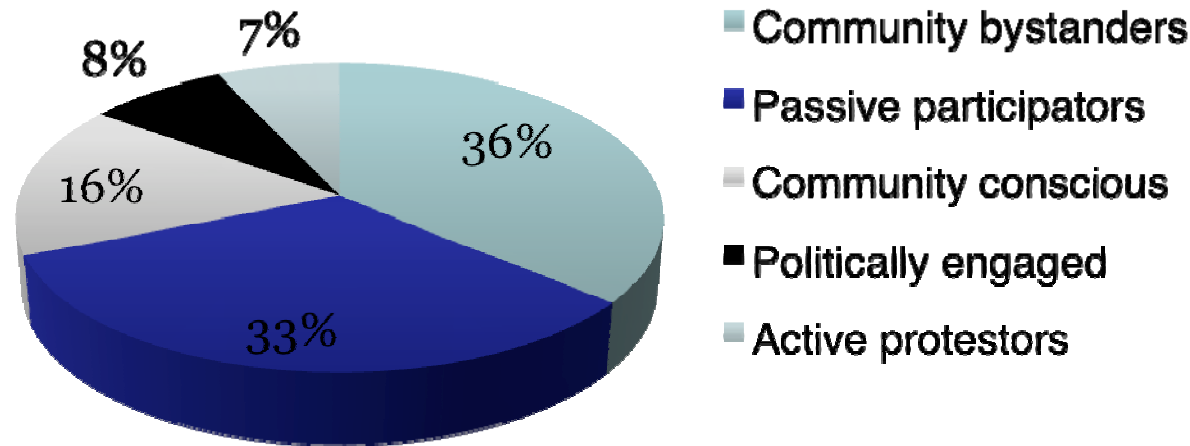
Ratio of population over 65 in Canada

2000 = 11.9

2005 = 12.5

2030 = 23.3

## Profiling engagement in UK

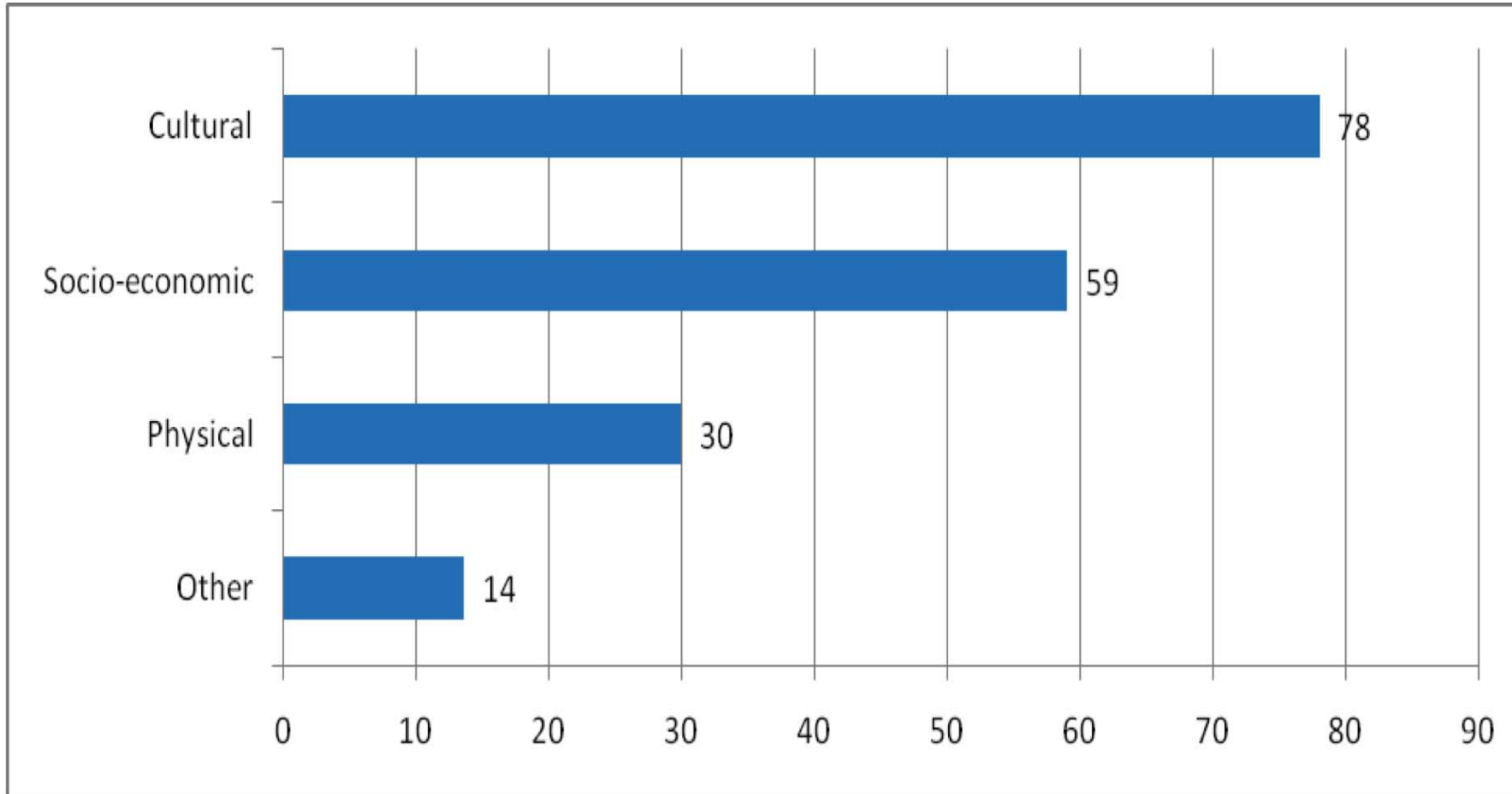


- Community bystanders
- Passive participators
- Community conscious
- Politically engaged
- Active protestors



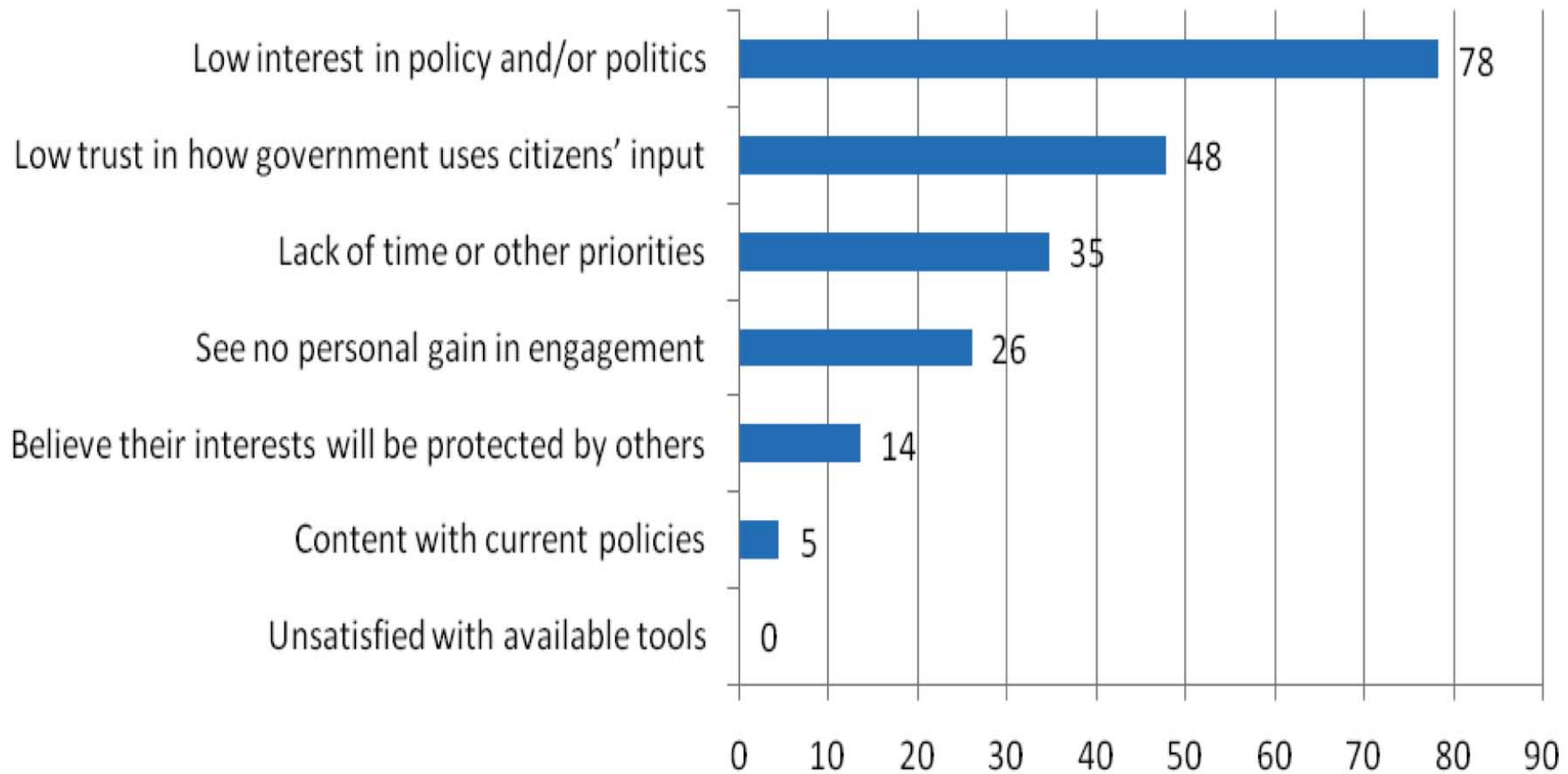
Harrison M. and M. Singer (2007)

# Why don't people participate?



They may be **willing but unable...**

# Why don't people participate?



...or, they may be **able but unwilling**

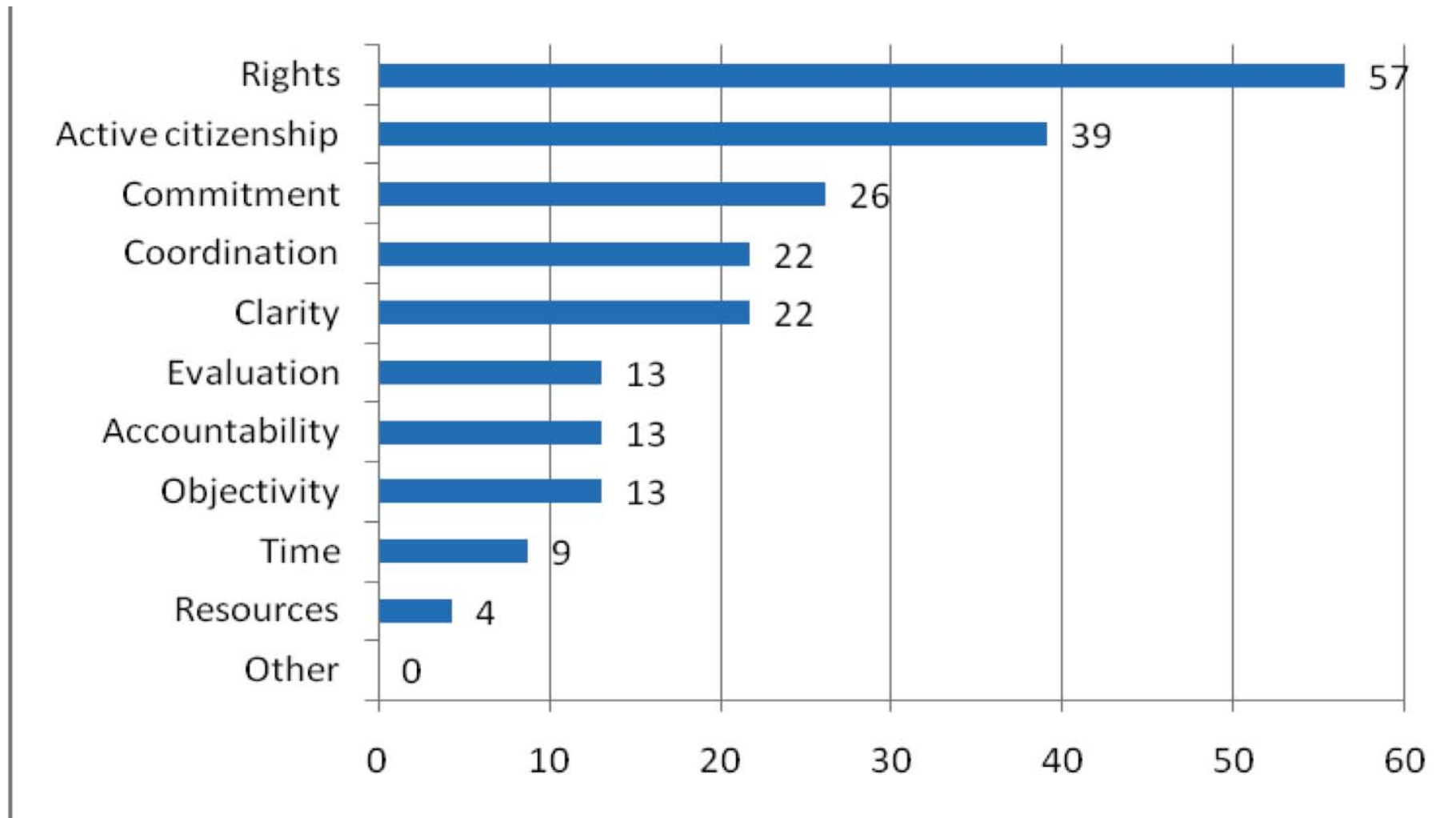
# OECD guiding principles (2001)

- ✓ Commitment
- ✓ Rights
- ✓ Clarity
- ✓ Time
- ✓ Objectivity
- ✓ Resources
- ✓ Co-ordination
- ✓ Accountability
- ✓ Evaluation
- ✓ Active citizenship

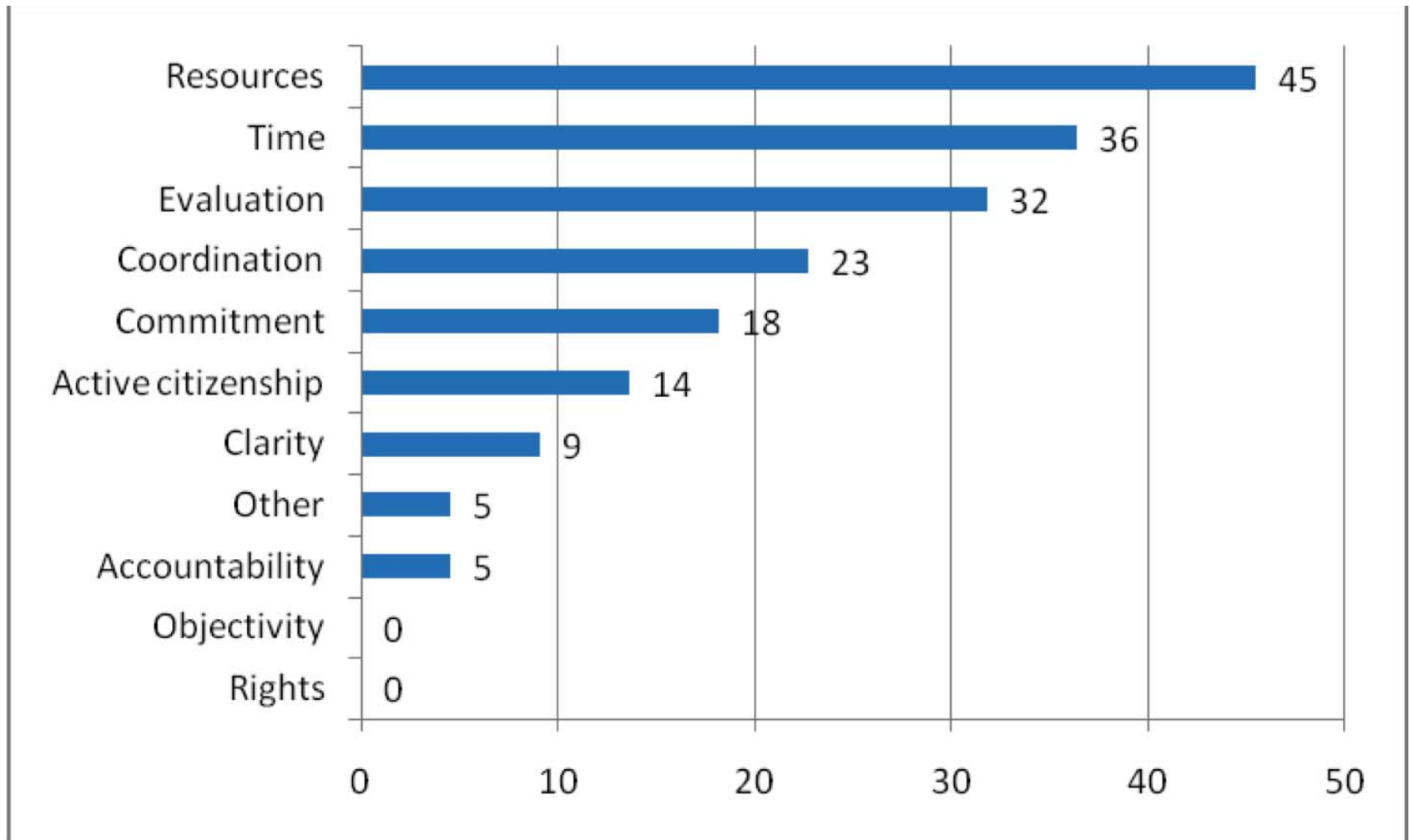




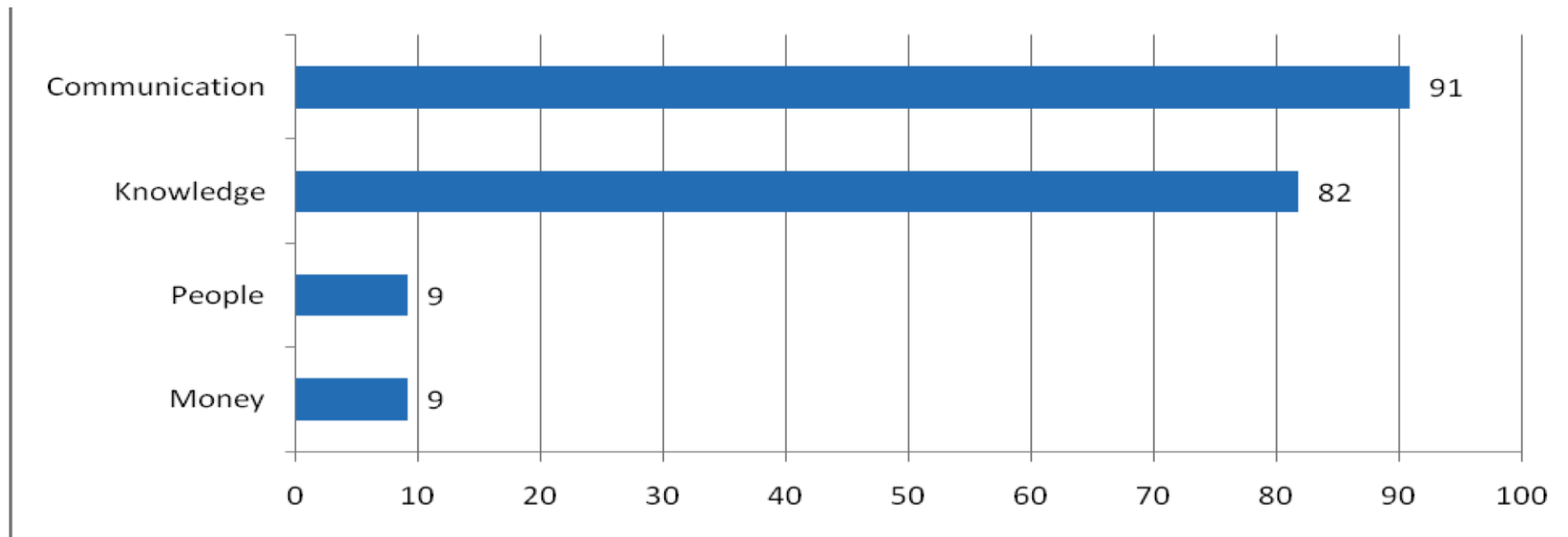
# Most progress in applying OECD principles



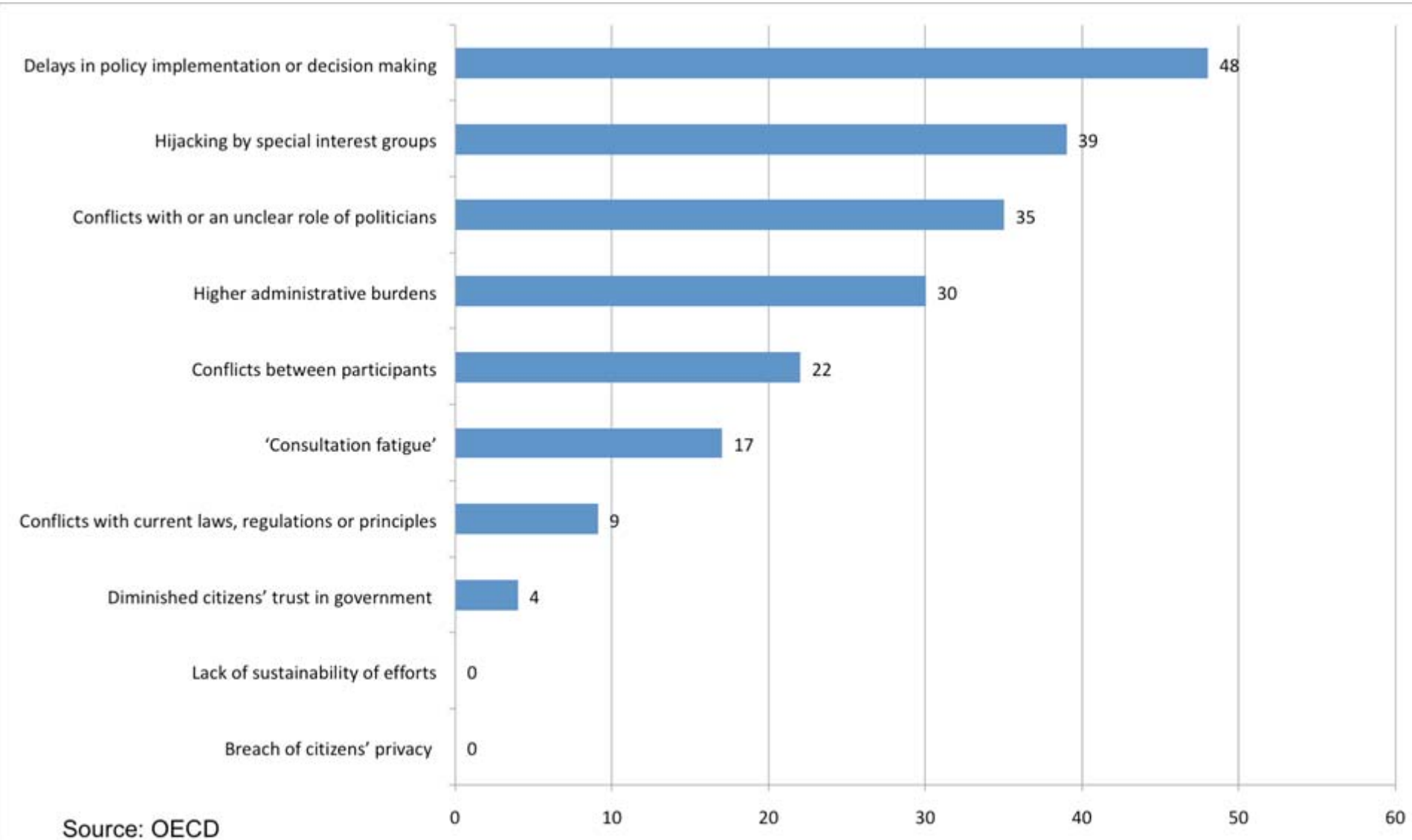
# Most difficulty in applying OECD principles



# Resources invested



# Risks of open and inclusive policy making



# Finland

## Civic Participation Programme (2003-7)



## HAVU project



### Vision for 2012

In 2012 the interplay between citizens and political and administrative actors consists of **a continuous, natural and valued interaction to discuss societal issues and make decisions.**

The tools, means and methods for interaction, communication and contacts are **a natural part of everyday life.**

## It's More Than Talk

Listen, Learn and Act  
A New Model for Public Engagement

The Final Report of the Public Engagement Initiative  
April 2008



photo by Product of Newfoundland



Public engagement  
is a condition of  
effective governance



# Journey to the edge

online participation in New Zealand and other stories



© 2007 National Geographic Society

© 2007 Europa Technologies

© 2007 TurnHere, Inc

© 2007 Google™



# When government engages

## Online participation - an introduction





# A journey in 4 stages



**hearing voices**



**building community**



**drafting naked**

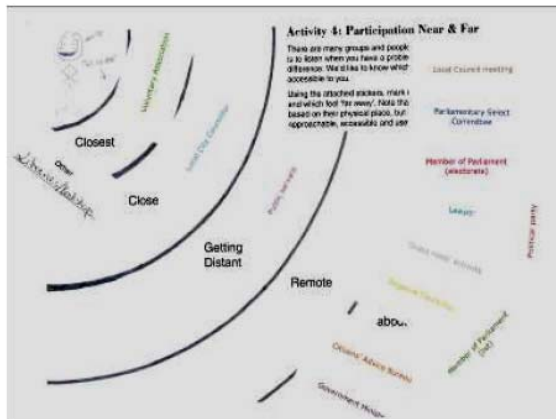


**test driving**

# hearing voices

## Why participate?

- “I’m a bit of a joiner junkie... “ (gemma)
- “How would they ever know if you didn’t tell them?” (harold)
- “I’m not as active as I want to be, but I’m interested.” (rangi)

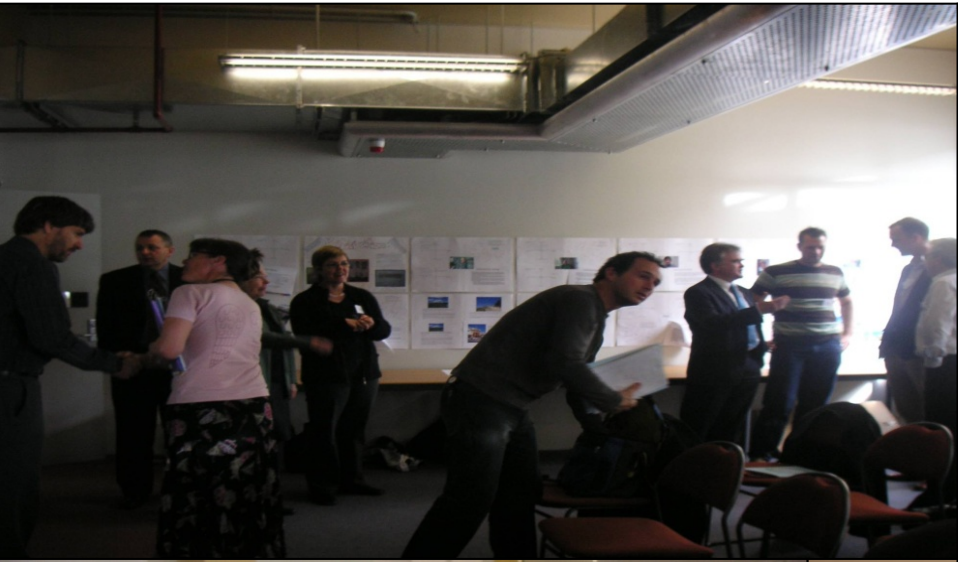


## What makes participation satisfying?

- “I want feedback” (dick)
- “Success breeds momentum” (anne)
- “I gained new skills” (yan)



# building community



# drafting naked

STATE SERVICES COMMISSION  
Te Kōwhiri o Ngā Tari Kāwanatanga

Joanne Caddy my talk my preferences my watchlist my contributions log out

article discussion edit history unprotect delete move unwatch

## Main Page

Welcome to the ParticipatioNZ wiki! This site is a beta that is being tested by the Participation Community of Practice. To join the Community, or invite a friend, click [here](#). First time users [take a tour](#).

### Updates

The State Services Commission has developed a **Guide to Online Participation** for the New Zealand State Services with important input from the Participation community of practice and international validation.

This site is about getting **your input** as we test and refine the guide and update resources. You can also share ideas and knowledge with the Community of Practice.

Thanks to everyone who has contributed comments and suggestions on earlier drafts - see [our response on your feedback](#). The Guide is now publicly available at the following links:

**Read :**

- ["When Government Engages, Online Participation - an Introduction"](#)
- [the Guide to Online Participation](#)
- [Great Feedback! Online Engagement in New Zealand](#)

**Add comments, ideas, resources:**

Members of the Participation community of practice see

### Community knowledge pool

This site is also a place to **share** information relating to participation. Seen a great model? Found a useful web site? Read a good paper? Got an idea? Share it here!

#### Add a page

**Share** ideas & resources. Create a new page. **Remember to tag!**

Type your new page name here

### Topics

Read all contributions, organised by topic.

Accountability **Articles** Australia Canada Channels **Consultation** Countries Deliberation EU Economic development Elected representatives Estonia **Evaluation** Events **Feedback** Finland France Gaming Glossaries **Guide to online participation** Guides **Ideas** Information Italy NZ **Quotes** Second Life The Netherlands **Tools** UK US **Web 2.0** Websites

What's a wiki? <http://www.youtube.com/watch?v=-dnL00TdmLY>

# test driving policy

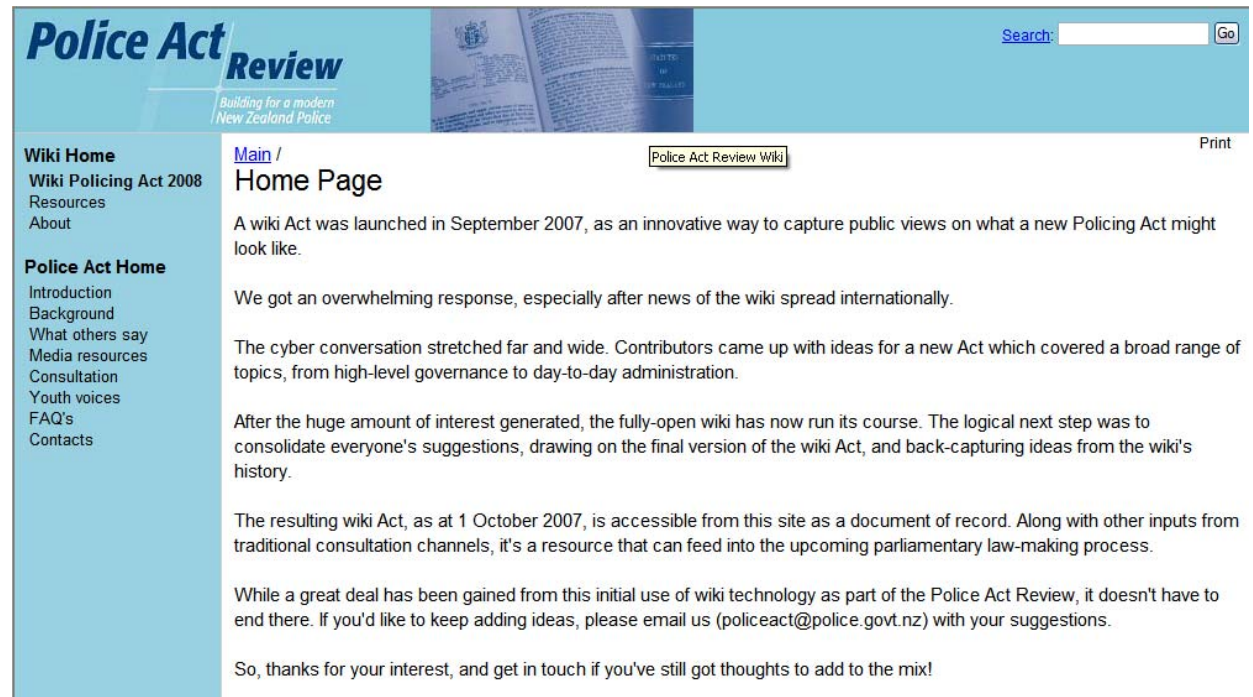


www.bioethics.org.nz

## Who Gets Born? Pre-birth Testing Choicebook



toi te taiao  
the **BIOETHICS**  
COUNCIL



## Police Act Review

Building for a modern  
New Zealand Police

Search:

Print

[Main /](#) **Home Page** Police Act Review Wiki

**Wiki Home**  
Wiki Policing Act 2008  
Resources  
About

**Police Act Home**  
Introduction  
Background  
What others say  
Media resources  
Consultation  
Youth voices  
FAQ's  
Contacts

A wiki Act was launched in September 2007, as an innovative way to capture public views on what a new Policing Act might look like.

We got an overwhelming response, especially after news of the wiki spread internationally.

The cyber conversation stretched far and wide. Contributors came up with ideas for a new Act which covered a broad range of topics, from high-level governance to day-to-day administration.

After the huge amount of interest generated, the fully-open wiki has now run its course. The logical next step was to consolidate everyone's suggestions, drawing on the final version of the wiki Act, and back-capturing ideas from the wiki's history.

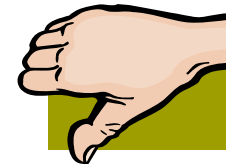
The resulting wiki Act, as at 1 October 2007, is accessible from this site as a document of record. Along with other inputs from traditional consultation channels, it's a resource that can feed into the upcoming parliamentary law-making process.

While a great deal has been gained from this initial use of wiki technology as part of the Police Act Review, it doesn't have to end there. If you'd like to keep adding ideas, please email us ([policeact@police.govt.nz](mailto:policeact@police.govt.nz)) with your suggestions.

So, thanks for your interest, and get in touch if you've still got thoughts to add to the mix!

# insights from the edge

- Innovation/leadership
  - New ideas/wider source
  - Agency capacity/implementation
  - Living document/permanent beta
  - Testing/learning/sharing
- 
- wiki platform daunting for some
  - failure to reach out to Māori, Pasifika and other ethnic groups



# enabling transformation

“Transformed government will call for a different way of working – one where **networks, not hierarchy**, are the focus. This raises fundamental questions about the future. Does the ‘new system’ threaten the integrity of the existing one? More specifically, what are the implications for personal privacy or parliamentary accountability? Are there other ways of meeting these accountabilities? If so, what are they and how do they work? What is the balance of cost and benefit?

These questions arise from e-government, but their answers require discourse and a work programme that **go beyond e-government.**”



# Who will drive this transformation?



Public administration



Politicians

Office of the Premier



Civil society

Patient Opinion



this is our NHS... let's make it better



Business



Report, view, or discuss local problems (like graffiti, fly tipping, broken paving slabs, or street lighting)

Enter a nearby postcode, or street name and area:

### How to report a problem

1. Enter a nearby postcode, or street name and area
2. Locate the problem on a map of the area
3. Enter details of the problem
4. We send it to the council on your behalf

### Photos of recent reports



### FixMyStreet updates





# Our common challenges

- Understanding people and preferences
- Adapting to change
- Mainstreaming public engagement
- Ensuring coherence across government
- Integrating user-generated content
- Leveraging co-production



# Our assets

## The power of (government held) information



1997 Policy framework for  
New Zealand Government-  
held information

**TheyWorkForYou.com**

Home Hansard Your MP All MP TheyWorkForYou.com All MLAs Help  
TheyWorkForYou news Recent comments API

The Government's Response to  
*The Power of Information:*

STATE SERVICES COMMISSION  
Te Komihana O Nga Tari Kawanatanga



**MAPLight.org** MONEY AND POLITICS : ILLUMINATING THE CONNECTION

## The power of us



DIGITAL STRATEGY  
National Broadband Map

CREATING OUR DIGITAL FUTURE

Search for Address

0 points

Key

- Government
- Local Government
- Education
- Health
- Business
- Networks
  - Telecom
  - FX Networks
  - TelstraClear
  - KAREN
  - CityLink
  - Other Networks
  - Vector

# Our options

- Go where the action is
- Support innovation inside/out
- Build safe space for pilots but avoid paralysis
- Plan to mainstream/upscale/disseminate
- Harness leading edge users
- Build collaborative platforms and culture
- Use stories, foster networks and mentors
- Do sound risk assessment
- Prepare to manage success!





**For further information,  
please contact:**

**[joanne.caddy@oecd.org](mailto:joanne.caddy@oecd.org)**