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Abstract

CitizenScape is a flexible online space that will blend and integrate social networking and other Web 2.0 technologies with more formal online democratic tools in a socially purposeful way in concrete legislative and decision-making processes - specifically looking at engaging Citizens to debate and engage with the implementation of EU environmental legislation at a local level.

This deliverable outlines the phases of the installation of the CitizenScape sites in the 4 regions. It is split into two strands of work – the technical and the social – while each User Partner requires a site (CitizenScape container), this can only be completed once the social element (interaction, consultation and buy-in from stakeholders) of the installation has taken place.

Each site requires a website that will act as the portal for a number of citizen engagement tools (set out in the technical specification – D1.2.1), known as widgets. The widgets will be used to engage citizens on a single issue in that region. This document highlights these issues and the methods through which they will be addressed – in terms of technology and media.

Document History

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0.1	First Draft	17/12/08	Tom Jones

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Executive Summary

CitizenScape is a 2 year eParticipation Programme Trial Project that is integrating and testing state-of-the-art Web 2.0 social networking ICT-based tools and solutions in a socially purposeful way in concrete legislative and decision-making processes - specifically looking at engaging Citizens to debate and engage with the implementation of EU environmental legislation at a local level. It is defining the precise conditions to be fulfilled, the desires and needs expressed by citizens for collective participation in major EU issues, and the specific barriers to be overcome for deployment.

The project will, in parallel with integrating “best of breed” components into the technological solution, adapt the very successful Public-i webcast methodology to create a framework for recruiting citizens to CitizenScape and then moderating their inputs. From this experience it is planned that the platform and approach will be applied and contribute to other EU policies as a key driver to sustain and expand the service after the trial period.

The project seeks to create a ‘democratic pathway’ by attracting and recruiting citizens to use the Web 2.0 style space of CitizenScape and then migrating them to more formal online democratic tools (such as petitioning). These formal tools will be the means to access the decision makers – in this case Local Councillors.

CitizenScape is a citizen-driven initiative that will provide 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. CitizenScape will involve key stakeholders, i.e. actors from both civil society and public institutions in a shared environment that is moderated and managed by the Local Authority.

Each of the User partner sites’ URLs are:

Bristol: www.bristol.CitizenScape.public-i.tv
Donegal: www.donegal.CitizenScape.public-i.tv
Zilina: www.zilina.CitizenScape.public-i.tv
Genoa: www.genoa.CitizenScape.public-i.tv

These sites are not live until 30 January 2009 as they are still going through testing and validation, and until the sites are finalised at this point, there is no possibility to provide shots of the screens. What this report endeavours to achieve is to present an overview of the user partners’ sites including wireframe pictures of the layout and content of each site.

1. Introduction

The prototype described in D1.2.1 is complete and being tested and validated. The next phase of the process involves the User Partners working with their stakeholders to agree on the delineation how the sites will be implemented. This phase of making the system operational is about winning the hearts and minds of those involved and the project team and using the proposed Citizenscape methodology in order to do this.

One of the central tenants of the CitizenScape project is the use of existing Web 2.0 content where possible in order to emphasise the idea that the CitizenScape sites are co-created with Stakeholders.

Before the actual sites are completed, the stakeholders (alongside the User Partners) must decide on the specific content that will be pulled in from other sources, putting the Web 2.0 element of the sites at the fore. The CitizenScape process therefore has been up and running for the last few months as can be seen below:

Stage of process	Ouput
1. Define frame of reference	All sites have confirmed topic and engagement scope
2. Identify stakeholders	Teams are in place at each of the sites which involve officers and community members
3. Agree a code of conduct	This is currently under discussion
4. Build site	Draft sites are in progress ready to be discussed with stakeholders from the start of February
5. Recruit	To follow
6. Market	To follow
7. Discuss	To follow
8. Deliberate	To follow
9. Decide	To follow
10. Feedback	To follow

Each widget falls under one or both of two types of participation: Formal / Informal; and from either external (read only), external feeds from other site managed by User, or Public-i hosted and managed.

These are displayed in the table below:

CitizenScape Widget Map

Widget Type	Informal Participation	Formal Participation
Hosted and managed by Public-i (Internal)	<ul style="list-style-type: none"> Viewfinder threads Webcast listings Short clip widget (used for Voxpops) Webcast listings Wiki Event calendar Static text HTML Feed layered map 	<ul style="list-style-type: none"> Webcasts of formal meetings Webcast listings Epetitions Widget linking a discussion to a specific set of webcasts
External feeds from other sites that we have no input to (External read only)	<ul style="list-style-type: none"> Blogs or Project diaries Discussion boards Map tools News feeds YouTube Channel PledgeBank 	
External feeds with interactivity from sites which we have a relationship with (ie who we can exowect to make changes to their sites to work with us)(This will include content hosted by project partners) (External interactive)	<ul style="list-style-type: none"> Discussion boards Map tools Bristol streets map product 	<ul style="list-style-type: none"> E-Consultation systems

As mentioned earlier, the CitizenScape container is developed to the extent that it is ready to be populated with each sites' individual widget choices. A screen shot of the prototype site is shown below:



Figure 1 Prototype CitizenScape site

This prototype provides the User Partners with a guide for what their sites will look like.

1.1 User Partner's CitizenScape sites

Each of the User partner sites' URLs are listed below:

Bristol: www.bristol.CitizenScape.public-i.tv
Donegal: www.donegal.CitizenScape.public-i.tv
Zilina: www.zilina.CitizenScape.public-i.tv
Genoa: www.genoa.CitizenScape.public-i.tv

These sites are not live until 30 January 2009 as they are still going through testing and validation, and until the sites are finalised at this point, there is no possibility to provide shots of the screens. What this report endeavours to achieve is to present an overview of the user partners' sites including wireframe pictures of the layout and content of each site.

1.2 Wireframe Templates

In consultation with each of the Users, a number of wireframes were designed to provide them with an empty container to be completed. Below is an example of a wireframe:

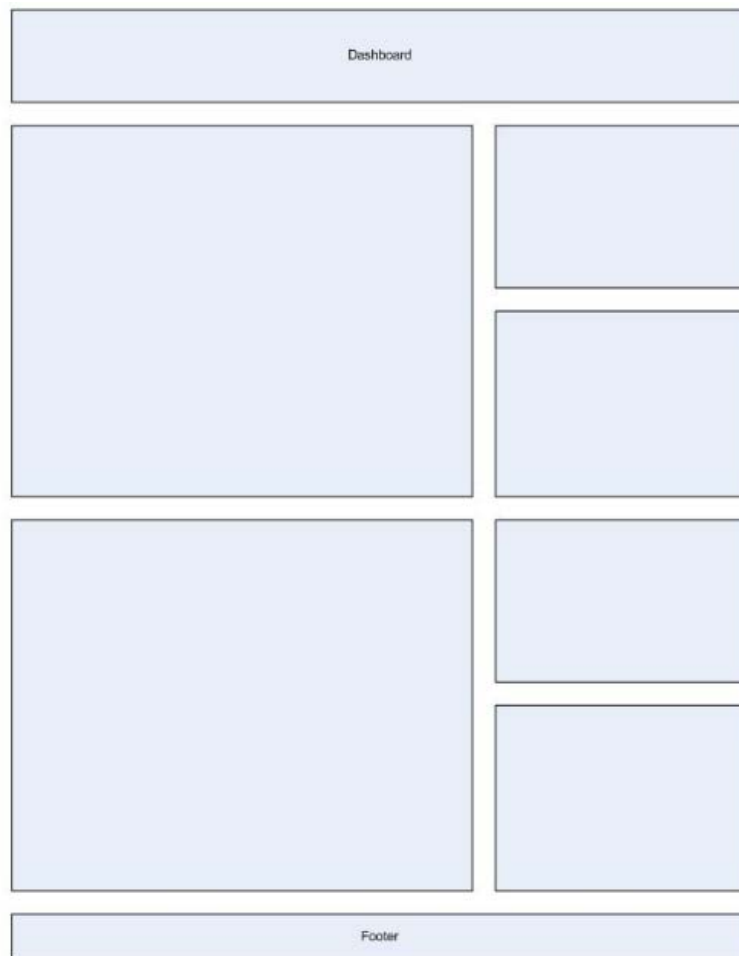


Figure 2 Wireframe Template example

These are used throughout this deliverable to show the User sites' choices of widgets from the list presented above, along with other externally hosted websites.

1.3 CitizenScape Set-up

For the set-up of their CitizenScape sites, the User (Local Authority) partners have defined the following items for the design and content:

<u>Item</u>	<u>Description</u>
Site title & URL	Name and address!
Basic branding requirements / Design	This will depend on what is possible in terms of design at each instance of CitizenScape, but it is assumed that we will be able to apply basic branding to widgets and to the site 'wrapper' – obviously the more the better!
Start date / end date	CitizenScape sites will have a finite duration
Defining tags for content feeds	Content will be drawn from Public-i and externally hosted sites according to defined data tags.
List of CitizenScape native widget	Picked from the list above
List of external feeds	Picked from an 'approved' list that will be defined.

Once the site has been created then a “hold page” will be visible until the start date of the site.

Each user site will be completed by the end of January 2009.

An exit page will be available for a month after the end date of the space.

After that there will be nothing at the URL unless it is reused for a future service.

2. Installation in Bristol

EU environmental legislation that will be addressed by Bristol in their CitizenScape project will be the Environmental Noise directive, targeting South Bristol communities, and Ask Bristol members. Some potential activists and possible moderators already in place include Friends of the Earth and the Green party.

Bristol City Council plan to involve organisation departments in the Trials include Bristol City Council's Environment and Sustainability Unit, Connecting Bristol, Corporate Consultation team and Knowledge West Media Centre. These partners will look at sharing information about noise pollution, maps and actions to reduce environmental noise.

As Bristol are already very active with the utilisation of ICT in democracy, where decision makers are actively using tools including discussion forums, ePetitions, webcasting, vox pops, and user-generated video. Some of these are not well used by citizens.

BCC aim to help increase engagement in South Bristol communities where there are currently some of the lowest levels of engagement with council issues. We also know that older people are less likely to engage online and this work will help us to focus our efforts on those communities.

Bristol's site

Marked by the type of participation (informal / formal), Bristol's site will be dropping the following widgets into their CitizenScape container:

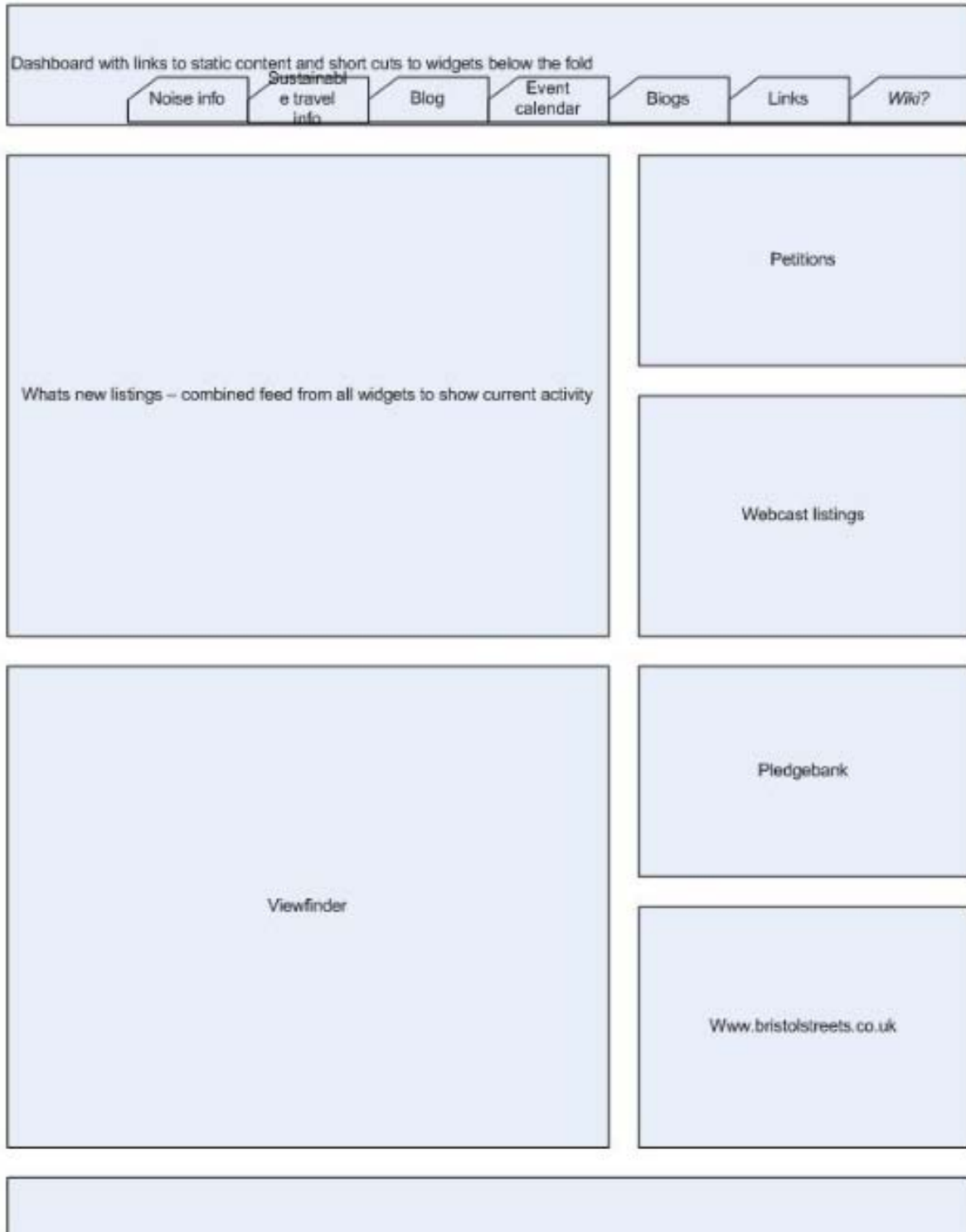
Widget Type	Informal Participation	Formal Participation
Hosted and managed by Public-i (Internal)	<ul style="list-style-type: none"> • Webcasting • Viewfinder 	<ul style="list-style-type: none"> • Webcasting of formal meetings • ePetitions
External feeds from other sites that we have no input to (External read only)	<ul style="list-style-type: none"> • Blogs • Listings feed • Pledgebank 	
External feeds with interactivity from sites which we have a relationship with (ie who we can expect to make changes to their sites to work with us)(This will include content hosted by project partners) (External interactive)	<ul style="list-style-type: none"> • www.bristolstreets.co.uk 	

By having all these widgets in one place, Bristol City Council will be able to make it simple for citizens to address the specific issues of noise pollution and sustainable travel.

Below is the wireframe of what the site will include.

The URL will be: www.bristol.CitizenScape.public-i.tv

Bristol Container Wireframe



3. Installation in Donegal

In Donegal, Waste Management (including WEEE Directive) legislation from the EU will be addressed, specifically focusing on the Donegal Waste Management Plan 2006 – 2010 and Donegal County Development Plan 2006 – 2012.

Through the trials, groups such as public citizens, waste collectors, and retailers will be targeted. These stakeholders will be targeted through active groups and networks such as Tidy Town Committees and the County Development Board.

Donegal hope to employs tools such as ePetitions, lobbying, Viewfinder to generate feedback, council website, webcasting, and eConsultation to aid decision makers' tasks. Currently, ICTs such as email, the council corporate intranet and County Council and Town Council websites are the only ones used.

Donegal will hope to address the gaps around EU Directives such as Irish Government Implementations (IRLGOV), Local Government Implementations (DCC), and Local Citizen (Member of Public).

Donegal's site

Marked by the type of participation (informal / formal), Donegal's site will be dropping the following widgets into their CitizenScape container:

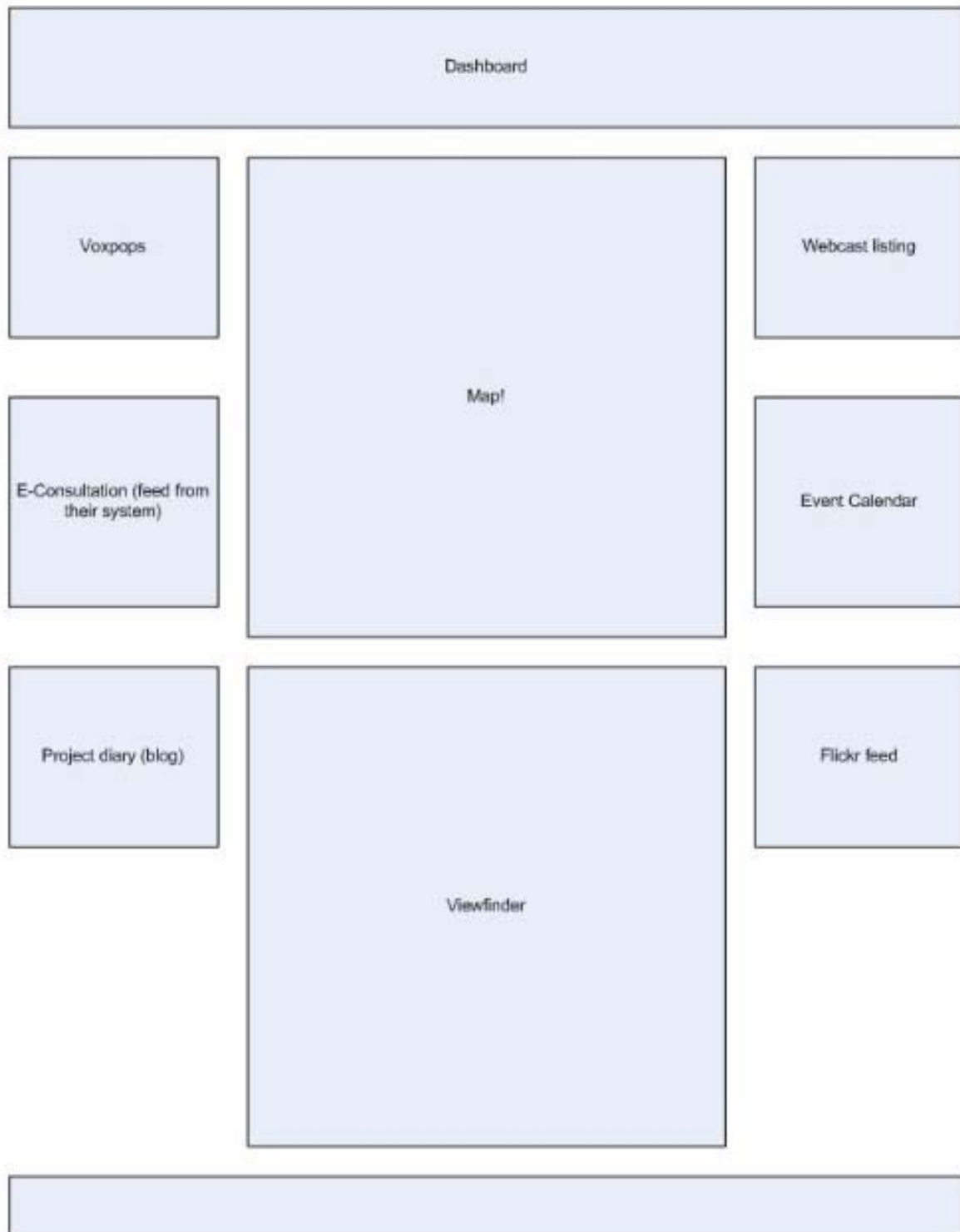
Widget Type	Informal Participation	Formal Participation
Hosted and managed by Public-i (Internal)	<ul style="list-style-type: none"> • Webcasting • Viewfinder • Voxpops 	<ul style="list-style-type: none"> • Webcasting of formal meetings • eConsultation
External feeds from other sites that we have no input to (External read only)	<ul style="list-style-type: none"> • Blogs 	
External feeds with interactivity from sites which we have a relationship with (ie who we can exowect to make changes to their sites to work with us)(This will include content hosted by project partners) (External interactive)	<ul style="list-style-type: none"> • Mapping • Flickr feed • Project diary • Listings feed 	

By having all these widgets in one place, Donegal County Council will be able to make it simple for citizens to address the specific issue of waste management.

The wireframe of what the site will include is on the next page.

The URL will be: www.donegal.CitizenScape.public-i.tv

Donegal Container Wireframe



4. Installation in Zilina

In Zilina, the EU legislation to be addressed in the trials will be the consultation on the Zilina Regional Development Strategy update.

The legislation linked to the implementation of the Zilina Regional Development Strategy update, is based on EU Regional Development Policies and involves 4 subtopics:

- Infrastructure and Regional Accessibility
- Knowledge Economy
- Human Resources
- Identity of sub-regions

The approval of the regional strategy update will be aided through the use of the system by the following stakeholders: Regional Assembly Commission for Regional Development and Managing Committee of the Strategy. The elected officials and staff of these organisations will be the decision makers.

Each group has online discussion forums where they can view the comments online of the others.

The feedback route for the consultation will be through meetings of the groups and email communications.

Using webcasting for 3 of the bodies above, RDA will be discussing the update of the development strategy and the website will be used to publish the development plan for feedback on the drafts. Zilina will then use their CitizenScape service to target student parliaments to engage with young people.

Zilina's site

Marked by the type of participation (informal / formal), Zilina's site will be dropping the following widgets into their CitizenScape container:

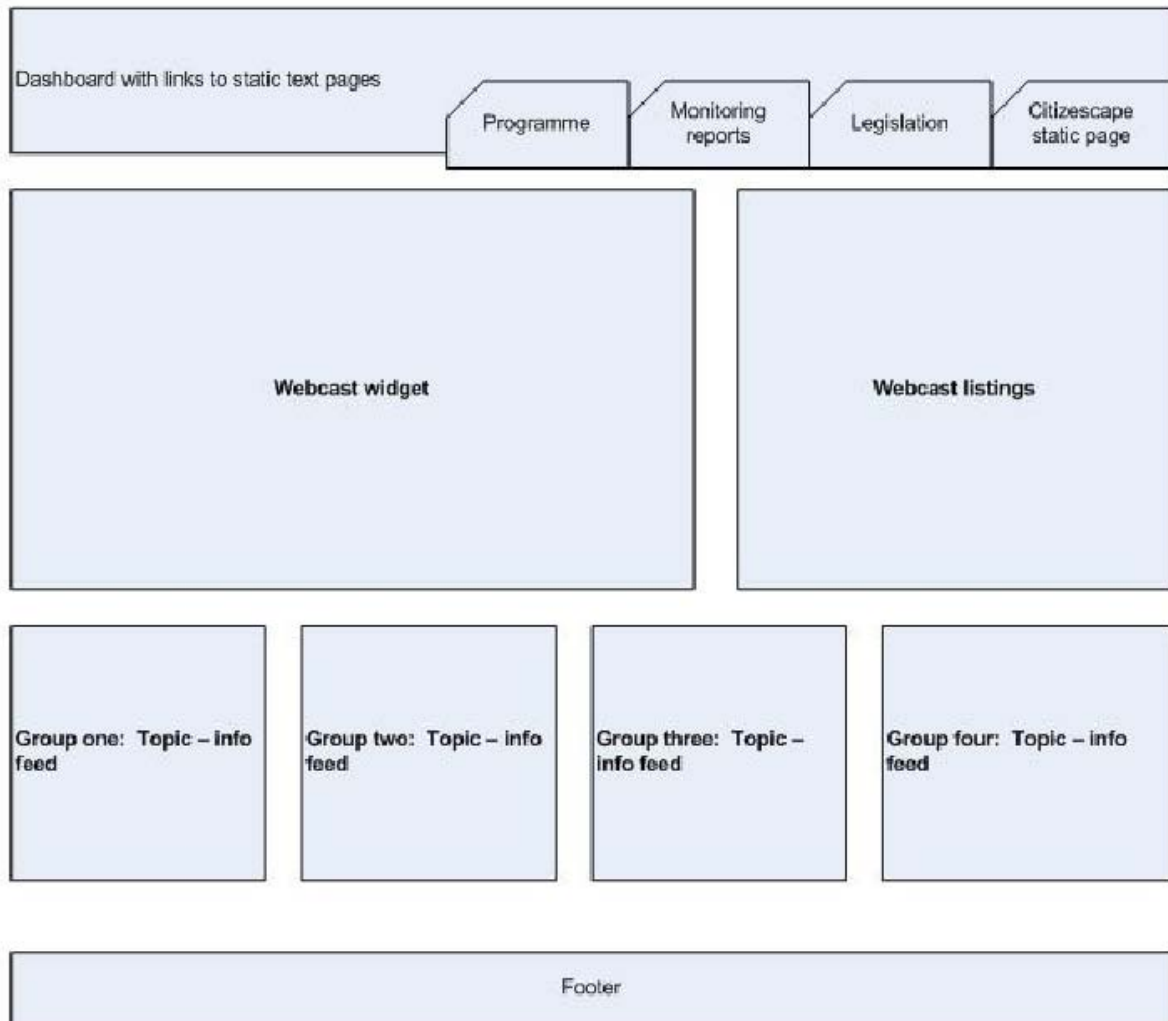
Widget Type	Informal Participation	Formal Participation
Hosted and managed by Public-i (Internal)	<ul style="list-style-type: none"> • Webcasting • Viewfinder 	<ul style="list-style-type: none"> • Webcasting of formal meetings
External feeds from other sites that we have no input to (External read only)		
External feeds with interactivity from sites which we have a relationship with (ie who we can expect to make changes to their sites to work with us)(This will include content hosted by project partners) (External interactive)		

By having all these widgets in one place, Zilina RDA will be able to make it simple for citizens and stakeholders to consult and discuss the Regional Strategy update.

The wireframe of what the site will include is on the next page.

The URL will be: www.zilina.CitizenScape.public-i.tv

Zilina Container Wireframe



5. Installation in Genoa

Genoa plan to address EU environmental legislation around the topic of Waste management.

The European Union (EU) aims to reduce the negative impact on the environment that is caused by waste throughout its life-span, from production to disposal, via recycling.

In particular the following General Framework items:

Strategy on the prevention and recycling of waste, the landfill of waste, waste incineration

The older residents (65 years old +) in the Monte Scarpino will be the target for the trials to take place with the aim of beginning a discussion on the issue of the management of the waste in the area.

Decisions on the issues will include the following stakeholders: Sindaco, Presidente Provincia, consiglio comunale, consiglio provinciale,

Genoa's site

Marked by the type of participation (informal / formal), Genoa's site will be dropping the following widgets into their CitizenScape container:

Widget Type	Informal Participation	Formal Participation
Hosted and managed by Public-i (Internal)	<ul style="list-style-type: none"> • Webcasting • Viewfinder 	<ul style="list-style-type: none"> • Webcasting of formal meetings
External feeds from other sites that we have no input to (External read only)	<ul style="list-style-type: none"> • Blogs • RSS News feeds 	
External feeds with interactivity from sites which we have a relationship with (ie who we can expect to make changes to their sites to work with us)(This will include content hosted by project partners) (External interactive)	<ul style="list-style-type: none"> • Mapping • Event calendar • Project diary 	

By having all these widgets in one place, Genoa will be able to make it simple for citizens to address the specific issue of waste management.

The wireframe of what the site will include is on the next page.

The URL will be: www.genoa.CitizenScape.public-i.tv

Genoa Container Wireframe

