



### Open days and exhibitions

Events are staged to allow people to see proposals, talk to the team and partner interests, and comment.

3



### Interactive site with blogs

A custom-built programme web site includes blogs as well as static pages and forums.

2



### Team learns web 2.0

The programme team are encouraged to spend time exploring blogs and other social media and offered support.

1



### Online forums

The programme web site runs forums as well as offering other content.

2



### Free Web services strategy

In order to cut costs and grow organically the team use free services from Google, Yahoo etc for newsletters, forums, email lists, blogs.

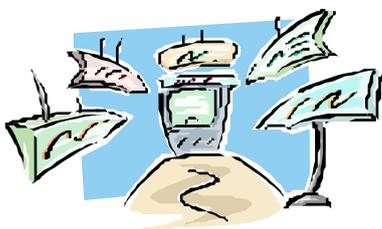
1



### Participant voices online

The programme encourages participants to initiate topics online - not just respond - through blogs

1



### Newsletter

Printed and email newsletter keeps everyone updated.

1



### Surveys

Telephone and other survey methods aim to identify people's concerns

2



### Deliberative processes

A wide range of people engage over time in discussion and polling about issues.

2



### YourSpace plus OurSpace

The programme team set up spaces on social networks, and encourage discussion there.

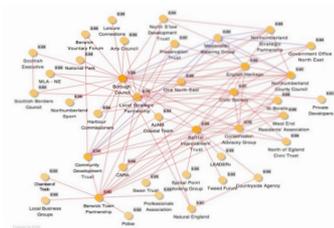
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### Citizens juries

Small panels of non-specialists are briefed to examine the issue and deliver a "verdict"

2



### Network mapping

The programme team map key interests and their connections at the outset.

1



### Engagement co-design

Key stakeholder interests are invited to help design the engagement programme.

1



### Workshops and conferences

The programme includes a series of workshops and larger events. Content may be reported online.

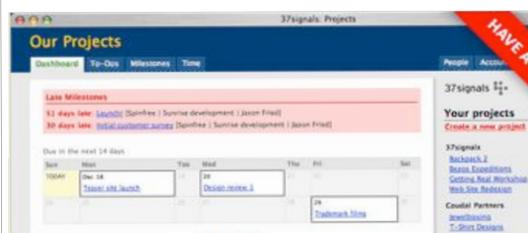
3



### Champions

The team identifies and supports people who will be connectors and animators online and off.

1



### Internal communication

Internal communication systems are set up for the team and core stakeholders.

1



### Media briefing

Substantial time and effort is spent on briefing media.

1



### Social bookmarking/tagging

Programme team share their bookmarks with participants, encourage others to tag relevant pages, blogs, photos, videos.

1

### The video vault



## Video and podcasts

Programme updates are available on YouTube as well as the programme site.

2



## Wiki

A wiki provides participants with collaborative publishing and workspace.

1



## Delivery workshops

The agencies and interests that will be involved in implementation agree their roles and commitments

2



## Future search

Stakeholders take part in a structured conference over several days to explore and plan development

2



## Virtual worlds - Second Life

The programme has a presence in Second Life.

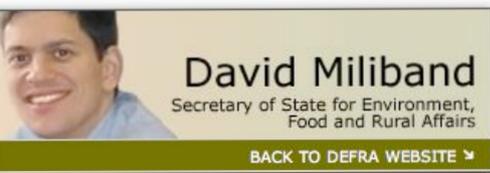
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## Focus on mobiles

Mobile phones and SMS play a major part in the programme.

1



## High profile blog

A politician or senior official maintains a blog about the programme, with commenting.

1



Your idea?

■



Your idea?

■