Concept paper: Digital platforms

There are **many different digital platforms that allow a web-based participation for all kinds of issues and aims. They can be used for asynchronous participation, so that people can take part in a discussion whenever it suits them** (in contrast to tools that are used for synchronous digital participation like online events and video conferences). In general, such digital tools can be used for different puposes: collecting opinions, commenting ideas or plans, crowd-mapping, giving feedback, voting / prioritising or decision making. There are many tools available. Some tools were developed for special purposes (like crowd-mapping) while others are general tools that can be used for various purposes. An example for such a tool is https://www.citizenlab.co/ which is available in different languages. A good overview over digital tools (synchronous as well as asynchronous) and helpful examples can be found here:
https://www.involve.org.uk/resources/blog/opinion/digital-tools-participation-where-start

What methods/other tools/ techniques can be used while implementing the tool?	Main aims while using the tool
The tool can be combined with various tools and techniques such as crowd mapping, argument visualisation, voting, collecting comments, competitions and/or surveys.	The **main aim is to enable participation for a larger group of participants over a certain period of time so that everyone can participate independently at every time and place**. The objectives can vary from providing (interactive) information, analysing problems, collecting needs to discussing different planning options. Participatory budgeting can also be realized.

How can the tool be used in each phase of the process (when developing age-friendlier and green mobility solutions)?
Digital platforms for participation **can be used in all phases** of the process (planning and development phase, implementation and feedback and evaluation).   In the **planning stage**, a digital platform can be used for e.g. crowd mapping and/or an open call for ideas and opinions which can also be commented on by other participants.   In the **development stage**, drafts of an intervention can be discussed. Also the opportunity of voting can be provided.   In the **implementation stage**, the platform can be used to inform about the progress of the implementation and to discuss further steps and details of the planning.   In the **evaluation stage,** comments on the results can be collected. Also surveys might be a good idea for this stage.

What is the aim of engagement with this tool?
The tool **can be used for all stages of participation** (informing, consulting, collaborating, empowering). Usually it is used for more than one stage. Information will always be included, as it is a necessary basis for asynchronous participation. Consulting and collaborating can be realised with the help of e.g. crowd-mapping or collecting, commenting and prioritising ideas. An example of empowerment is participatory budgeting that is e.g. realised with the ongoing platform "Decide Madrid" (https://decide.madrid.es/)

For how many people and how is the tool suitable (for one-time use)?	How much effort is required from the participant and what influences that?
Unlimited. The tool is usually used to reach a broader audience.	**Little to considerable effort required,** depending on how the tool is used. If the tool is mainly used for informing people, it does not require much effort from participants, while sharing ideas or commenting plans requires some time to get familiar with the topic and/or plans. In every case participants can use the tool independently from a certain date or time. Depending on the platform, a log-in can be necessary.
Time needed to prepare using the tool and what influences the time needed?	**Time needed to implement the tool and what influences the time needed?**
Considerable time needed to prepare Depending on the aim and the tools available, it needs some time to choose the right platform, prepare the content, fill the platform with the content and to promote it in order to reach a wider audience.	**The tool is usually used for a certain period of time (several weeks).** It can also be used remotely in different phases of the project. You can e.g. start with collecting ideas in the first phase and letting people vote in the next phase. It **can also be used continuously** (like e.g. decide.madrid.es). In this case, it has to be updated and filled with new content once in a while.
Time needed to summarize using the tool and what influences the time needed?	**Price for the user of the tool and what influences the price**
Little to considerable effort required, depending on the chosen platform and the exact use of the tool. Usually the tools offer automatic summaries and results (e.g. of a voting phase). Some platforms like citizenlab.co.uk can also be linked to a website where the consultations on the platform can be shown to website visitors. A more detailed analysis of comments and complex discussions will always require more effort.	**Some up to considerable cost**, depending on the tool and the extent of service that is available and necessary (from Do-it-yourself to Full Service). In general, it is necessary to organise the set up of the tool, to moderate the discussion and to have technical support, so external experts are probably needed.

SWOT on using the tool	
STRENGTHS • Various options of engagement can be chosen and combined • Enables different stages of engagement up to the stage of empowerment • Can reach a broader audience • Citizens can engage independently from time and place • Less time-consuming to process citizen input as data management is easier	**WEAKNESSES** • Requires access to the internet and a certain level of (digital) literacy. In case of mixed demographics audiences, it may not be inclusive to all • It may be time-consuming to find out which tool is the most suitable • The tool can be quite costly, depending on the software and license needed, and on the effort and (external) expertise that is needed to run the platform

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OPPORTUNITIES	THREATS
• Once chosen and established, such a platform can also be used for further participation processes	• The tool can be abused for illegal comments or offenses. A careful moderation is always needed
• Can be used remotely in different stages of a planning process and makes it easy to inform about the proceeding of a planning	• The tool may not reach enough people and/or just a certain group of people. Good publicity is a basic condition for the use of such a tool.
• Can be used as a tool for ongoing participation (e.g. participatory budgeting)	• Risk of receiving superficial (or even false) opinions or arguments is greater as the digital format does not allow to react to or correct them immediately
• Can also be combined with physical meetings and enables complex participation processes	
• The discussion is transparent to all visitors of the platform, even when the active phase of participation is over	

How to use the tool?

How to prepare using the tool?

- Decide about the aim of the participation and the features that are needed. Check if the tool should be combined with physical meetings.
- Check if your institution has already used such a tool and if special offers for your institution are available. If not, read about different tools available and choose the one that meets your needs.
- Decide which level of service is needed and purchase the tool
- Become familiar with the technical features and use of the tool
- Prepare your content (texts, plans, questions for a survey etc.)
- Check if pictures and/or maps shall be included, make sure that you have the necessary utilisation rights
- Set up the tool, fill it with the content (or make sure that you have an external expert for this task)
- Decide on a period of time for the active phase of participation (e.g. a period of four weeks for commenting planning alternatives)
- Announce the upcoming participation in various ways (e.g. inform multipliers, distribute leaflets with a QR-code, use social media, newsletters, newspapers etc.)

How to implement the tool?

- Introduce the tool and the aim of using it
- Make sure that the active phase of participation is moderated and that questions are answered quickly
- Keep announcing the active phase of participation (e.g. by sending a reminder to multipliers and/or an article in the newspaper about first outcomes and further possibilities of participation)

How to follow up using the tool?

- Save the results
- Let the respondents know how these results will be used and evaluate the impact of using

the tool

Partners who have used this tool
Hamburg: The Free and Hanseatic City of Hamburg has developed its own digital platform that can be used for different participation processes. Professionals from the municipality can choose between various tools that are available, such as crowd mapping, collecting items and ideas for a certain issue, discussing different planning options and a survey. This platform was used in the frame of GreenSAM in order to discuss possible solutions for senior-friendly mobility hot-spots. The solutions were developed on the basis of two co-creation workshops and should be presented to a wider audience of seniors. Furthermore, a short survey was integrated. Participants could also write general comments and locate their issues on a map. The online participation was terminated for the end of March, not being aware that this would be in the middle of the lock-down due to the Covid19-Pandemic. On the one hand this was very lucky, as live events would not have been possible at that time, on the other hand it raised the question how to reach further seniors. The originally planned events to accompany the online participation like visits at day centers and further promotion activities cold not be carried out. But by the help of multipliers and a short newspaper article nearly 90 persons took part in the survey. Furthermore, ca 80 comments were collected, that were very helpful for the further work on exemplary soultions for mobility hotspots. Link: www.beteiligung.hamburg/greensam

Tips and hints for using the tool with people in silver age
It takes extra effort to reach seniors with this tool, but it is possible. The inhibitions for seniors to take part in such a form of participation are often bigger than for younger people. It is therefore helpful to work together with multipliers like Seniors' Advisory Boards or Day Centres and to offer a personal introduction to the tool. Day Centres and Community Centres might also offer the opportunity to use public computers for those who do not have their own internet access.   **Personal promotion is always a good idea.** Talk to people that are already involved, let them spread the news that online participation is going on, and promote the participation in public space, at public events etc.   **Easy to understand instructions for using the platform are helpful.** In Hamburg, a manual with screenshots of the platform and hints how to use it was sent to seniors and multipliers and provided as a download. This was considered as being very helpful (see examples at the end of the document).   **The information and plans provided should be easy to understand.** Texts should be short and visualised with pictures. Plans and maps should be easy to read.   **The items to be discussed should not be too numerous and/or complex.** Otherwise participating would require too much knowledge as a prerequisite, and it would be too time-consuming. As the aim of the tool is too reach a broader audience, this would be counterproductive.

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Example of the manual of the platform

Wo finde ich was? Hinweise zur Online-Beteiligung GreenSAM

www.beteiligung.hamburg/greensam

How to get around - possible solutions I

Beteiligungsverfahren GreenSAM

LÖSUNGEN · BEITRAGSKARTE · BEITRAGSLISTE · ÜBER DAS VERFAHREN · TERMINE · UMFRAGE

Übersicht der Lösungsansätze
Hier können Sie die Lösungsansätze kommentieren!

... rden zahlreiche Anforderungen und ...mstiegspunkte zusammengetragen. Dazu zählen ...are, barrierefreie Organisation von Fuß- und ...nd öffentliche Toiletten. Auf dieser Basis wird ...eiten für die Planung und den Umbau von Umstiegspunkten entwickelt.

Wir stellen hier eine Auswahl von Lösungen sowie offene Fragen zur Diskussion. Ihre Kommentare helfen uns, die Inhalte des Leitfadens so gut wie möglich auf den Punkt zu bringen. Sie können auch einzelne Themen kommentieren, die Ihnen besonders am Herzen liegen.

Die Lösungsansätze gliedern sich in folgende Themenbereiche:

1. Orientierung & Wegweiser
2. Öffentliche Toiletten
3. Sitzmöglichkeiten
4. Umgang mit dem Rauchen
5. Rad- / Fußverkehr
6. Radverkehr: Abstellmöglichkeiten und Verleihsystem

Datenschutz · Impressum · FAQ · Kontakt

Please click here to find possible solutions for mobility hot-spots.

These are the topics for which you can find possible solutions.

Kontakt

Bezirksamt Eimsbüttel, Fachamt Management des öffentlichen Raumes, Abschnitt Mobilität

📞 (040) 42801 - 2126
✉ greensam@eimsbuettel.hamburg.de
🌐 https://www.hamburg.de/eimsbuettel/greensa...

Downloads

⬇ GreenSAM-2.Workshop-Dokumentation
⬇ GreenSAM-Anforderungen-an-Umstiegspunkte
⬇ Mobilitätsforum-Eimsbüttel-Dokumentation
⬇ GreenSAM-Ideenworkshop-Dokumentation

GreenSAM
Green Silver Age Mobility

Interreg
Baltic Sea Region

Hamburg | Bezirksamt

Online-Beteiligung der FHH bereitgestellt durch die Stadtwerkstat...

If you scroll down, you find the possible solutions (one after another)

Beteiligungsverfahren GreenSAM

LÖSUNGEN · BEITRAGSKARTE · BEITRAGSLISTE · ÜBER DAS VERFAHREN · TERMINE · UMFRAGE

1. Orientierung & Wegweiser

Eine einfache Orientierung an Umstiegspunkten ist eine wesentliche Anforderung, die in dem bisherigen Prozess formuliert wurde. Umstiegspunkte müssen daher übersichtlich gestaltet werden. Die Wege zu den Verkehrsmitteln und Serviceangeboten müssen deutlich erkennbar sein. Zu diesem Themenbereich werden mehrere Möglichkeiten aufgezeigt, die auch kombiniert werden können. Welche finden Sie besonders sinnvoll? Was sollte jeweils beachtet werden?

Anzeigetafeln an der Decke

Informationstafeln

We... an...

Wegweiser auf dem Boden

Zusatzservice: „Sprechende" Fahrpläne

Here you can click on single ideas and solutions. The description and the picture will then be shown in another tab.

How to get around - possible solutions II

After clicking on the pictures they will be shown in a bigger version

Here you can find further solutions

If you scroll down, you can write a comment on the suggested solution.

Here you can write your comment and send it.

Here you can also comment contributions of other participants.

Interreg
Baltic Sea Region

EUROPEAN
REGIONAL
DEVELOPMENT
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Wo finde ich was? Allgemeine Beiträge schreiben

Here you can **add general comments** and **read the contributions** from other participants.

If you click here, you can **write a comment.** You will be led through the process step by step.

If you have a an **Idea, a critical comment or a suggestion**, you can also write a here and **locate It on the map**.