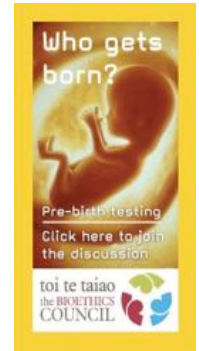




PEP – Public Engagement Projects – helps organisations listen and engage better to improve the robustness of decisions, increase trust and improve relationships.

Digital engagement

PEP is recognised for its work in digital engagement on complex issues such as animal-to-human transplants, pre-birth testing, sugar and public health, and housing affordability.



- ✓ Mass online participation (>200 participants) to raise awareness, identify the main perspectives, and identify areas of difference and common ground
- ✓ Small group, deliberative online participation (up to 20 participants per group) to enable the in-depth exploration of perspectives and deep learning, to reframe issues, and to search for common ground and collective recommendations

Success factors

Successful digital engagement requires careful planning and active facilitation. Key success factors include:

- ✓ A clear challenge for participants and promise about what will be done with the outputs
- ✓ Recruiting participants from the range of interests and perspectives
- ✓ Providing information necessary for the challenge, and acknowledging and exploring all the main perspectives
- ✓ Supporting consideration of the options, reflection about consequences and the emergence of new understandings over several weeks
- ✓ Transparency and timeliness



Tools

PEP selects digital engagement tools to fit the objectives of the engagement, the issue, and the context. Tools also need to be suitable for the intended audience.

- ✓ **Choicebook** – an advanced survey tool. Ideal for conveying complex information and/or preparing people for small group deliberation
- ✓ **Polis** – an advanced survey tool designed for mass participation. Can handle 1000s of participants and stay coherent. Uses Artificial Intelligence to analyse and represent opinion in real time. Enables participants to add statements for other participants to vote on. [RNZ Mediawatch](#) interviewed PEP about Polis on 25 June 2017.
- ✓ **Loomio** – a collaborative decision-making tool. Ideal for facilitated small-group dialogue and deliberation.



About PEP

PEP – Public Engagement Projects – is a Wellington-based consultancy. Its partners, John Pennington and Simon Wright, have a track record of innovative and internationally recognised projects for central and local government, and business.

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