

# *Stakeholders & Citizens Engagement in a European Context*

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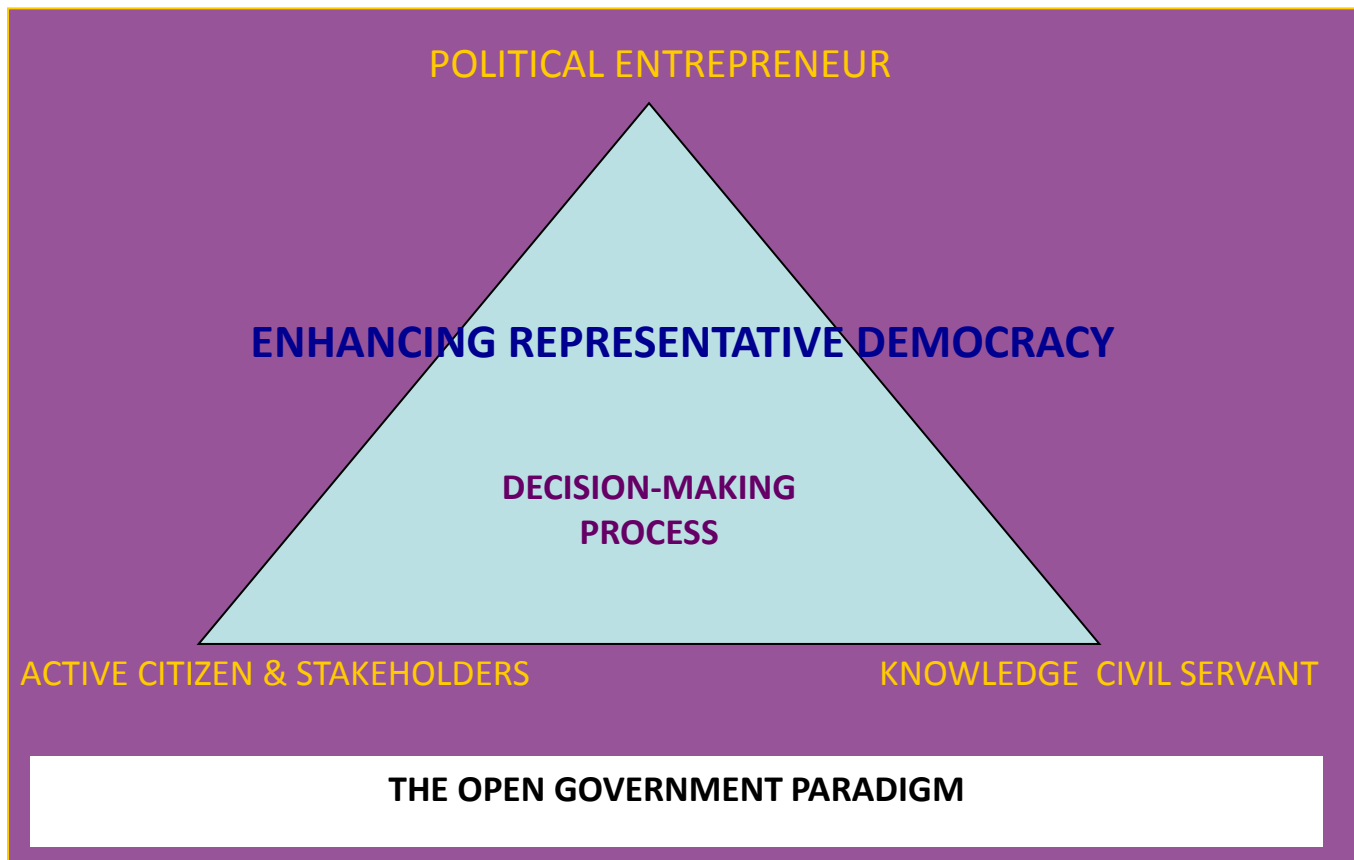
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# OVERVIEW

- The Open Government Paradigm
- Engaging Stakeholders: a mean to reach citizens
- Multi-channel Engagement: online & offline
- Good Practices & Lessons Learnt

# THE OPEN GOVERNMENT PARADIGM



## ENGAGING STAKEHOLDERS: A MEAN TO REACH CITIZENS

- Local eParticipation Versus European eParticipation
- Stakeholders as intermediaries – EU Stakeholders +/- 500K Stakeholders (Brussels, EU capitals)
- Multiplying effect: Empowering and Partnering with national and local stakeholders
- Big 6 = Reaching 80% of EU Citizens in their national languages
- Cross-lingual versus multilingual i.e. Euractiv.com

## MULTI-CHANNEL ENGAGEMENT: ONLINE & OFFLINE

- Engage citizens using their preferred channels and devices.
- Know your social media + combine the tools.
- Generating critical mass by engaging with your partners and multipliers.
- Key Messages, Make it simple and visual (i.e. infographics, videos, gamification).
- Media and offline events/workshops.
- Know your stakeholders → WIN (Wishes, Interests and Needs).
- Co-design and co-create your engagement campaigns (i.e. Hackatons).

## GOOD PRACTICES & LESSONS LEARNT



[project.eucommunity.eu](http://project.eucommunity.eu)

# Thank you !



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