

Three ways to engage civil society

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1. Set Challenges – MyGov, India

✔ Your roadmap to promote tourism and keep Ganga clean



The Ganga is in a much cleaner condition in the hilly areas of Uttarakhand. But, this is also the region where there is an increase in tourism, particularly adventure tourism. This task invites your views on how to balance tourism

development along with preservation of the natural ecosystem and cleanliness of the Ganga.

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- Government platform runs challenges to let citizens and businesses propose ideas
- Ranges from big issues like cleaning the Ganges, to tourism campaigns
- People can submit photography and design - winners get cash prizes
- Opens up procurement to ordinary people

Other examples of a similar approach

- Ministry of Defence Hackathon, Singapore
- Challenge.Gov - United States
- Agents of Open Government, Sao Paulo

2. Citizens' Juries - South Australia



How they work

1. Local NGO randomly selects 43 citizens from across society
2. Over 12 weeks, they hear testimony from both sides on an argument
3. They debate their views after hearing testimony, and vote on an approach
4. This is summarised in a report written by civil servants
5. The Governor reads the report and allocates budget to their proposals
6. So far, government has accepted all recommendations! Created policies on controversial issues like cycle lanes and night markets

Why they work

- South Australia has a large rural population that can feel out of touch
- It also struggles from high youth unemployment and rising dissatisfaction
- Citizens' Juries are one of many schemes being used by the government to make different communities feel more included
- These juries also help break the status quo on controversial topics where a consensus can be found
- Demonstrates to citizens how policy making works

3. Innovation Labs – Malaysia and the UAE

Malaysia Innovation Labs - Big Fast Results

- Getting consensus on transport policy or immigration laws
- One result: Visa free Chinese immigration to boost tourism \$ - with the police on board after learning from industry

UAE Innovation Labs - problems solved in just one day

- Solved medical licensing issue by bringing people together
- Includes students and local businesses in the process
- Builds excitement by making policymaking an 'event'

How to make government more inclusive

- Tell stories on Facebook, LinkedIn, Twitter
 - Talk about the people who work in government – there is genuine curiosity from citizens
 - Be positive – social media is a place where people share inspirational stories
 - Don't be too serious – an informal tone works best
- Run schemes that include different voices
 - The UK Government runs a successful apprenticeship scheme for policymakers who haven't gone to university
 - Fellowship schemes can encourage members of the diaspora to return for a short period to contribute to a project
 - Well-structured internships can attract strong local talent

Any questions?

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