Community requirements and Social Design

Decentralised Citizens ENgagement Technologies

Specific Targeted Research Project Collective Awareness Platforms

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1. Executive summary

This document outlines the social requirements of the D-CENT project gathered through a mix of UXlean development and participatory action research, including user profiles, user stories from the identified lead users' community cases, the main set of hypothesis and the current active experiments. The aim is to ensure that the D-CENT architecture, requirements, and designs emerge from grounded bottom-up community requirements. The process of gathering community requirements has taken place through what is known as "Lean Inception" workshops – a development of Agile, and involving project partners Nesta, Neo, IN3, IMMI, Dyne and FVH that will collaborate as self-organizing teams. The interviews are focused around bringing out the main problems and needs of users and user communities, which are then broken down into small, user visible units of work called hypotheses. These hypotheses are the key to keeping focus on visible, tangible, user value. Once the breakdown is complete to begin the experimentation phase the development team can estimate the effort involved in completing each story. The backlog of experiments (MVPs) and their relative priority are thus determined by the social design, including the input of each use case. When work on a hypothesis is completed and all tests are green, the story is checked into source control and marked finished. Several times a week the current code is pushed to a demo server for story acceptance, and it at this stage that velocity credit for completion of the story is granted (or withheld). A story isn't done until you have seen it working in a live application. That application is deployable at any time. This task will also involve consultation with existing user groups using online surveying as well a testing in the field. Through the user interviews lead user communities and key stakeholders have been identified to engage with regular feedback alongside the development of each technical innovation. The lead users will be invited to input feedback and ideas throughout the lifetime of the project.

The D-CENT user hypothesis, some of which are already in the testing phase represent innovative, networked approaches to technology design and development. The methodologies employed in this Task and are carefully described in D1.1, assume that users and communities are sources of innovation themselves. For intance co- design using field observations and field research techniques were employed to identify latent user needs in order to develop features that the users cannot express they need or, in some cases, solutions that communities have difficulty envisioning due to lack of familiarity with the possibilities offered by new technologies or because they are locked in an old mindset. This often leads to breakthrough technology designs, shortening product development cycle.

This deliverable aims to define the social design, the communities' key social needs and their economic requirements, feeding the technical task of the project (D 4.2). The experiments to be tested that are the result of the user hypothesis here formulated will be evaluated with end users while gathering feedback with several iterations. The social design is then structurally coupled to the technical design, in order to met users latent needs and community requirements.

This document contains data gathered from the initial three Lean inception workshops in Iceland, Spain and Finland of the D-CENT project which took place during January - March 2014. The D-CENT project employs a Lean methodology and therefore this document does not contain final specifications but rather a set of blueprints for 4.2 and the initial round of testing and experiments. Alterations to the

requirements will take place following the first round of testing during an ongoing iterative and lean process which will not be complete until the final deployment of D-CENT tools and applications.

2 Introduction

2.1 Democracy as a verb: re-imagining democracy as an Open Ecosystem

D-CENT will accelerate both the understanding and effective practice in the use of large-scale collective platforms to support citizen empowerment, unlocking their potential by developing a suite of easy to adopt, open-source, privacy-aware, and decentralised technology tools for direct democracy and economic empowerment that will enable any community platform to make the most of 'network effects', so that it can:

- gather and store data contributed by citizens and community groups in a federated way that allows sharing and inter-operability across different social networks
- represent and effectively use an extended range of data, deploying systems that help users to be made more aware of issues and possible solutions, using collective deliberation and judgement
- build on existing best practices to develop better tools for collective decision-making, linking these to offline groups where real-world changes can be delivered
- develop tools to grow alternative, sustainable economies, including virtual currencies that enhance awareness of the implications of actions and decisions
- ensure that people are in full control of their data, maintaining privacy and trust in the systems they use

The D-CENT project will engage grassroots and civil society large scale groups in Spain, Iceland and Finland in order to harness the network effect of digital tools in real-time to solve citizens' problems, focusing in particular on new tools for democratic engagement and economic empowerment. In the democracy sphere we are bringing together leading European examples of collective deliberation and decision-making and helping them to evolve further. We see the economic sphere as more developed in terms of data and exchange mechanisms, but less developed in linking these to collective awareness and deliberation.

Across Europe, attempts to engage people in democratic decision-making and collaboration using digital platforms are still in their early stages, and the lack of features and difficult user-interfaces leave many people unable to meaningfully participate in the democratic process via the Internet. A few existing platforms have been specifically designed to engage in Internet-scale democracy that goes beyond the limits of traditional corporate social media. D-CENT aims to accelerate the development of practical alternatives that are easy to use, and aligned with citizen motivations and incentives. Some will be deliberately designed to link into existing formal structures of democratic power; others aim to build the capacity of alternatives, both in civil society and in the new economy.

Digital techno-social systems are radically transforming the "Public Space" or Res Publica, bringing openness and participation in processes that used to be closed such as policy making and law making. However, as exemplified by Snowden's revelations and by the increasing use of corporate social media platforms for individual surveillance, digital technology offers both the promise of unfettered

communication, learning, and enhancement of collective intelligence and the danger of a Big Brother scenario. For instance, Governments realize that that there is tremendous power in information but we are mainly seeing a great deal of information control and social and economic surveillance since there is fear about what can be done with sharing of data and information.

When there are institutional failures in problem solving and current decision-making systems are broken, big opportunities to create new structures emerge, together with the social forms and institutions that are commonly conceived as central to democracy. Existing constitutions, law making processes, and political institutions are machines that get jammed up, stop, continually break down and are often contested and challenged. The erosion of the current institutions of nineteenth century parliamentary democracy show the urgent need of transforming and extending the way that Governments take decision, making it possible for citizens to fully participate. These transformations have coincided with a series of economic and financial crises that resulted in a deeper crisis of the legitimacy of democracies, concerning also the credibility and efficiency of democratic decision-making procedures and institutions, particularly the parliament.

The 19th century institutions of democracy, such as Parliaments, elections, parties, manifestos democratic assemblies are in great need of revival since they are out of synchronization with the 21th century technologies, norms and collective aspirations. The purpose of democracy in the XXI century should be to valorize the collective knowledge of the people to build new institutions, formulate better policy and laws and solve real social problems empowering citizens. Current democratic systems are desperately in need for renewal in order to balance and facilitate these transformations. Within this purpose, the concept of democracy can be reimagined and understood as a constantly evolving process. Democracy should not be understood as a noun, but as a verb, a work in progress, a series of actions and organizational processes that different organizations, communities, and individuals are doing to transform societal dynamics and power structures.

Democracy is undergoing a series of transformations, even though its underlying norms are not subject to legal and formal changes. In the past years we have witness the experimentation of new forms of public consultation that are being practiced in contemporary democracies (the main example being the process of constitutional revision in Iceland) like citizens' deliberative assemblies (as the once experimented by the Spanish social movements), participatory budgeting, citizens-led referenda and various forms of popular deliberation and consultation online, where the electoral system is bypassed and challenged (Fung, Wright 2001; Bobbio 2010).

To continue to work in a democratic manner, institutions are in need of profound reform, and a key question that D-CENT aims to address is whether they can be transformed to create new public spaces and structures of democracy. The overarching question addressed by the D-CENT project is how future institutions can be designed to tap the power of social movements and citizens to help design better policies, to help integrate bottom-up feedback. D-CENT wants to provide a positive vision of collective intelligence in democracy, which is a vision of involvement in the XXI century, for more inclusive and sustainable participatory democracy. When thinking about democratic design and architectures today we should look at the opportunities of interaction and dialogue between citizens and public powers made possible by the revolutions of technology during the last few decades, embracing the challenge to foster interaction between new stakeholders in the social networks of the 21st century.

3 The continuum from grassroots social movements to democratic innovation

We can define D-CENT pilots and experiments looking at their degree to closeness to power and their ability to transform today's democratic public institutions. Some experiments, such as the **15M**, the largest European social movement demanding radical democratic change are generating bottom up self-management systems and new types of citizen movements that confront traditional power structures in favor of a distinct, sustainable, alternative for the organization of society. Other experiments such as the **Finnish Citizen Initiative** linked to Parliament promoted by the Democracy Unit of the Finnish Minister of Justice, or the **Better Reykjavik** deliberation platform are connecting citizens to formal power institutions that want to open up to tap into the collective intelligence of citizens to solve social problems and unmet needs. The case of Iceland and Finland show the dual identity of democracy, both its institutional and extra-institutional elements, and how a rupture in the equilibrium between these elements can become the source of tensions that transform democratic institutions. These examples constitute the foundation for the experiments and pilots of the D-CENT project and are showing that some Governments and other public institutions are trying to effectively open up the political and decision-making process, such as opening the law making process in the case of the Citizen Initiative or collective ideas generations and policy co-implementation in the case of policy co-creation in the city of Reykjavik. However, other institutions seem unable to adapt to the new societal needs and resist change pressures coming from below, in particular from active citizen groups and civil society organizations that mobilize around particular needs or issues, attempting to win back public control over the political process.

As outlined in the figure below (see Fig 1), within the D-CENT project this situation is exemplified by the Spanish case with novel mass citizen movements demanding real democracy, the end of corruption and radical transparency in the political process. In the Spanish case, a tension between representative and direct democracy is occurring. The citizen movements in Spain represent what it has been defined as a form of ***"destituent power"*** (Agamben 2014) that is exercising bottom-up pressure to transform existing structures and achieve social change in response to the crisis of legitimacy of current institutions. These contestations of institutionalized politics show the disaffection with existing institutions and are intended to challenge democracy with a view to realizing its promise of political autonomy. In this scenario, there is clearly a breakdown of trust in democracy, and the risk of growing de-politization of societies, where citizens are progressively withdrawing from the democratic representative system, because the current institutions seem no longer able to provide the conditions to build a better future. If a system of public policy fails to represent collective interests at all, then citizens have a good reason to reject it.

At the same time, in the Spanish case we are witnessing a new wave of creative politics and procedures that is reshaping democracy. Youth, and social movements are inspired by the nature of the Internet and bottom up digital networks, claiming transparency, civic engagement and new accountable democratic institutions. Social movements are then also emerging as an important form of constituent power on

local, national & supranational levels, serving as bottom up forces against the top down functioning of current institutions that struggle to change, and adapt to the increasingly sophisticated needs of their citizens. Social movements are offering a much needed channel for political participation, shifting the terrain of political debate and opening new possibilities for democratic action. Grassroots citizen movements spread out like swarms, and most importantly they created democratic practices of decision making so that all participants could deliberate and decide together. This engagement process opens big opportunities to reinvent new systems and to use digital platforms to engage disenfranchised youth and the overall population in the policy making process.

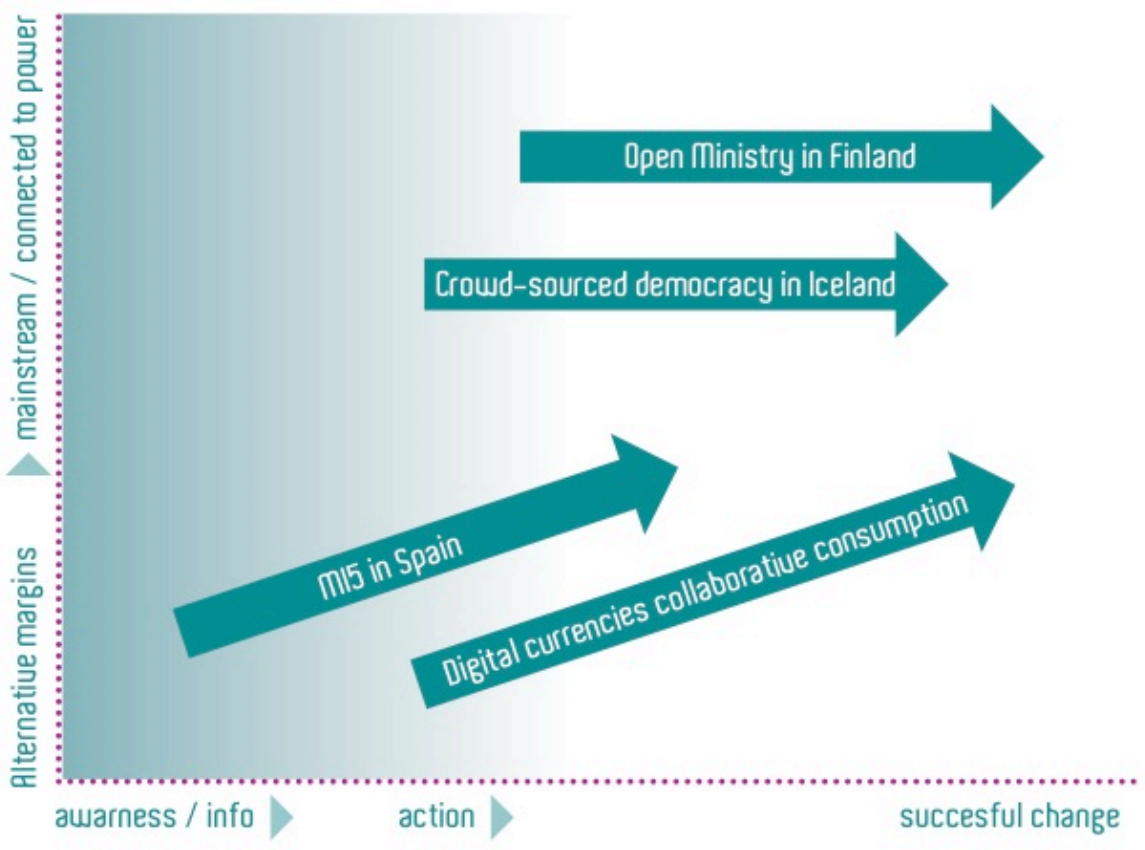


Fig 1. Demonstrating the development towards successful change and proximity to traditional institutions of power

Second, and perhaps more importantly, D-CENT will favor a shift from a "destituent" process to a "constituent process" (Negri and Hardt 2012) that can achieve longer-term sustainable institutional change, in order to turn what could become disengagement and refusal into an opportunity to lay down a new foundation for democracy. This in turn envisions a disruptive process that transforms current institutions, or creates new structures and institutions, as well as the creation of new political habits and social relationships. In order to achieve sustained change, current political and economic institutions need to be able to mobilize the collective decision-making power of citizens, and to shift power to citizen direct participation. A great example of this process, where bottom up citizen movements coming together to propose a new legislation met a genuine transformation of democracy, is the adoption from the Finnish Government of the Finnish Citizens Initiative Act, that officially recognize a

new form of citizens' power. The task of a revitalized democracy is to create a constituent process from below that organizes new social relations, forms of organizations and behaviors, and makes them lasting

Democratic government is the final point of this process, a new collective power, fostering future institutional innovations and remaining open to the instances of social movements and collective intelligence. The legislative process will not be an organ of mere representation but should extend political participation in decision making across the entire social terrain to democratize society (e.g. via crowdsourced legislation, continuous deliberation and co-decision). Democratic institutions must also address the needs for social and economic empowerment and development, constructing mechanisms so all can have access to, and participate equally in the production of common wealth, linking deliberation with democratic economic policy (e.g. scaling and linking up complementary currencies and crypto digital currencies). In this way citizens can participate democratically in decisions concerning relevant social and economic issues. Finally, this holistic process should provide checks and balances on institutions, providing an open structure, creating a dynamic balance (e.g. applying transparency and accountability to public policy and integrating citizens' feedback and scrutiny). Democratic politics that involve public deliberation focused on the common good thus requires some form of inclusive participation of citizens, and processes that shape the interests of citizens in ways that contribute to the formation of the public good.

4 Blueprint for institutional change: The democracy ecosystem

D-CENT aims at exploring a wider and integral perspective of democratic innovation in which the whole policy cycle is democratized, both the top down and bottom-up aspects. Decentralised and privacy-aware digital infrastructures are needed to allow governments and institutions to integrate social feedback from the citizens, leveraging the potential of the extended society and social experts to improve cities, democracy, and many aspects of our society. At the same time digital platforms are essential tools for large scale organisations of social movements, to allow for democratic deliberation and debates, decision making, and effective coordination of political actions and campaigns. Democracy should be about offering visions, positive alternative, for instance by designing online infrastructures for democracy and political experiments that put mass engagement and direct deliberation at every stage of the democratic process (see Fig 2). Democratic steering is here divided into stages or phases, ordered by their distance from the apparatus of actual decision-making.

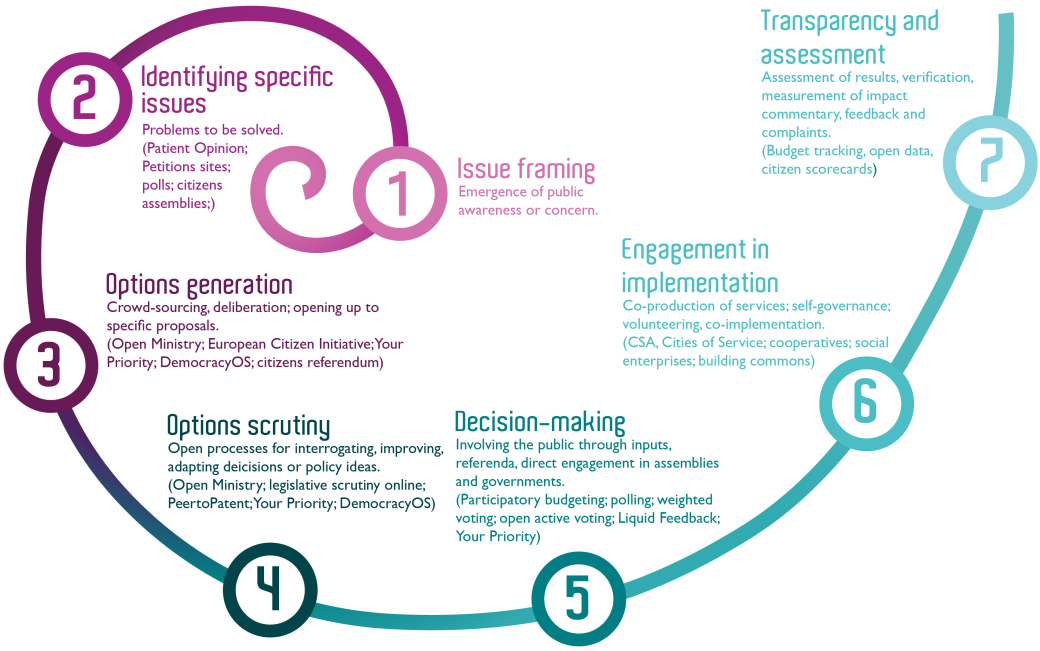


Fig 2: Democracy ecosystem stages

1. **Creating Public Awareness**– engaging citizens as to what issues matter. Contribution to public debate can be critical in ways that introduce more inclusion and participation, generating greater public awareness. In this stage, framing collective issues calls for democratization in the public debate, and the extension of the public sphere.
2. **Identifying specific issues** – or problems to be solved, digital tools can provide a public forum where citizens, as individuals and in groups, connected by mass-self communication, form currents of opinions in seeking to decide on specific issues to be resolved (Online citizen petition sites, such as We the people in the United States, Patient Opinion; Petitions sites, Your Priorities).
3. **Options generation** – crowd-sourcing, debating specific proposals can also be seen as one way to apply crowdsourcing to policy-making (Challenge.gov; Open Ministry; European Citizen Initiative; Your Priorities, and Open Ministry in Finland). Involving the public in directly deliberative democracy can allow for the resolution and implementation of practical problems in the form of deliberation through reason giving among citizen groups. In this context, digital platforms can offer novel public spaces for deliberation. On these websites, citizens can both propose a petition for policy change and sign one that has already been proposed. Although We the People lacks a mechanism for processing citizen petitions to ensure effectiveness, in the Finnish case, the online petitions can have a direct impact on the established policy-making agenda. This is because the Finnish legislation stipulates that if a petition gets 50,000 signatures in six months it has to be discussed in the Parliament. In Europe, the European Citizens' Initiative gathers citizen initiative proposals and signatures from EU citizens. The initiatives have to gather one million signatures from a certain number of member states in order the European Commission to consider the proposal.
4. **Options scrutiny** – open processes for interrogating, improving, adapting policy ideas (OM, legislative scrutiny online, PeertoPatent)
5. **Deliberation and Decision-making** (from neighborhood level/planning, to budget allocation, policy) – involving the public through inputs, referenda, direct engagement in assemblies and governments. This is a vision of deliberative democracy, meaning to govern issues by the public deliberation of its members. Democratic collective choice, means to strengthen the tie between deliberative justification and the exercise of public power, ensuring equal rights of participation, including rights of voting, association, and political expression, and a more general requirement of equal opportunities for effective influence (Examples: Participatory budgeting; Liquid Feedback; Your Priority, open active voting)
6. **Engagement in implementation**, co-creation of value – volunteering (Co-implementation: CSA, Cities of Service)
7. **Scrutiny, oversight, citizen assessment of results**, measurement, commentary, feedback and complaints (Budget tracking, open data, citizen scorecards)

	Examples
Public Awareness	Emergence of public awareness or concern.
Identifying specific issues	Patient Opinion; petitions sites; polls; citizens assemblies;
Options generation	Open Ministry; European Citizen Initiative; Your Priority; DemocracyOS; citizens referendum
Options scrutiny	Open Ministry; legislative scrutiny on-line; PeertoPatent; Your Priority; DemocracyOS
Decision-making	Participatory budgeting; polling; weighted voting; open active voting; Liquid Feedback; Your Priority
Co-implementation	CSA, Cities of Service; cooperatives; social enterprises; building commons
Feedback, scrutiny	Budget tracking, open data, citizen scorecards

Fig 3: Table of democracy eco-system stages

5. Linking civic action and democratic decision-making with sustainable economic models

After testing the D-CENT use cases for direct democracy, testing tools and processes along the continuum of the democracy stages described above, the project will run its second major pilot – to test and implement new tools for growing a shared economy, including a strong role for interoperable digital social currencies. A primary objective will be to offer resilient exchange systems for actively engaged users of the D-CENT platform and others in the social economy and civil society.

One of the biggest strategic challenges with digital platforms is to enable them to evolve to support not just data aggregation but also deliberation and collective judgement. The diagram below summarises a theoretical perspective on this challenge: the left hand axis sets out a rough hierarchy of knowledge, from data through information and knowledge to judgement and wisdom.

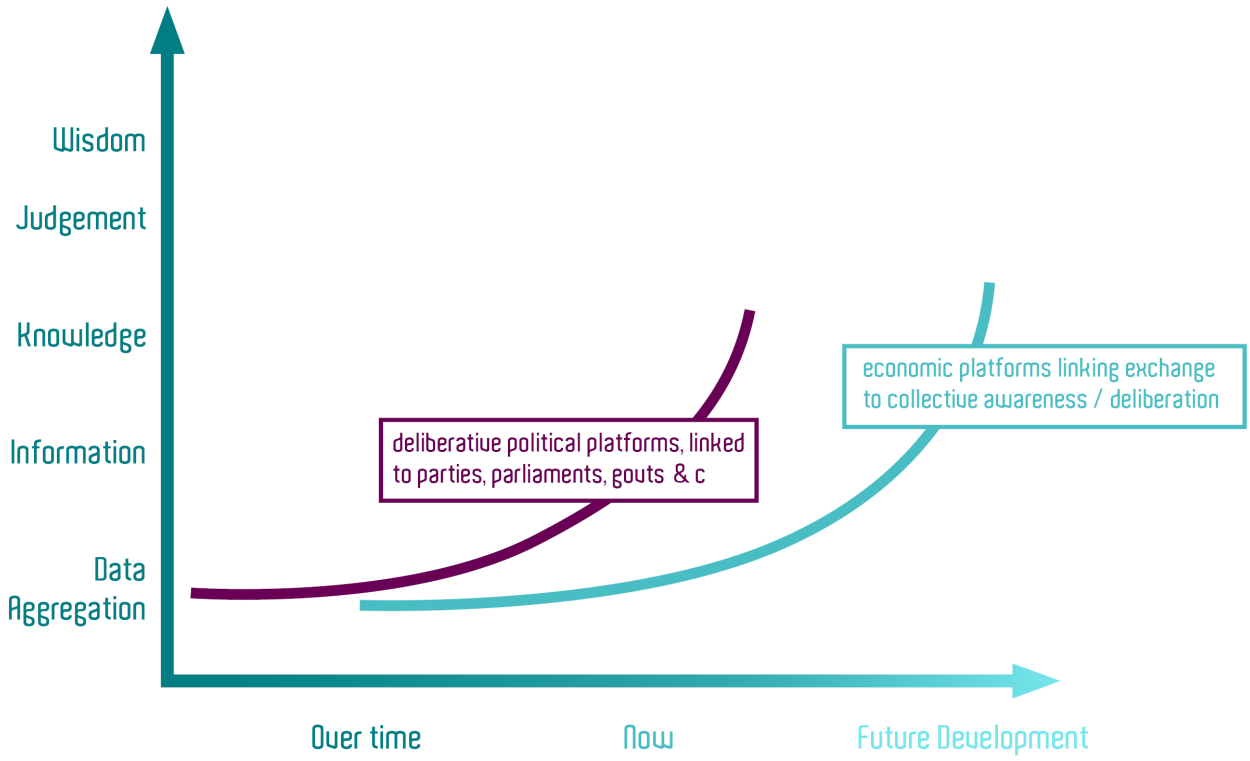


Fig 4: Linking democracy with economic platforms

At the lower levels are tools and platforms that simply aggregate data, whether from sensors or human input. These data, which can be quantitative or qualitative, can, at the next level be filtered, analysed and processed into information. Other types of knowledge include tacit knowledge which is harder to capture by mobilising networks – and depends on a different mix of face to face and online interaction, and often on relationships with greater trust. Individuals, organizations and groups then have to exercise judgment, usually based on imperfect and incomplete knowledge. That may in time lead to wisdom – which tends to be highly context-dependent and even contradictory, by comparison with the knowledge of e.g. physics or economics, and also has an ethical dimension.

Digital networks have so far been much more successful at gathering and processing data, or aggregating elements, or providing reliable knowledge and information, than they have been at supporting creativity, reasoning or judgment. The exciting question for the next decade is how to design hybrids that can link data aggregation to the mobilisation of collective discussion, judgment and even wisdom. How this is

answered will be critical to the future of democracy, as well as the creation of a more sustainable economy that builds in awareness of the implications of actions and decisions. Today the economic sector is more developed in terms of data, and exchange mechanisms, but less developed in linking these to collective awareness and deliberation. **The great promise of linking political platforms for engagement to new platforms for economic exchange is that it can point the way to an economy with genuine collective intelligence.**

4.1 Digital Social Currency Experiments

The core goal of the Social Digital Currency Pilot within the scope of the D-CENT Project is to link best practices from the Complementary Currency domain (Douthwaite, 1999; North, 2007; Kennedy and Lietaer, 2012) and, as appropriate, further empowering citizens with new technological breakthroughs in the world of digital payment systems and crypto-currencies such as Bitcoin, what the European Central Bank recently defined as Virtual Currency Schemes (ECB Report, October 2012). This trend linking digitalization to increasing design diversity has been identified by the Bank of International Settlements since 1996: once money is completely in the form of digital data, the possibilities to manage transactions and design currencies increase dramatically. In particular, different e-money schemes will vary according to their technical implementation, the institutional arrangements required to support them, the way in which value is transferred, the recording of transactions and the currency of denomination (BIS, 1996). Moreover, as the Basel Committee noted at the dawn of e-money design, electronic money is difficult to define because it blends particular technological and economic characteristics (Basel Committee, 1998). Thus, also digital money enjoys the most characteristic feature of money in general, i.e. the indeterminacy of money (Dodd, 1995) in that it leaves open a bigger and bigger space for innovative experimentation, esp. for Virtual Currency Schemes, whereby the currency acts only within a closed digital environment and does not have a direct link with conventional money as will be documented in WP3, D 4.4..

Experimentation on the possibilities of digital currency design will take place in the user-centric environment of the D-CENT pilots in Spain (Intercanvis), Finland (Helsinki Timebank) and Iceland (Your Priorities/Betri Reykjavyk). Accordingly, Lean User Experience (LEean UX) is driving the design process while Participatory Action Research (PAR) that will be documented in D 3.4, will inform design contents with primary data coming from field observation, semi-structured interviews and iterative virtual user feedback. Moreover, Centre d'Économie de la Sorbonne already conducted PAR in three different sites, Nantes and Toulosue in France and the Sardex network in Sardinia, Italy. Lean UX and PAR will drive the corroboration of one basic tenet grounding complementary currencies as a research program aimed developing a sustainable money system for sustainable economies, namely the scientific demonstration of the structural instability of single-currency systems as opposed to the economic resilience characterizing the structure of multi-currency systems (Lietaer, Ulanowicz, Goerner and McLaren, 2010). This is the sustainable model for money systems that will be tested at large in the Social Digital Currency Pilot. A structural lack of resilience in the conventional monetary system is often the main reason for creating a complementary one: barter networks, timebanks, local community currencies, special purpose currencies, transition currencies. As with natural ecosystems, single-currency systems such as the conventional banking system suffers from structural tendencies toward hyper-efficiency which bears inherent structural fragility as the boom-bust economic cycle clearly showed in the recent past (Kindleberger, 2005; Stiglitz, 2009).

Barter networks in Catalunya or a Timebank in Helsinki are examples of sustainable models experimented in the real world. As Edgar Cahn argued in his work on Time Dollars, "complementary currencies encourage a much higher increase in the degree of diversity and interconnectivity in the system, due to their ability to catalyze business processes and individual efforts that are too small or inefficient to compete with national currencies in a global market place" (Cahn, 2004). Complementary currencies are then negotiable instruments designed in order to facilitate trading by virtue of enhanced interconnectivity of the system as a whole, in particular in those situations in which the supply of conventional national currency is tight. But more than a useful cushion in times of shortages of money, complementary currencies are remarkably significant agreements, because they facilitate transactions that otherwise wouldn't occur, linking otherwise unused resources to unmet needs, and encouraging diversity and interconnections that otherwise wouldn't exist. From these assumptions, the engaged communities in each D-CENT pilot will co-design tools for solving problems arising from their own very dynamic of creating a sustainable economic model framed around complementary currencies and alternative payment system.

In the context of the D-CENT project, within this cluster of alternative economic experiences in Spain, Finland, Iceland, France and Italy, inquiry is at a mature enough stage that allows for a study of both social relevance and scientific impact of a comparison among the multi-faceted institutional structures populating grassroots alternative economies and related currencies. Problems, needs, frustrations as opposed to unused resources, untapped skills and community-driven innovation have all populated discussions with lead-users and citizens in the main Pilot areas.

In the following sections, we are going to present preliminary considerations that stem from the first round of interviews with alternative and complementary system managers in Spain, Finland and Iceland. The first data emerging from PAR allow for a proposal of an initial taxonomy of the nature of monetary circuits, partly different from those already present in the literature. By researching on antifragile real-world dynamics (Taleb, 2012) around the use of alternative currencies in Europe, there is an increase in the possibilities to deploy empathic design strategies for creating flexible digital tools that can tailor-made customization by lead-users and end-users alike. Hence, we will be running experiments based on digital social currencies linked to collective awareness platform for civic engagement that will be adapted to the different personas and user scenarios that we started to document in this Deliverable.

5 Description of process

5.1 Lean development

As detailed in D1.1 the D-CENT project employs a combination of *lean* and *action research* methodologies. From January to March 2014 three **lean inception workshops** took place in the three pilot countries consisting of user interviews and persona development and hypothesis testing. Rather than focusing on features, the aim of the initial workshops was to find the main problems that users were encountering, and then to draft a series of hypothesis statements based on the interviews as a method to identify underlying assumptions about users' needs and solutions to be verified. The hypotheses generated therefore varied in terms of how "fine grained" they were, as they reflected issues raised by the variety of users. The more large-scale hypotheses typically rest on a larger amount of assumptions, needing additional verification, and to be broken down into smaller, testable hypotheses statements before these can be tested in the field.

The hypotheses discovered in the lean inception workshops are considered the **social requirements** of D-CENT, to be developed by creating lean canvases for specific user-groups and needs, and then translated into concrete technical features and Minimal Viable Products (MVPs), to be tested. It is therefore important to clearly distinguish social from technical requirements. A social requirement is what concrete social goal we are trying to fulfil in response to the needs of the community, as given by a hypothesis statement. A *technical requirement* is the software features that we believe will accomplish this goal if the software is adopted.

Lean is a cyclical and on-going process. Therefore new hypotheses will be generated as the initial ones are tested and further tests conducted until all tests are "green". The social requirements outlined in this document therefore represent a first iteration and an initial map of the overall issues raised in the lean inception workshops, worked into *technical requirements* outlined in D4.2 and a review of relevant existing open-source code-bases. Below is a brief overview of the stages and elements contained in this document.

5.1.1 Interviews, user groups and personas

For each lean inception workshop in the three pilot countries, local D-CENT partners organized a program of in-depth interviews with user groups with additional interviews occurring in the weeks following, conducted by local partners as per guidance from Neo and the D-CENT service designer and using online forms to supplement. (See Appendix for full list and interview questions). Interviews were either semi-structured or open-ended and they included both past events and current and future plans of action. The interviews dealt with a wide a range of issues. When we were interviewing groups, the questions focused on the groups' organizational history, mission, and campaign strategy, and others focused on the objectives and main drivers of the campaigns, as well as their use of digital technologies and the latest developments in the field. For individuals, the interviews were about their background, age, tech proficiency, and were mainly focused on the user's motivations and needs. We adopted a snowballing technique (Miles and Huberman 1984), so these informants then suggested other relevant

organizations or people that we could interview to better understand the phenomenon, and to include diverse perspectives on strategies, outcomes and main processes. Following the lean methodology users will be engaged on an ongoing basis with willing and active user bases identified during the interviews. The key informants for each D-CENT pilot thus include the key stakeholders that are involved in shaping and testing D-CENT tools, as outlined in each pilot Service Ecology Map (see Fig 5; Fig 6; Fig 7). The type of stakeholders range from individual potential users (as disenfranchised citizens, unemployed youth and senior citizens) to social movement groups, exchange associations, new political parties, local and national Governments and other public institutions. These are defined in depth in the personas and user stories we created.

The first set of interviews (26 informants) was conducted between the first two weeks of January 2014 in Reykjavik, Iceland during the D-CENT lean development workshop. The second set of interviews (46 informants) was conducted during the D-CENT lean inception workshop in Barcelona, Spain which took place over the second and third week of February. A third round of interviews (32 informants) was conducted during the D-CENT lean inception workshop in in Helsinki, Finland during the first week of March. Data collection and analysis continued in all three Pilot countries up to mid-March 2014 via *Skype* interviews and written follow-ups using an online survey (see Appendix 1). We used an interview protocol (Appendix 2) that we kept reviewing to integrate feedback and to include new relevant issues that were emerging during the research. All interviews were conducted in English, Icelandic, Finnish or Spanish and recorded. The interviews lasted approximately one hour each or less, depending on the informant.

Out of the interviews two main user groups were identified for each pilot to form the communities with whom testing of MVPs will take place. The additional interviews were then clustered into user-types based on similar experiences, issues raised and types of activities and then turned into fictional personas, highlighting the main issues raised and typical problems encountered. For each pilot, two fictional persona types have been developed in addition to the two user groups, these are all presented in this document.

With the currency fieldwork only just beginning one user group and one user persona has been identified for the currency pilots, with initial hypotheses to be tested in further fieldwork research before these are turned into MVPs and technical requirements. Lean canvases have been drafted, although are as of yet thereno active experiments and MVPs developed for the currency pilots as these will be outlined in D 3.4 when the field work will be completed.

5.1.2 Hypotheses statements

In this initial round of testing, 2 - 4 hypotheses have been drafted for each user group and 1-3 for each persona. Hypotheses are quickly drafted only to serve the purpose of turning the interviews with users into potential solutions and features, and should therefore be easily discarded if the assumptions are not verified when tested in the field. Through workshops sessions with local partners and stakeholders at the end of each lean inception workshop the D-CENT team arrived at a set of hypotheses to be developed into features and lean-canvases, outlined at the end of each pilot section in this document. Section 7 of this document contains a current snapshot of the full list of hypotheses (March 26th, 2014) with a section to mark them green (to confirm that tests have taken place and the assumption is

verified), orange (more tests need to take place) or red (the assumption has been proven false and should be discarded).

5.1.3 Lean canvases

When a hypothesis has been selected for further development, a "product" is brainstormed and a set of features are noted down that are assumed to address the users stated needs. A lean canvas is then drafted for the "product" in order to tease out further assumptions underpinning the "product" and any potential feature related to its viability in the field as well as key metrics to measure its success. The lean canvas thus serves as an initial "sanity check" and the first step to begin outlining which tests need to be conducted via MVPs to validate assumptions and ensure that the "product" is addressing the concrete needs of users. As this is a cyclical process to take place on a regular basis during the development stage, the lean canvases are drafted online, allowing for distributed collaboration across pilot countries and between partners. Using the LeanStack services, 2-4 canvases have been drafted for each pilot, with associated experiments being defined. Snapshots (dated 26th of March 2014) of these canvases and experiments are attached for each pilot in this document.

5.1.4 Active experiments

For each "product", a series of MVPs will be developed and tested. An MVP (Minimal Viable Product) can be any type of experiment that will feed back information needed in order to validate a hypothesis. Typically this will take the shape of low or high fidelity prototypes, depending on whether the intention is to bring value to users immediately or simply to learn more about the field. The three main questions that need to be asked are thus *Is there a need for the solution I am designing? Is there values in the solution and features I am offering? Is my solution usable?* (Gothelf and Seiden, 2013). Tests and experiments take place on an ongoing basis and are shared and monitored by the D-CENT consortium using the experiments sheet of the LeanStack dashboard.

6 D-CENT Pilots Ecologies

6.1 Iceland - Scaling participatory democracy

6.1.1 Policy ideas generation, deliberations and decision-making

Through the user interviews conducted during the Lean Inception workshops which took place in Reykjavik, Iceland in January 2014 a central theme emerged around which we have begun to structure the Icelandic pilot case: *Scaling participatory democracy*.

Iceland is an island of 317,000 people with an old democratic culture and one of the oldest Parliaments in the world the *Althing*. After the financial crisis in 2008, due to a lack of transparency, and corruption of the financial and political system, Iceland had a large financial meltdown that shocked the population profoundly, generating an unprecedented wave of citizens' protests. Before the economic crash in Iceland citizens suffered for low levels of civic engagement, lack of trust on political change, and irregular citizen participation outside of elections. When the financial bubble burst, the Icelandic population became very concerned, rejected the corrupted financial system, and started to rail against the system they previously trusted. The crisis resulted in a change of the government, the central bank manager, and the head of the financial authority. Iceland had more national public referenda since the financial crisis than in any time in their history.

One of the biggest demands during the protests that followed the crisis was that it was time to rewrite the constitution with a wide popular participation. Iceland has a relatively small bureaucratic body and can move quicker than most countries, resembling an ideal country for experimenting with new solutions during periods of political and economic transformation. In 2010 the new prime minister opened the constitutional rewrite to mass participation and offered citizens the chance to use new technology to modernize their founding documents. In November 2010, a Constitution Council of 25 people was appointed and Facebook, Youtube, Twitter and other websites were used to promote citizen collaboration and solicit citizen feedback. The Council held weekly online meetings for Icelanders to comment on proposed constitutional clauses, and within four months this process resulted in a joint draft.

A clear demand that came out of this important experiment is that citizens should have more political agency and access to direct democracy tools, such as being able to call directly for a national referendum, continuously providing direct input in the policy making agenda at local level and in the legislative process. The uncertainty of the conclusion of the Icelandic experiment attests to the openness and risk that democratic experimentation implies. One of the bigger issues that came out of the Icelandic crisis was the lack of trust of politicians from the general population. The awareness that citizens need a strong voice in the political process and a persistent and binding influence on big policy-making issues, has led to a variety of direct democracy experiments in Iceland that constitute the starting base of the D-CENT project.

6.1.2 Who are the Icelandic Stakeholders?

After Iceland's economic collapse in 2008, the City Hall of Reykjavík has launched Better Reykjavik a direct democracy platform, where everyone can submit suggestions into a community forum about things they would like to be done in the city. The direct democracy platform played a vital role in the city's municipal elections in 2010. During these elections, 10% of Reykjavik voters voiced ideas on the site, 43% of voters viewed the site, and over 1,000 priorities were created. Over fifty Better Reykjavik priorities are being processed by Reykjavik's city council, and the site's top priorities are voted upon at council meetings every month. Every month, the city council is required to note and process the top five suggestions that appear in the forum. The next step is to implement a similar system in the Parliament, and the logical step after that is to effectuate the same system in the Ministries and to replicate the experience across Europe via the D-CENT platform.

Your Priorities is managed and provided by the Citizen Foundation. The Citizens Foundation is a non-profit based in Reykjavik, Iceland, and there is now an open collaboration between the City Council and the Citizens Foundation. Since 2008, the Citizens Foundation has used Your Priorities to promote online, democratic debate and deliberation in Iceland and worldwide. Groups, cities, or countries can use this service to improve their communities. It allows people to submit new ideas, debate and discuss ideas and vote ideas up or down based on their priorities. The key element of the platform is a simple but powerful debate system to help improve the quality of the debate and reduce pointless arguments that happen regularly online. Each point can only be 500 characters and people can mark points as helpful or not helpful resulting in a list of the best points for and against. Both sides of the argument are equally represented in the user interface and this is highly effective in facilitating consensus and inclusion of minority arguments.

Better Reykjavik is the most successful example of a Your Priorities website. The website enables citizens to voice, debate and prioritize ideas to improve their city. The website is actively used by residents of Reykjavik, Iceland, creating open discourse between community members and city council. While the local instance of the Your Priorities platform, Betri Reykjavik emerged as a very successful platform where priorities were developed, deliberated and implemented there still is an increasing amount of skepticism at the increase to the national scale Betra Island. More background knowledge and an increasing awareness of context and limitations are required at each increase in scale. Furthermore, amongst citizens there is a skepticism as to the willingness of the current political institutions to allow citizens to participate on issues with high stakes, a sense of "no-one is listening", and amongst supportive staff at the institutions there was a concern with how to encourage citizens to participate while protecting the institution from making promises to its electorate that it would not be able to deliver on due to constraints. Some of the main questions emerging from the interviews with the Better Reykjavik users and that D-CENT will try to address within this context are: How to encourage and allow citizens to participate at an ever increasing scale and ensuring that the participation will be worthwhile? What makes it worthwhile for citizens to be continuously engaged? What kind of feedback should come from the political system and how to formalize the commitment of policy-makers to transfer power to citizens?

The Icelandic Pirate Party was founded in 2012 by by MP Birgitta Jonsdottir and several other Internet activists, and they successfully run in the 2013 Icelandic parliamentary elections winning three seats with 5.1% of the votes and becoming the first such party in the world to gain seats in a national legislature.

Iceland's unicameral parliament, known in Icelandic as the *Alþing* ("All-thing"), has 63 members to represent the country's 317,000 people. Iceland is divided into six constituencies, each of which elects nine representatives. Constituencies with larger populations also have one or two "levelling seats" to ensure the value of a vote remains constant across the country. The Icelandic Pirate Party has a broad policy platform with key issues as government and corporate transparency and accountability; privacy; and intellectual property. The party has gained credibility amongst citizens by live streaming committee meetings and parliamentary group discussions. Party members use digital tools to collaborate, debate issues and decide with their members. The way the Pirate Party operates internally and in relation to their constituencies is relevant to the Implementation of the D-CENT platform in Iceland. The Pirate Party members are starting experimenting within the Parliament how rigorous the knowledge curating process will be for policy input among the pirates and the open collaboration with their constituencies via privacy-aware digital tools.

Direct democracy is a central concern for the party. The party is actively exploring the concept of Liquid democracy and the introduction of direct democracy tools that favor citizen engagement in the legislative process. Proxy voting is a key element of liquid democracy, giving members the ability to delegate their vote to another individual, often to a trusted person who has more expertise in a specific subject. Overall, the liquid democracy is a concept that represents the process of open decision-making in which most issues are decided by direct referendum, with tools for vote aggregation and topic management. One of the most popular tools for decision-making with proxy voting used by some of the Pirate Parties is Liquid Feedback, a collective text editor that broadens input into policymaking and allows citizens to discuss and use proxy voting on legislative proposals online. It includes a preferential voting system that is based on Cloneproof Schwartz Sequential Dropping (CSSD, "the Schulze method") that has been adopted by many organizations. Yet Liquid Democracy does not support any conversation or deliberation forums, it has strong authentication and security requirements, and has a confusing and hard to use user interface. Despite these drawbacks, Liquid Feedback is in widespread use, predominantly amongst the Pirate Parties, with an estimated usage of between 60,000-70,000 people. Its unique combination of direct and proxy voting for policy formulation and option scrutiny is intended to move policymaking away from narrow or vested interests towards a more inclusive political process.

In the next section we will outline the Icelandic Service Ecology map (see Fig. 5), with the main organizations involved in testing D-CENT tools and processes. Secondly, we identify key fictional "personas" that were profiled during the first iteration of interviews with the Icelandic users currently involved in democratic deliberation processes via Better Reykjavik at City Council level, or within the Parliament. Thirdly, we outline the main hypothesis to be tested that represent user problems or social requirements that need to be taken into account in the technical Design of the D-CENT features or specifications. The user hypothesis are mapped against the "democracy ecosystem", since each of them articulates specific problems for each phase of the participatory democracy process, from issue framing, to decision-making and scrutiny (see Fig 2). Finally, we identify the main Minimal Viable Products that are now in the process of being tested in each country pilot. The technical specifications for the MVPs and the technical analysis of the user requirements are analyzed in the deliverable 4.2

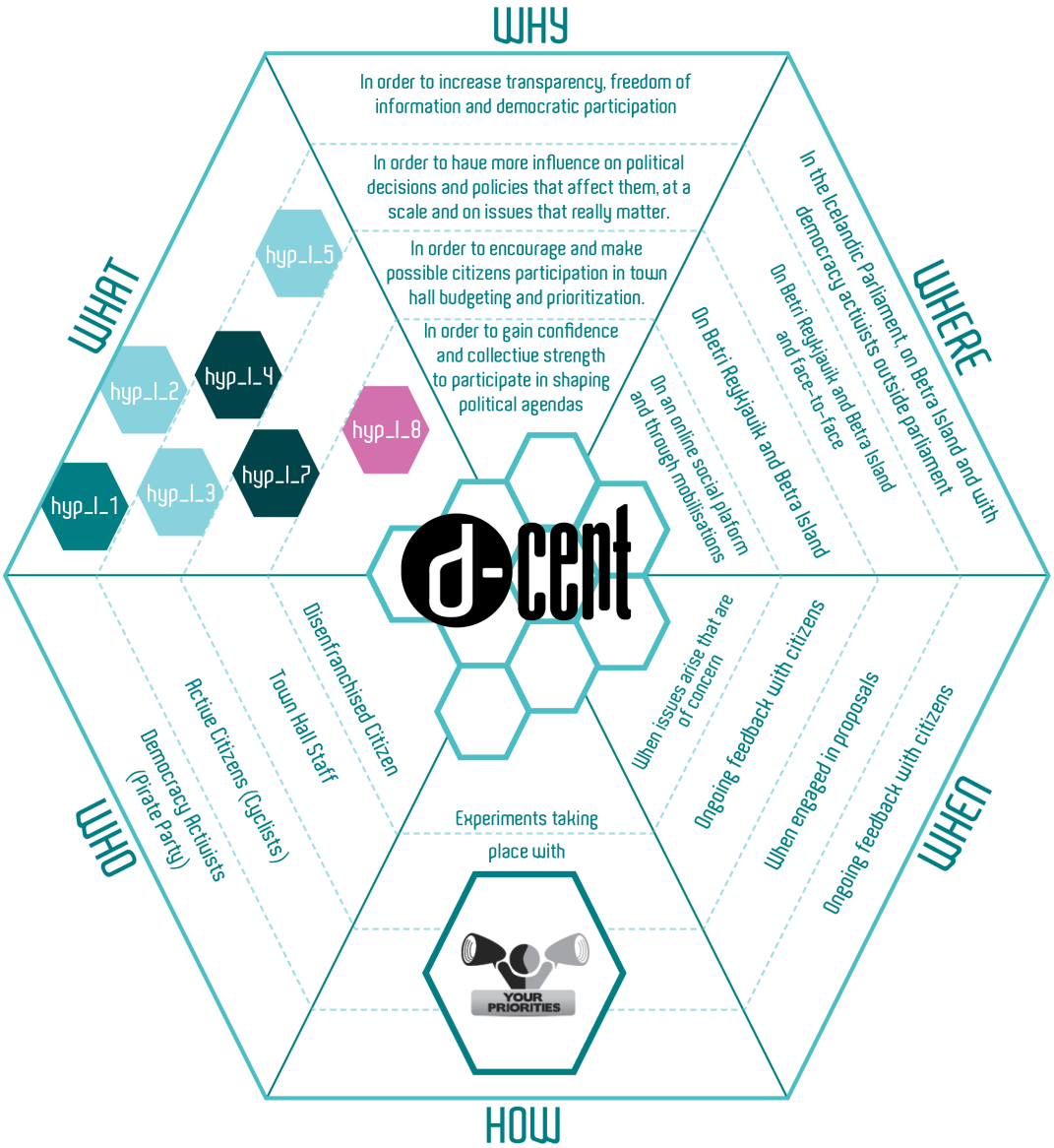
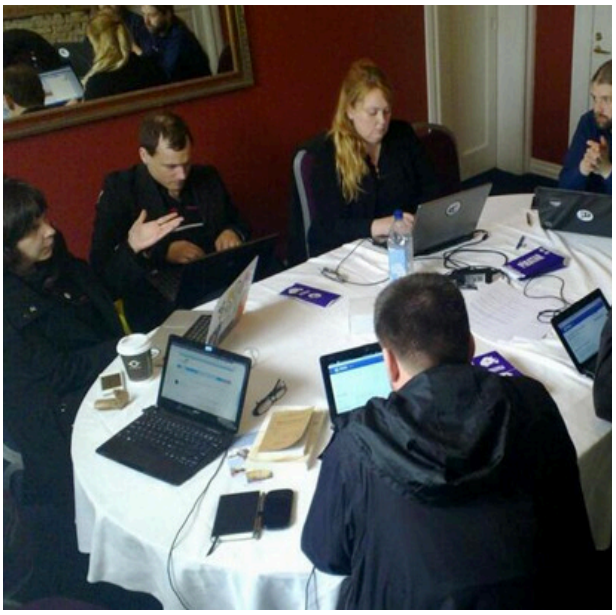


Fig 5: Service ecology Map Iceland

6.1.4 Pirate Party



Type

Pirate Party

Reach

Initially the Pirate Party, to be extended to Icelandic voting population

How will relationship grow

Members of PP will be early adopters of D-CENT tools. These will be extended through the parliamentary platform to the Icelandic voting population

How frequent will we interact

Further research needed

Tools

In the process of developing own tools, facebook

Main Objectives

To reform democratic processes in order to allow citizens to participate to the maximum extent possible. Transparency, freedom of information and democratic participation are core aims.

Background

The Pirate Party of Iceland was established in 2012 in response to the recent crisis in Iceland, campaigning on a basis of democratization of institutions, binding referendums, transparency and freedom of information.

The new parliamentarians of the pirate party represent an emerging group that cuts across institutional and movement settings, acting both within current institutions with the aim of reforming them, while being part of a broader movement of democracy activists seeking and developing new digital tools for citizens participation in democratic decision-making.

Needs

- Digital voting system that allows mass-participation on a regular basis across many topics
- System for citizens delegation of votes
- Weighted voting system

User story

As an MP for the Pirate party I need an underlying system in order to push through long-term plans of de-centralising decision-making and allow for further involvement of citizens in parliament.

6.1.4.1 Hypotheses

hyp_I_1: We believe that by

that by testing and improving delegation (e.g. proxy voting) to representatives with relevant expertise on concrete topics for new parliamentarians, democracy activists and citizens of Iceland

For

Democracy activists and citizens of Iceland

We will achieve

more trust in and use of vote delegation, take advantage of new ways for democratic co-decision making, and making direct democracy in legislative processes more viable

We will know this is true when we see

results on ease of use and satisfaction amongst constituency of new parliamentarians

hyp_I_2: We believe that by

Developing direct feedback mechanism between Parliamentarians and citizens (e.g. transparency tools, rating system , tracking activity and voting records of Parliamentarians, easy-to-use interface to visualize their representatives' votes, written questions, and general decisions, follow their representatives over time, and by giving them a way of quickly getting in touch with MEPs by listing all useful contact information in one place)

For

new parliamentarians, democracy activists and citizens of Iceland

We will achieve

more oversight over actions of democratic representatives in the legislative process, more trust in the system overall

We will know this is true when we see

increasing use of the tools

6.1.5 Group: Citizen Activists (Cyclist Association)

Type

6.1.6 Citizen Activists (cyclist association)

Reach

Approximately 160 cyclists, with a further reach of 30.000 active citizens via Your Priorities.

How will relationship grow

With regular feedback from lead users to D-CENT during testing, features can be refined to be extended to the broader reach

How frequent will we interact

When needed, depending on whether an active campaign is taking place

Tools

Email, Your Priorities, Facebook

Main Objectives

To lobby and influence politicians at local, regional and national level for the development of cycling infrastructure, improvement to traffic legislation and promotion of cycling overall.

Background

The cyclists have been using Betri Reykjavik in order to influence policies on traffic regulation, and as a result are regularly consulted by the town hall on issues to do with traffic and planning. As the cyclist group has developed and grown they have started proposing national level changes to both regulation and planning of new bicycle routes to integrate into European cycling network maps. The group decides to use the national Your Priorities platform Betri Island but quickly become disillusioned after spending a lot of time deliberating, researching and developing proposals, but not receiving any response from politicians. As a result, they use the site less and less and the group loses motivation to interact, contribute and participate on a national scale planning and transport issues. Several members become disillusioned with the parliament and its ability to respond to the needs and requests of citizens. They wish there would be more consequences for politicians who respond inadequately to proposals.

Needs

- The ability to lobby/ influence politicians on regional and national scales
- Better responses from politicians after proposals have been drafted
- Ability to enforce consequences on politicians when proposals are inadequate

User story

As a citizen activist I need to know that my efforts using participatory platforms will be carefully considered and taken into account by governing institutions so that I am not wasting my time

and efforts using these platforms.

6.1.6.1 Hypotheses

hyp_I_4: We believe that by

making it possible to rate responses and actions of politicians/town hall staff to your priorities proposals for cyclists, users of your priorities and active citizens of Iceland

For

cyclists, users of your priorities and active citizens of Iceland

We will achieve

more pressure on the town hall / parliament to produce higher quality responses.

We will know this is true when we see

higher quality and clearer responses from town hall regardless of outcome

hyp_I_5: We believe that by

Improving the navigation experience, adding a structured method of providing background information and references to online deliberation forums / your priorities for cyclists, users of your priorities and active citizens in Iceland

For

cyclists, users of your priorities and active citizens in Iceland

We will achieve

higher quality/ more informed proposals, more trust in the platform, more chance of scaling the proposals

We will know this is true when we see

higher levels of accepted proposals, more references and substantiation in debates, increased trust and down the line, increased budgets and scale of possible participation from the side of institutions

incorporating regular notifications on the status of a proposal for active citizens in Iceland

For

less anxiety over long processing times in the city hall, more participation and trust in the platform

We will achieve

less anxiety over long processing times in the city hall, more participation and trust in the platform

We will know this is true when we see

mobilisation around proposals being processed, more regular engagement with proposals in progress, such as links on facebook or promotion otherwise.

6.1.7 Persona: Town hall staff

Type

Town Hall Staff

Name

Eva

Age

40

Gender

Female

Occupation

Works at town hall and is responsible for proposals submitted via the Your Priorities, Betri Reykjavik.

Tools

Your Priorities, Facebook, Email

Motivations

To encourage and make possible citizens participation in town hall budgeting and prioritization.

Background

"Eva" works at the town hall as one of the main responsible people for the handling of proposals voted in from the Your Priorities platform Betri Reykjavik. She is an active promoter amongst her colleagues and believes in the benefits of citizens' involvement in the development of the city.

It is April, the evenings are getting lighter in Iceland and a citizen has submitted a proposal to change the opening hours of the local swimming pool for the summer months to 24h during weekends. Eva is responsible for responding to the proposal, she is very sympathetic but it is written in an almost incomprehensible language so she spends some weeks correcting it before sending it to the planning department. After two weeks, the planning department gets back to Eva stating that the proposal contravenes planning regulation in the area. It has then taken more than a month and Eva is forced to reject the proposal on the basis of the planning regulations. After a few weeks Eva receives a response from the citizen who has now changed the proposal so that the swimming pools will be open until 23:00 instead. By now most of the budget for the area has already been allocated and Eva is forced to once again reject the proposal on the basis of budgetary constraints. This is the third proposal Eva has had to reject this year based on budget or planning regulations and she starts to worry about her reputation amongst citizens and has also started to lag behind on other work as she has been spending more time working over proposals trying to find ways to implement them.

Needs

- **A method to help citizens write concise, articulate and successful proposals**

User Story

As an employee of the town hall dealing with citizens proposals I need citizens to understand the limitations to the proposals they are drafting in order to avoid having to reject loads of proposals and thereby negatively affecting my reputation with my constituency.

6.1.7.1 Hypotheses

hyp_I_7: We believe that by

making sector regulations, guidelines, and constraints for a given proposal visible and clear at all times for users of your priorities and active citizens of Iceland,

For

town hall staff, users of your priorities and active citizens of Iceland

We will achieve

higher number of implemented proposals, less frustration over wasted time and energy spent on proposals that are badly formulated or do not meet criteria

We will know this is true when we see

more efficient processing times at town hall, higher levels of successful targeted proposals, higher level of participation

6.1.8 Persona: Disenfranchised citizen

Type

Disenfranchised Citizen

Name

Atli

Age

32

Gender

Male

Occupation

Unemployed

Tech proficiency

Average for Iceland

Motivations

To find others who share his opinion, to voice it collectively and feel that he can have a say and is not ignored.

Background

"Atli" lost his small construction company when he had a serious back injury, has not been able to find stable work since. He cares for three children. Since the financial crash in Iceland, he has been disillusioned with politicians and political system. This frustration has only grown in the aftermath, seeing the same faces return to parliament and new finance streaming into tourism, with new hotels springing up everywhere.

He has just found out that a new hotel is going to be built in his neighborhood. He is unhappy about this. He feels there are enough hotels opening up in Reykjavik and that there are more and more facilities that are catering to tourists only rather than locals. He wants to voice this concern somewhere but does not know how or where as he is unsure about how exactly it is going to affect his neighborhood. He is frustrated and angry but does not feel able to or confident enough to engage in and make proposals through the usual channels of democratic participation. He also wants to make sure there is more collective pressure and built around a proposal so that if it is dismissed it will not simply be forgotten, but that there is a movement to sustain the pressure and to make sure that there are consequences for the politicians that pay lip-service to the will of people.

Needs

- An informal place to present and discuss an issue with others to develop a collective opinion before articulating it into a proposal.

- The ability to mobilise around a proposal and to sustain the mobilisation if a proposal has been rejected, a way to follow up on rejected proposals and build pressure.

User Story

As a citizen with lack of trust in the current politicians, I want to be able to discuss frustrations and problems with others in a secure and an informal way. I want to find other people that share my frustrations and work out a possible solution collectively instead of on my own. After having validated my ideas with my peers, I would feel more confident to formulate concrete proposals for the City Hall.

6.1.8.1 Hypothesis

hyp_I_8: We believe that by

Creating a deliberation space that has a social and informal feel (a place where you can make jokes, share information, express opinions that might not be not fully developed, ask questions in an informal manner),

For

disenfranchised citizens

We will achieve

a space where people feel comfortable and secure sharing unstructured information and undeveloped opinions so new groups can form around these, and develop for them to become issues for action

We will know this is true when we see

new demographics demonstrate increased usage

6.1.9 Group: Betri Reykjavik (Your Priorities)

Type

Betri Reykjavik (Your Priorities)

Reach

Up to 30.000 Your Priorities users

How will relationship grow

As project partners Your Priorities and Freecoin partnership will grow with the D-CENT project

How frequent will we interact

Frequent interaction with developers at Your Priorities/Citizens Foundation. Cyclic interaction with user base for defining new rounds of prototyping as for UX tenets, esp. before the conclusion of T4.4 (Design of Social Digital Currency).

Tools

Your Priorities

Main Objectives

Within the pilot on social digital currencies, the goal is to give Your Priorities members the possibility to design and set the rules of their own social payment system.

Background

It can be frustrating to get involved in political, environmental and social campaigns, possibly spanning years of tireless activity, without any reward from what has been accomplished. Activists do not primarily operate in view of rewards, but their contribution to the common good may deserve more compensation than we are used to acknowledging. Political, environmental and other social engagements are activities that demand time, dedication and resources. There is a need is for a currency that rewards activities performed for the common interest that nevertheless honors the 'civic status' of a participant within the life of a community.

By rewarding users' participation on the issues debated on Your Priorities, a system of social credits can be implemented. Through a collectively agreed-upon reward mechanism in the form of an *audit function*, Your Priority users can interface with the Freecoin-type block-chain wherein social credits will flow in the geo-localized market place. For example, rewards can be assigned proportionally in relation to best ideas selected for campaigning, they reward contributions to the collectivity within the City of Reykjavik.

Needs

- A method to reward activities performed
- A currency that rewards activities performed for the common interest

User Story

As Betri Reykjavik I want to be able to value the time and contribution that users put in to the platform.

6.1.9.1 Hypothesis

hyp_I_9: We believe that by

having a reward system for measuring user engagement expressed in 'social credits' and spendable in the Icelandic socio-economy (public/private - facilities/utilities and businesses)

For

Users of Your Priorities platform

We will achieve

an increase in the quality of users engagement while expanding users base.

We will know this is true when we see

increase local turnover and local multiplier effect in terms of 'social credits' gained via Your Priorities members activity and spent locally, for example on the lines of transition currencies or time-banking.

6.1.10 Persona: Betri Reykjavik user

Type

Betri Reykjavik user

Name

Ina

Age

34

Gender

Female

Occupation

Accountant

Tools

Your Priorities

Motivations

To expand public awareness, action and participation in budgetary questions

Background

Ina is a passionate free-software user who advocates the adoption of FLOSS for empowering the public in participating within the deliberations around budgeting in the City of Reykjavik. Since the days of the 2008 banking crisis, the town hall has been increasingly opening up to citizens participation. Ina is a strong advocate of participatory democracy and - due to her background in accounting - she has been very active within the Betri Reykjavik network in order to inform peers about periodic budgetary decisions made by the Council.

An increased efficiency in budget management via participation/bottom-up feedback loops means saving for the City balance sheet. In this scenario, citizens who participate in the works around the City budget are rewarded for their contributions in "prior-coins". Coins accumulated in various rounds of participation on the platform can then be used as a bonus for obtaining discounts by service providers such as city transportation companies, public facilities and private shops, potentially whoever has a stake on the outcomes of City economic and fiscal policy and wants to have a say. The architecture of Your Priorities offers instruments for collectively co-designing a social currency system for rewarding a citizen who pro-actively contributed to the selection of topics to be discussed, e.g. the drafting and

deliberation on the City budget.

Needs

- Tools for user's engagement in monetary and financial deliberation at the City level, i.e. participatory prioritization of town hall budgeting with the aim of policy co-implementation at City of Reykjavik level.

User Story

As a passionate user of Betri Reykjavik I want to increase the scope of engagement for myself and others by understanding budgeting better so that I can participate in city-level budgeting debates.

6.1.10.1 Hypothesis

hyp_I_8: We believe that by

creating a tool for allowing users to collectively deliberate on City of Reykjavik budget.

For

members of Betri Reykjavyk

We will achieve

A more efficient budgetary policy at the City level

We will know this is true when we see

an orientation (behavioral change) of Betri Reykjavik users to debate on participatory budgeting in a synergic dynamic with the budgetary division of the City Council. Consequently, when we see and document that budgetary policy includes priorities stated by the very citizens that the budget is made to serve.

6.1.11 Lean Canvas Better Reykjavik upgrade

Problem

Town hall responses to citizens proposals are at times inadequate, discouraging citizens from engaging and participating.

Not everyone feels confident enough to formulate a proposal alone, and might just have a general problem that they are keen to share with others, before developing an actual proposal.

Existing alternatives

thepolitician.com
joindiaspora.com
rootstrikers.org
facebook.com

Solution

A social rating system (for example 1-5 stars) for citizens to rate town hall responses.

A distributed, social networking function where people can meet and discuss issues and concerns about their local neighborhood.

Key Metrics

Increasing use of features

Better responses from town hall

Increasing rating levels

More participants in Betri Reykjavik from new demographics.

Unique Value Proposition

Expanding Betri Reykjavik to build confidence amongst new users and make the town hall more accountable.

High-level concept

Diaspora for Betri Reykjavik

Unfair Advantage

Your Priorities is the only democracy platform currently used with relationship with town hall and parliament and has an existing track record amongst citizen activists in the country.

Channels

PC

Smart phones

Tablets

Memes

User Segment

Betri Reykjavik users

Active citizens

Cyclist associations

Early adopters

Users of Betri Reykjavik

Cost structure

Free to use, open source

Revenue stream

To be confirmed

6.1.12 Lean Canvas Better Iceland

Problem

There is not enough transparency and oversight on the legislative process.

In order to actively engage and react to issues that affect them, citizens need to be able to understand how laws are made, and the legislative and decision-making bodies and processes of current institutions.

There is a lack of trust in politicians.

Existing alternatives

memopol.org
kuorum.org

Solution

Direct feedback mechanisms between parliamentarians and citizens, by giving them a way of quickly getting in touch with MEPs by listing all useful information in one place, propose solutions to specific problems, rating system.

Transparency tools, visualizing and making understandable the legislative bodies and processes

Tracking activity and voting records of parliamentarians, easy-to-use interface to visualize their representatives' votes, written questions, and general decisions, follow their representatives over time.

Key Metrics

Increasing and repeated use of new feature

Increasing responses from parliamentarians

Increasing use and activity overall on Betra Island

Unique Value Proposition

Making parliamentarians accountable to citizens and increasing dialogue by incorporating direct feedback and visualizing tools in existing democracy platforms.

High-level concept

Diaspora for Betri Reykjavik

Unfair Advantage

Betra Island currently the only democracy platform in operation in Iceland.

The Citizens Foundation who run Betra Island have a strong track-record running active and popular Betri Reykjavik platform.

Channels

PC

Smart phones

Tablets

Memes

User Segment

Users of Betra Island

Democracy activists and parliamentarians

Early adopters

The Pirate Party

Cost structure

Free to use, open source

Revenue stream

To be confirmed

6.1.13 Active Experiments: Icelandic MVPs

The active experiments in the Icelandic Pilot are defined in the technical requirement Deliverable (D4.2). They are lean experiments currently being tested to build-in feedback loops and prioritize learning. We are going to summarize the active experiments and the way we are gathering metrics and validating them,

6.1.13.1 Rating Town Hall responses to citizens proposals

The first MVP for Iceland will consist in the integration of a **social rating system**, for example a 1-5 star system, for users to rate responses from the Town Hall to Betri Reykjavik proposals, allowing citizens to collectively evaluate the quality of the Town Hall responses. The top five proposals from the Betri Reykjavik site are taken in and processed by the Town Hall at the end of each month, but one often repeated frustration expressed in the user interviews in Iceland was the inadequate argumentation received for why a given proposal was rejected, discouraging citizens from spending time and energy engaging and developing new proposals. It was also found that if the explanation and response was detailed and generous, this would encourage citizens to engage further even in cases when a proposal was rejected. Rating systems can be an effective way of (i) increasing accountability to the public, (ii) improving quality of feedback, (iii) identifying and preventing failures, and (iv)providing reassurance to the public of the quality of a given service.

After identifying appropriate technical requirements (see D 4.2), an MVP will be developed in order to test the core assumptions expressed in the hypothesis statement and the lean canvas. The outcome of this experiment will subsequently be assessed through a set of metrics, identifying how often the feature is used and if this is leading to increases trust and satisfaction for citizens using the system. Quantitative metrics will be complemented with qualitative interviews with authors of rejected proposals as well as with Town Hall representatives. The interviews will be designed to measure satisfaction and engagement from the side of the citizens and responses from the Town Hall to positive and negative ratings. The ratings, in turn, can assist the Town Hall in improving its services, and increasing the communication and feedback to the citizens, opening up for another step in the conversation between citizens and Town Hall. Detecting trustworthiness of rating scores and responses is a challenging problem that will be tested through the Icelandic MVP.

6.1.13.2 Integrating distributed social networking functionalities

The second Icelandic MVP will consist in the Integration of Your Priority with a privacy-aware distributed open source social network, such as Diaspora. This integration will provide a privacy-aware deliberation space with a social and informal feel where people feel comfortable sharing unstructured information and undeveloped ideas with their peers. As an outcome new active citizen groups can form around issues that matter to them, and develop their ideas further before they can debate them and turn them into actions that the City can implement.

6.2 Spain: Building new citizen Networks

6.2.1 Enhancing collective action and decision-making of social movements

Understanding the role of grassroots collective actions and its impact on organisations and the political process is currently amplified by the impact of social activism on the Internet. Many non-profit organisations and social movements are using digital tools to organise the participation of their members, and for their awareness campaigns, especially in the case of environmental organisations, human rights and political activists. In the context of protest movements, online social networks represent key communication tools that enable people that are loosely connected to organise at an unprecedented scale.

In recent years we have observed the rise of diverse "connected social movements", enabled by digital communication networks (Castells, 2009). These movements come together with shared causes, intentions and political objectives, and usually entail profound institutional change. Social movements mobilise around "collective challenges, based on common purposes and social solidarities, in sustained interaction with elites, opponents, and authorities" (Tarrow 1994, p. 9). Mass self-communication provides an "extraordinary medium for social movements to build their autonomy and confront the institutions of society in their own terms and around their own projects" (Castells 2007, p. 249). Social movements are thus having a big impact on the possible evolution of social networking and communication platforms, evolving towards the new organisational model built around networked communication.

The use of digital infrastructures, is transforming the way groups initiate collective actions, as shown from the relevant amount of groups and campaigns started directly through social media for instance during the rise of youth movements in Europe at the end of 2010 and the outbreak of revolution in the Arab world. For instance, corporate-owned social media platforms such as Twitter, Facebook, and Skype have been used by youth and citizen movements to prompt social change in Europe, in the US, and more recently in Brazil, with examples such as the Occupy Wall Street, the Spanish M15, and the Brazilian protests again public transport increases. Connected social movements are today able to organize global online mobilisations, experimenting new communication strategies, build infrastructure for decision making and strategies for sustaining momentum. They are using new participation techniques both online and offline to grow and mobilise huge numbers of people compared with previous social movement protests (Della Porta and Diani 2006).

6.2.2 Who are the Spanish Stakeholders?

In Spain, the 15M movement, or the *Indignados* (the outraged) took to public squares in large numbers in 2011 until reaching 6 million mobilized people, yet the austerity policies they opposed are still in effect. **The** Internet has enabled groups previously incapable of political action to find their voices through the 15M "Indignados" social movement[i] (for a list of community platforms involved in 15M: http://wiki.15m.cc/wiki/Lista_de_plataformas). The 15M represented a technological and social critical mass that took the street in Spanish at unprecedented scale: a long history of social movements, unrests and protests crystallized in a major wave of protest all over Spain. The profile, of this new type of citizen movement is not the usual profile of a social movement, but of a network movement: there are several sub-movements in action, several hashtags and memes, several proposals, etc. It can be observed that

when the network movement grows, the interest and participation in "real" political processes also grows. In this context, the expression "*technopolitics*" can summarize a tactical and strategic use of digital tools and collective identities. The aim of technopolitics is to organize, communicate and act. Technopolitics is neither slacktivism nor cyberactivism: the goal is catalysing social change, and driving the flow of the collective action. Technopolitics, though, heavily rely on technology, in two ways: (1) people intensively use technology to inform and be informed, to coordinate and organize, but also (2) online participation counts as 100% participation, it is not a second best but simply another channel for participation and engagement.

There were very strong spikes of activity during various phases of the 15M movement, with 10 million visits to the main website of 15M between May 16th and 19th 2011. 2011 was an important year in the recent history of global social movements: 'Arab Spring' in North Africa and in the Middle East, '15M' movement in Spain and 'Occupy' that from the heart of NYC has proliferated with different intensities in several parts of the world. the Arab Spring was a reference for the 15M, and the demonstrations on Tahrir Square were key for AcampadaSol (the camps initially in Madrid Puerta del Sol square and after in the rest of Spanish squares). 2011 is a turning point in the forms of social movements' organisation, as well as in the way in which events and collective experimentations are perceived and inhabited. If we think all these movements starting from their practices of mobilisation and organisation, two macro features appear immediately: their capacity to reappropriate urban spaces - the square form as the form of the assembly - and the strong role of technologies of connection - text messages, social networks, online platforms - for communication, discussion and decision making.

15M was active in 59 cities through 59 local groups: the explosion of the #15 as a big event/movement turned itself into a massive creation of local camps and local groups connected at a national level, but acting somewhat individually/locally. The affective commotion fostered a distributed and self-organized movement; and the viral propagation was key for the local nodes to be able to be effective. The 15M fosters a "cognitive diet": instant messaging, blogging, usage of social networking sites, voice chats, pads etc are intensively used in search of information and communication channels, in search of knowing, in search of understanding. It is important to note the importance of the subjective/emotional factor of the 15M. The 15M enters the emotions of people and this is shown by what people tweeted those days.

The Plataforma de Afectados por la Hipoteca (PAH, "Mortgage Victims' Platform") is one of biggest groups of the 15M network, and one the largest social movements in Europe. They are born to provide solutions to the pressing social needs of people that are not able to repay their mortgages and are now being evicted due to unjust housing laws. Their campaign for mutual aid, solidarity and civil disobedience targeted an important part of Spain's political structure, and despite an institutional blockade, have received the support of a large majority of the Spanish population. The PAH movement emerged as a self-organised network of support and action groups responding to the wave of evictions taking place across Spain in the wake of the mortgage crisis. The group negotiates with creditors and put pressure on them through direct actions and demonstrations of various kinds, collective resistance of evictions, and media coverage. Conducting nation-wide polls for the reformation of mortgage regulations in Spain they managed to gather over 1.3 million signatures for one campaign. They have grown immensely over the past years, reaching up to 45,000 members, and 1.3 million supporters. They have national, regional, and local nodes organized in 200 subgroups. Each of the nodes use a variety of online tools for organizing, and managed to resist over 900 evictions and are leading initiatives for rehousing.

Another key group born out of the 15M mobilization is the pensioner senior citizen group **Iaioflautas.** The word 'iaioflauta' is a blend of the Catalan term 'iaio', meaning gramps, and 'perroflauta' or hippy. The group is very active across Spain, protesting government cuts to social programs and the current austerity measures. In this way they wanted to deconstruct the media's mantra that 15M is a collection of crusties and dirty hippies ("Perroflautas").The #LaBolsaolavida (#TheStockExchangeOrYourLife) action that initiated the Iaioflauta collective had a huge symbolic impact. The image of a group of pensioners invading a Stock Exchange created a large solidarity across the Spanish population and inspired a new wave of actions. It didn't take long for the phenomenon to spread throughout the country, generating new groups based on the same organizational prototype of grandparents empowered with social media across Spain. Their existence show that digital tools that be used from more senior citizens as key organizational tool, linking up their members with their strategy for action and participatory decision-making processes.

Another good use case of the D-CENT Ecosystem is the new political party**, Partido X** that has emerged from the M15 protests, with the intention of breaking the hegemony of the People's party (PP) and the Spanish Socialist Workers party (PSOE) that have taken turns to run the country for the last 30 years. They turned the experience of citizens' movements turning into a new networked-based Political party that will run for the upcoming European elections. After having experienced the explosion of activity and mass-scale deliberation and decision-making of the Spanish assemblies in 2011 and 2012 there was a need to find new organisational forms that would sustain the movement for democratization more long-term. The formalisation of the Red Ciudadana - Partido X was one result of this process, with the aim of building a sustained network with a presence in current political institutions to continue to develop towards democratization and institutional reform. The party emerges as a radical political experiment in the electoral terrain, proposing the idea of a party created and run by normal citizens without a formal political leadership. Similarly to the Pirate Party, they propose the use of technological platforms (such as Wikies and free software tools) to build a political model based on collaboration, and federation of competences. Their political platform focuses on radical democracy, transparency and accountability, and new measures for social welfare.

Finally, asn important skaheholder in the D-CENT Spanish Ecosystem are the alternative economic practices that emerged in the aftermath of the economic crisis, deeply linked with the 15M movements , such as **Intercanvis.** Various networks engaged in non-monetary exchanges, such as barter of goods and services were set up in Spain during the last years. In Catalonia, the platform Intercanvis.net is a central hub for barter networking started in 2009. Intercanvis becomes used for the networks of, allowing any local group to organize real-world local markets. They support 134 local exchange networks, 27 of which in Barcelona. One of the biggest, the exchange network Xaingra that has over 1,000 members organised in a Craigslist among local neighbours, and and a number of collaborative consumption experiences, which have a reference in the **OuiShare** network.

In the next Section, we will firstly we will outline the Spanish Service Ecology map (see Fig.6) with the main organizations involved in testing D-CENT tools and processes. Secondly, will then identify key "personas" that were created during the first iteration of interviews with the Spanish users that are currently involved in the different social movements, and alternative exchange networks. Thirdly, we are outlining the main hypothesis to be tested that represent user problems or social requirements that need to be taken into account in the technical Design of the D-CENT features or specifications. The user hypothesis are mapped against the "democracy ecosystem", since each of them articulates specific

problems for each phase of the participatory democracy process, from issue framing, to decision-making and scrutiny (see Fig 2). Finally, we identify the main Minimal Viable Products that are now in the process of being tested in Spain. The technical specifications for the MVPs and the technical analysis of the user requirements are analyzed in the deliverable 4.2

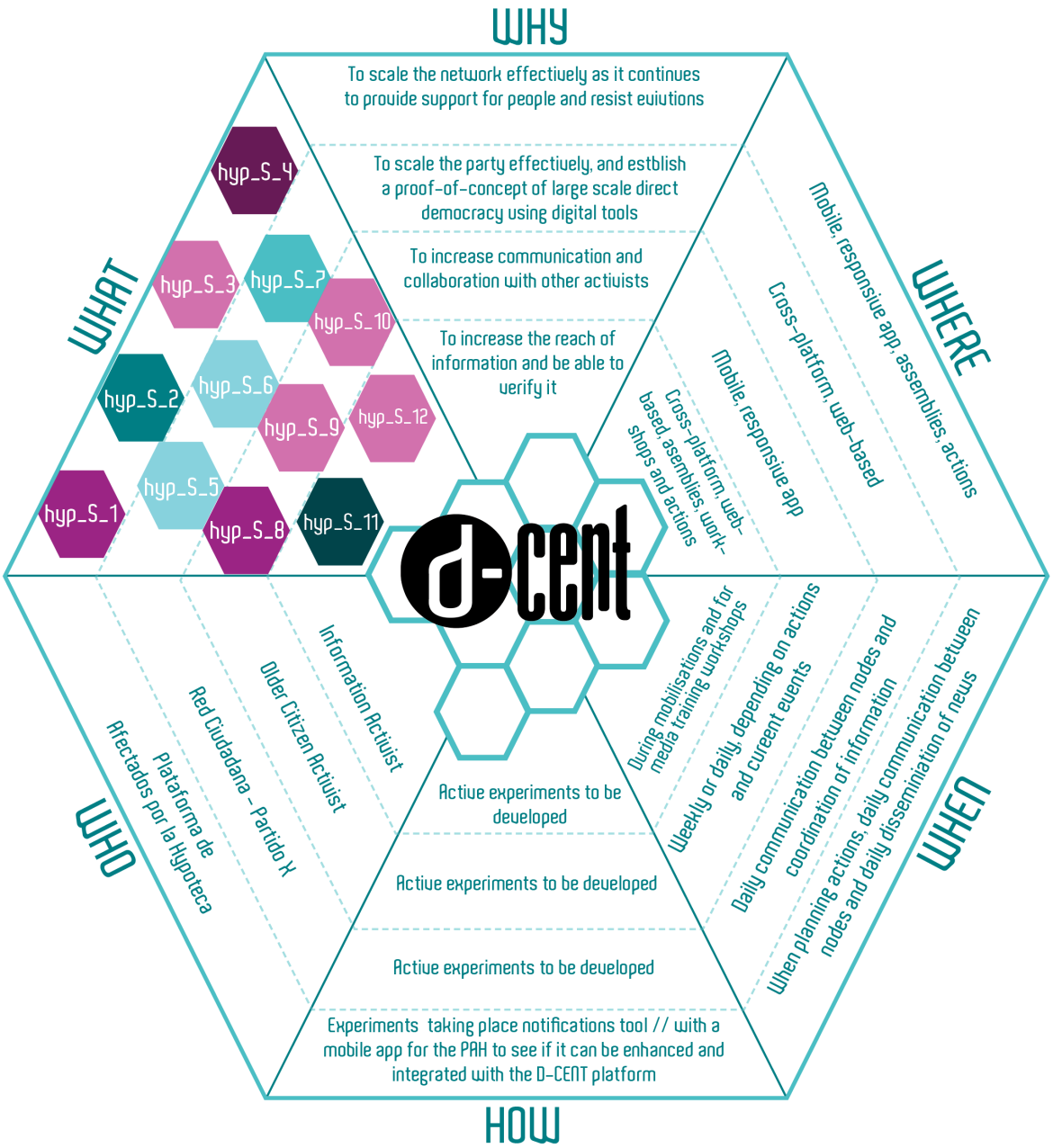


Fig 6: Service Ecology map Spain

6.2.3 Group: Plataforma de Afectados por la Hipoteca (PAH)

Type

Plataforma de Afectados por la Hipoteca (PAH)

Reach

200 sub-groups with over 4-5000 active members and over 1mil. supporters

How will relationship grow

Initially trialing with the Barcelona node, when successful will be quickly used by other PAH nodes

How frequent will we interact

Several times pr. day

Tools

Mumble, Wordpress, WhatsApp, Pads, Twitter, Facebook, email lists

Main Objectives

To provide a co-support network for people facing evictions, sharing experiences at assemblies; to collectively share and provide legal assistance and advice; to resist evictions through negotiations and pressure through actions, demonstrations and collective physical resistance; occupations for the rehousing of evicted people.

Background

Since 2008 the PAH social movement have been struggling for the right to decent housing, calling for an end to the violence of real estate speculation. When the bubble burst two years later and thousands of families were facing eviction, the struggle changed from being about *access* to housing to the right to housing full stop. They also discovered that Spanish mortgage law would leave them with a debt hanging over their heads for the rest of their lives. The PAH are managing to put the failure of housing policies on the agenda to exercise high political pressure to the administrations that was responsible for passing laws that led to the indebtedness of the population. One afternoon last year the appointed negotiator for a PAH node in Barcelona received a phone call from a bank representative. She had been negotiating with this bank for months to halt the eviction of one of the local PAH members. The PAH node had been planning a big support demonstration by this person's house for the following day, but the bank representative now said they would stop negotiations and cut all communication if they went ahead with the demonstration. The PAH group needed to make a quick decision on how to react to this news. With many members implicated in the decision and not enough time to call for a meeting, she discussed the issue with another PAH member and decided to create a quick excel sheet stating "Yes" and "No" on whether to go ahead with the demonstration. They had an almost unanimous Yes vote and proceeded with the demonstration the next day. This experience highlighted the need for them to be able to rapidly and effectively share information, deliberate and make decisions, preferably on one platform rather than distributed across emails, texts, whatsApp and facebook groups.

Needs

The ability to share information, deliberate, and make quick decisions in emergency situations, plan and execute actions with geographically located targets.

User Story

As the PAH movement we are geographically distributed and organised horizontally and for this to work at scale we need real-time cross-platform decision-making tools that allow us to rapidly share information, discuss and make decisions in order to be able to respond to evictions and emergencies in an effective manner.

6.2.3.1 Hypotheses

hyp_S_1: We believe that by

Creating an action mapping tool that identifies the main targets and action points for PAH

For

PAH

We will achieve

when we see actions planned using the map repeatedly and increasingly and through feedback from PAH members

We will know this is true when we see

when we see actions planned using the map repeatedly and increasingly and through feedback from PAH members

hyp_S_2: We believe that by

Creating a real-time mobile polling web app for PAH

For

PAH

We will achieve

faster decision making in emergency situations with dispersed members

We will know this is true when we see

an increasing number of decisions made using this tool and faster reactions from large groups

hyp_S_3: We believe that by

Creating a relevance and topic based feed aggregator for PAH,

For

PAH and other movements

We will achieve

better knowledge and understanding amongst members of relevant and up to date information that affects the core activities of their organisation

We will know this is true when we see

the number of frequency / return visits / clicks on the noticias section increasing

hyp_S_4: We believe that by

Creating an integrated cross-platform mobile app with core tools for rapid decision-making, notifications, chat and action maps for PAH,

For

PAH

We will achieve

more effective coordination between PAH local nodes, more effective responses to emergency situations and more effective planning of actions, including faster deliberation.

We will know this is true when we see

Number of subscription to the app, and usage metrics and click-through rates, and engagement rates for each functionality

STOP
DESAHUCIOS
ESTE BANCO
ENGAÑA, ESTAFA
STOP
DESAHUCIOS
BANCOS A ROBAR

6.2.4 Group: New political Party (Partido x)

Type

New Political Party (Partido X)

Reach

80 in the "kernel", 4000 in Matriz, 25.000 people in AgendaX

How will relationship grow

Partido X will be a main collaborator in testing and developing D-CENT tools

How frequent will we interact

Many times per day

Tools

Wordpress, Pads, Forums, Mumble, Facebook, Twitter, Stream, Tumblr, WhatsApp, email lists, internal tools for task management

Main Objectives

To transform political institutions and processes to make them more democratic through four core aims of expanding citizens involvement in democratic institutions: 1) Transparency, 2) right to a real and permanent vote (being able to directly vote on topics being discussed in parliament), 3) "wikifying" government, 4) binding referendums; to develop and employ digital technology to adapt these four core democratic processes for a networked structure, "bringing democracy into the 21st C", and increasing citizens power in decision-making, oversight and control over institutions and political parties.

Background

The Red Ciudadana - Partido X emerged out of the 15M movement in Spain with the aim of building a longer-term sustainable network with a presence in current political institutions to continue to develop towards democratization and institutional reform. Developing new methods of deliberation and decision-making for new organisational forms with network structures thus also lies at the core of the group, in order to solve practical communication internally in the organisation as well as providing a "proof-of-concept" externally on the possibilities of mass-scale participation in democratic decision-making with the help of digital tools. When scaling horizontal networks geographically, in terms of members as well as the variety of issues being worked on, there needs to be a method for strategic communication internally, between nodes and across scales. At the moment this takes place in an ad-hoc manner with new mailing lists, whatsapp groups, pads, forums and streams being created as needed, but this has resulted in ineffective communication and information overload.

Needs

A method to organise, rationalise and visualise communication securely between nodes

User Story

As a new political party with the aim of making current institutions of governance as democratic as possible we need a method to organise our internal and external communication that works for large-scale networked organisational forms, in order for us to communicate more effectively at scale.

6.2.4.1 Hypotheses

hyp_S_5: We believe that by

creating an open source collaboration and workflow management tool for Partido X,

For

new network-based political parties (Partido X)

We will achieve

better communication internally and between nodes, keeping track of task lists and the effective management of multiple projects for activists with little time and resources

We will know this is true when we see

simplification of communication platforms and less time wasted coordinating multiple projects, positive feedback

hyp_S_6: We believe that by

a tool to visualise the Party social graph and the members patterns of communication

For

new network-based political parties (Partido X)

We will achieve

more clarity on how, between whom and how often communication is taking place so that the efficiency and activity of nodes

We will know this is true when we see

implementation and use of the tool

hyp_S_7: We believe that by

Creating a public, shared and distributed identity management and authentication system based on open standards for a core set of tools and applications for social movements

For

information activists and citizens

We will achieve

a more secure and trustworthy system, putting users in control of their social data and their interactions.

We will know this is true when we see

Number of log-ins, it being adopted and used widely

6.2.5 Persona: Older citizen activist

Type

Older Citizen Activist

Name

Fernando

Age

74

Gender

Male

Occupation

Pensioner

Tools

Twitter, email

Motivations

Adding the support and voice of pensioners to actions and demonstrations against political and financial corruption

Background

Most Spanish media outlets in 2011 were portraying the 15M assemblies and encampments as being violent or "a bunch of hippies". One evening in July "Fernando" decided to go and look for himself to see what the much debated movement was about. That evening the police had already begun their attempts to evict the square and what he witnessed was a diverse and resolutely non-violent camp facing beatings, pepper-spray and arrests by the police. After a string of corruption scandals emerging from across political parties, the mortgage crisis in full swing and unemployment increasing, he decided to join the movement and contribute his voice. He decided that pensioners could play special role in the camps and demonstration, preventing police from becoming too violent and contributing another voice to the mobilisations through their presence in the media. Several other pensioners had similar ideas and together they formed Iaioflautas, a pun on the media stories about the supposedly "dirty hippies" in the squares. The group began participating in demonstrations, their presence calming otherwise violent attacks by police, and eventually they started staging their own actions at banks and other key locations. As they gained media attention, pensioner activist groups began sprouting across the country, taking on the same name as Iaioflautas. The groups started to communicate amongst themselves and began looking for better ways to communicate. Twitter quickly became popular in the group as a very easy to use and quick way to share information amongst themselves. They were quickly made aware of the security issues of Twitter from other demonstrators and started being more careful when sharing sensitive information. When trying other tools suggested by activists they often found them too complicated and difficult to use and therefore kept returning to Twitter.

Needs

Secure social communication systems for planning actions; user friendly coordination of online

information

User Story

As an older citizen activist I need to share information and communicate with other activists using fast and easy to use tools.

6.2.5.1 Hypothesis

hyp_S_8: We believe that by

creating an easy to use, secure cross-platform instant messaging system for older activists

For

older citizens activists

We will achieve

we will achieve faster and more trusted internal communication between groups

We will know this is true when we see

it being used increasingly and repeatedly

hyp_S_9: We believe that by

creating a userfriendly, responsive, cross-platform news feed with relevant and categorised information

For

older citizens activists

We will achieve

more awareness and coordination between movement groups across Spain

We will know this is true when we see

it being used increasingly and repeatedly

hyp_S_10: We believe that by

creating a tool that allows social movement groups to learn from other nodes and between groups

For

older citizens activists

We will achieve

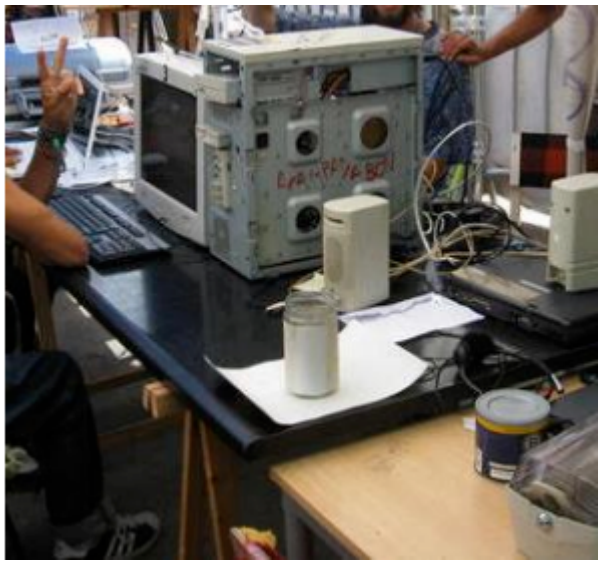
more effective, stronger and longer lasting movements

We will know this is true when we see

it being used increasingly and repeatedly

Valencia
para defender el futuro de nuestros hijos y nietos.

6.2.6 Persona: Information activist



Type

Information Activist

Name

Ana

Age

38

Gender

Female

Occupation

Graphic Designer

Tools

Pads, Mumble, Facebook, Twitter, Bambuser, Tumblr, WhatsApp, Line, Wordpress, email lists

Motivations

Spreading information about social movement activities internationally; train other movement groups in using information and media tools for their own empowerment

Background

"Ana" became engaged in activism during the 15M mobilisations in Spain. Having a background in graphic design, and generally being an active user of social media she quickly became part of the 15M International group, working on spreading information about the situation in Spain to the rest of the world via social media. The group also took on the role of training other parts of the movement in the use of social media, and quickly built up a repertoire of tools and methods which they began collating and collectively editing on an etherpad. As their knowledge and experience grew, they began conducting media training for social movements and groups elsewhere in Europe with groups and people they had got to know through the sharing of news and information about local contexts. Connecting local situations in Spain with similar situations elsewhere became their main task, with the main bulk of the work being translation.

During one of the mobilisations in June 2012 Ana saw an image being circulated with police attacking demonstrators in an alley in Barcelona. There was something that seemed odd about the light of the image, and later when she went home and checked the meta-data of the image, it was taken half a year ago in the winter. The image had not been captioned, and circulated during the demonstration it had caused a lot of rumours about police attacks. Verifying information, especially images with ambiguous messages, was becoming a problem because of the amount, frequency and intensity of information being spread in mass-mobilisations.

Needs

Tools for verification of information ; real-time translation tools for different types of feeds; integration or a method of organising and easily interchanging between the many tools used

User Story

As an information activist I need a fast way of verifying the streams of information, images and videos that are circulated before, during and after mobilisations to avoid the spread of false information and make sure activists can trust and respond to information to stay safe and be effective.

6.2.6.1 Hypotheses

hyp_S_11: We believe that by

making it possible to verify the trustworthiness of information that spread in real-time for information activists

For

information activists

We will achieve

more accurate information being shared, more trust in information and more effective (re)actions

We will know this is true when we see

it being used increasingly and repeatedly

hyp_S_12: We believe that by

creating a real-time translation of information feeds for info activists,

For

information activists

We will achieve

better understanding of and closer collaboration between similar interest-groups across countries and language divides, and a faster spreading of verified information

We will know this is true when we see

increasing use of the tool and more communication between groups and movements in different countries

6.2.7 Group: Intercanvis

Type

Intercanvis

Reach

Several thousands in Catalunya region (tbc)

How will relationship grow

Will be active in ongoing experiments with D-CENT tools

How frequent will we interact

Periodic interaction with core development team members of intercanvis.net and Drupal coupled with continual feedback and feedforward with local users and partners as for empathic design practices framing UX.

Tools

Drupal, Community Exchange System (CES - https://www.community-exchange.org/)
http://intercanvis.net/

Main Objectives

Advocacy of free-software currency to prevent time wasted in the integration of different proprietary code-bases for bartering. Barter networks Barcelona Area: to create a prototype to help these networks migrate from email lists for offers and demands to a geolocalized market place on a common platform.

Background

As a group, in the early 2000s Intercanvis started on the groupware platform TIKI (info.tiki.org/, i.e. the wiki way of making software), a means for adding features to their CES software wiki. In 2007, Intercanvis needed a database engine that supported geotagging of the list of items and link them on the same database in a way that gave the whole network a structure for supporting bartering. All this has been developed as a volunteering effort that became Intercanvis. As a central hub for barter networking, in 2009 Intercanvis became widely used amongst networks in Catalunya, adding filters for allowing any local group to organize real-world local markets. Intercanvis invested public funding for making the platform interoperable, but they stopped for lack of re-funding at the point of user management and total integration. Not being able to exchange incompatible forms of credits specific for each cluster of platforms/currencies hinders bartering possibilities amongst users. Too often, users accumulate a type of currency from a barter platform with the need to spend them on other platforms closer to their present wants. As a solution, lead-users point to the integration among platforms in order to accommodate bottle-necks of hoarded currency and facilitate exchanges that would not take place in the conventional monetary economy. The creation of an interoperable barter network is thus currently the group's main aim.

Needs

Better connectivity among users. Inter-trading and interoperability capabilities; proximity within the reciprocity chain that forms the regional network in order to maximize exchanges.

User Story

As the Intercanvis we need a method that allows for inter-trading between different local currencies and an easy way to know about local offers and demands across bartering networks to avoid time waste and extensive travel

6.2.7.1 Hypotheses

hyp_S_11: We believe that by

designing a free-software protocol that settle transactions between users of different websites (tiki, drupal, wordpress, elgg, joomla, cyclos, cclite, ripple, ces, etc.) and between different barter currencies

For

Community Exchange Systems of Catalunya

We will achieve

a better use of currency in order to promote exchanges within each community and between community exchange platforms.

We will know this is true when we see

the different websites of the various networks having a common system in place that allows for the exchange currency between different networks.

6.2.8 Persona: Bartering coop member (Xaingra)

Type

Bartering coop member (Xaingra)

Name

Xavier

Age

42

Gender

Male

Occupation

Bioinformatic technician

Tools

Tiki, CCLite, Intercanvis CES software, Drupal.

Motivations

Helping communities establish bartering networks and implement digital tools to help their ongoing management and expansion

Background

Xavier is a devoted free-software user who advocates the adoption of FLOSS for wiring the regional barter network community of Barcelona and Catalunya more at large. An enthusiast of the payment system, currency exchange and remittance network Ripple (https://ripple.com/), since the early 2000s Xavier has been volunteering in assisting Catalunyan communities start and manage a local bartering system.

Xavier drives 40 Km trip to a little village towards the Pyrenees where the manager of the local barter network is waiting for himd to upgrade the CES software to a new version that better locates items within the geotagging database. He earns some time credits spendable in the local barter market of the little village, but living in Barcelona he knows that he would hardly come back to spend them anytime soon. While Xavier is happy about the volunteer work of that day , he is also increasingly frustrated by the expectation that he would have to drive 40km back in order to spend the time credits that he just earned.

Needs

Xavier personally experienced the hustles of earning barter credits from community coupled with the impossibility to spend them in its own market: "You help people in a town with many hours of dedication, they pay you with their currency, but it's not very useful if every time you have to move 40km to use the currency. There is too much effort on the side of the user for having an incentive to use

these platforms."

User Story

As a member of the regional barter community, I would like to have the possibility to inter-trade among networks. The outcome would be twofold: on the one hand, communities may see their infrastructural needs for bartering more easily met as there would be an increase of offers for community building services in that - on the other - the credits gained by service providers would be then spent in the same or different productive local economies of Catalunya

6.2.8.2 Hypothesis

hyp_S_12: We believe that by

creating a tool for allowing users to make interoperable transactions in the barter networks of Catalunya

For

barter participants in different CES in the region

We will achieve

A more efficient exchange dynamic among different local barter networks

We will know this is true when we see

an increase in membership and intensification in the velocity of money within the regional multi-currency barter system Intercanvis/Xaingra.

6.2.9 Lean-canvas Spain

Problem

It is challenging for large scale social movements to coordinate rapid decision-making across geography, plan and execute targeted actions and ensure regular updates across dispersed platforms and tools.

Existing alternatives

Existing PAH app

Combination of dispersed tools:
Etherpads
WhatsApp
Twitter
Facebook

Solution

An integrated responsive app consisting of a mapping tool, real-time polling for rapid decision-making, secure real-time messaging and a topic-based information feed.

(Improvement on the recently launched PAH app, enhancing it and making it available to other social movement groups.)

Key Metrics

Number of clicks on the following buttons:

-Chat button
-Actions button
-Decide button
-Profile button
-PAHs search engine
-Green Book button (new functionality, manual explaining what the PAH is)

Unique Value Proposition

A cross-platform mobile app with all your basic movement tools for action planning, coordination, targeting and decision-making

High-level concept

Basecamp for activists

Unfair Advantage

Close collaboration with PAH and Spanish social movements.

Close collaboration with developer of existing PAH app.

Channels

PC

Smart phones

Tablets

User Segment

Social movement groups

PAH

laioflautas

15M International

Partido X

Early adopters

PAH

Cost structure

Free to use, open source

Revenue stream

To be confirmed

6.2.10 Lean canvas Spain

Problem

Using a plethora of tools for different tasks means workflows quickly get difficult to manage for information activists and civil society groups.

Concern over storage, commodification and surveillance of personal data means the use of tools are often inhibited even when sorely needed – for example when planning an emergency action for the next day via WhatsApp.

Existing alternatives

trello.com

Solution

A dashboard to integrate frequently used open-source tools to manage multiple workflows.

A distributed identity management system and authentication for user controlled data.

Key Metrics

Uptake from early adopters.

Early adopters make it part of their workshops and media training.

Increasing use of the tool.

Increasing use of the distributed identity management system.

Unique Value Proposition

A single dashboard for managing workflows and tools, with user control over personal data, and data analytics capabilities.

High-level concept

Trello for activists

Unfair Advantage

Close collaboration with Spanish social movement groups.

Close collaboration with information activists in the 15M international group, who provide training in media tools for other social movement groups and so are key for the spread and uptake of new tools

Channels

PC

Smart phones

User Segment

Spanish civil society groups

Spanish social movement groups

Partido X

15M International

Early adopters

Spanish information activists (15M international)

Cost structure

Free to use, open source

Revenue stream

To be confirmed

6.2.11 Lean canvas Spain

Problem

Need a large scale citizens participation platform for their "WikiGov" core aim

Problem of feedback and coordination between the "Kernel" (core group of 80ppl), the "Matriz" (wider group of 1000 active members) and the "Agenda X" (wider group of 25.000 supporters) as this currently happens using many different mailing lists, pads and forums.

Existing alternatives

Your Priorities yrpri.org

DemocracyOS democracyos.org

nationbuilder.com

tracky.com

company.wedecide.com

mindmixer.com

scytl.com/partner/microsoft

Solution

Adapting and developing on existing open source code-bases to create a user-friendly citizens participation and engagement tool in the policy and legislative process, allowing for development of proposals, deliberation and voting.

Key Metrics

Adoption amongst all Partido X members

Increasing use of the tool amongst Partido X constituency

Unique Value Proposition

An open-source, user-friendly citizens participation tool for deliberation and voting.

High-level concept

Unfair Advantage

Close collaboration between D-CENT local partners and the Partido X

Channels

PC

Smart phones

Tablet

User Segment

Partido X

Early adopters

Partido X

Cost structure

Free to use, open source

Revenue stream

To be confirmed

6.2.12 Active Experiments: Spanish MVPs

The active experiments in the Spanish Pilot are defined in the technical requirement Deliverable (D4.2). They are lean experiments currently being tested to build-in feedback loops and prioritize learning. We are going to summarize the active experiments and the way we are gathering metrics and validating them,

6.2.12.1 Mobile app for social movements

The first MVP for Spain was arrived at through the user interviews when a soon-to-be-launched android application was introduced by one member of PAH during the user interviews. The android app was designed specifically for the PAH movement consisting of four main features: a tool for mapping actions and targets, a newsfeed, an instant messaging system and a real-time voting system. A collaborative relationship was immediately established with the developer and a set of metrics were devised in order to gather data on user behavior. The aim will be to measure and learn which features might be integrated into the D-CENT platform, optimized and made available for users beyond the PAH movement. The metrics have been set to register the user timestamp, timestamp for logins and finally, timestamp for clicks on each of the following:

- **Chat** button
- **Actions** button
- **News** button
- **Decide** button
- **Profile** button
- **PAHs search engine** button
- **Green Book** button (a new functionality consisting of a manual explaining the PAH movement)

The app was launched on the 3rd of March 2014 and has had approximately 1000 downloads so far (see Section 8).

6.2.12.2 Notification system for just-in-time decision-making

The second MVP for Spain is a notification system for real-time decision-making. It sends a notification to a group member (e.g. of PartidoX) when a decision needs to be made urgently in large and geographically dispersed groups. The notification sends a link to a polling page in which users can add their vote on a given matter. The MVP is currently being tested with the PAH and members of the Partido X in Spain. These are two large scale organizations with local nodes in different Spanish regions that need to validate decisions with their members on urgent matters on a regular basis. The real time decision making system can be integrated in the PAH app that is currently being tested. It will also be tested within the core organizational group of PartidoX.

The code has been published on Github: https://github.com/d-cent/enquesta

6.3 Finland Innovating democratic institutions

6.3.1 Opening up government to citizens feedback and bottom-up engagement

Finland provides an advanced example of how direct democracy from below can interact with government institutions. In March 2012, the Citizens' Initiative Act went into effect in Finland. It allows citizens to propose law proposals to the Parliament as long as they have at least 50,000 signatures in support. Also, as part of the Open Government Partnership initiative, a crowd-sourced action programme is being implemented to open up public processes and engage citizens in political life. The initiative involves collaboration both between the government and the people, as well as among people, with volunteers running the platform and converting proposals into legal form. The action is being initiated by a working group chaired by the Ministry of Finance and Administration.

To accompany the 2012 Citizens Initiative law and constitutional amendment, the Open Ministry civil society organization was launched as an independent volunteer-based aid for anyone who wants to influence national legislation through citizen initiatives. In addition to its hands-on work with individual campaign groups, the Open Ministry runs a website with some 10,000 people registered in the user community and some 15,000 unique monthly visitors. Around 600 suggestions for improving the legislation have already been submitted by individual citizens or citizen groups for public deliberation. The most promising ideas are selected by the community and volunteers for online deliberation and co-editing into draft proposals and eventually into a legal format with the help of experts and lawyers.

Throughout the process everyone can comment and vote on the drafts. While the draft is being finalized Open Ministry helps citizen movements design their campaigns. The citizens' initiative is a tool for direct democracy which enables a minimum of 50,000 Finnish citizens of voting age to submit an initiative to the Parliament of Finland to enact an act. The citizens' initiative procedure complements traditional representative democracy. The Citizen Initiative represent a new kind of institution, complementing the functioning of representative democracy in Finland and giving citizens new possibilities to exercise direct influence between elections. Finland is one of the best functioning democratic systems, due to its stable political system as well as the open and accountable public administration. However, the Finnish system seems to be still operating in a traditional method and interacting with traditional stakeholders, with less citizen participation in the shaping of policies and regulation.

6.3.2 Who are the Finnish stakeholders?

With declining voter turn-out and increasing political disillusionment The Unit for Democracy, Language Affairs and Fundamental Rights in the Ministry of Justice was set up under the Ministry of Justice in 2007 in order to improve public engagement and citizen buy-in and participation in the political process. The aim of the Unit is to promote and monitor the realisation of the right to vote and participate as well as the promotion of citizen participation within a wider strategy for the national e-democracy policy. The Democracy Unit develops and puts into practice new and more direct ways of citizens' involvement.

Municipalities, such as the City of Helsinki are autonomous in devising their own engagement policies and tools. The unit has formed a "Democracy Network", in which representatives of ministries participate, and an Advisory Board for Civil Society Policies. This network shares good practices and tries to map problems in citizens' involvement efforts. Better Regulation website also contains information about the processes that should be followed by ministries.

The Ministry of Justice launched in 2014 a new website, demokratia.fi, where links to all the various democracy and participation related websites and news about matters to be decided have been gathered. This kind of website makes it easier for citizens to find the right channel for participation and influence and thus increases the openness and interaction in the public administration. While it makes it easier for the citizen, who knows what he or she is looking for, find the right destination, it does not bring the tools any closer to the everyday activities of the citizens.

A set of initiatives to foster democratic engagement have been initiated in the Citizen Participation Policy Programme run from 2003 to 2007, promoting active citizenship as a complement of representative democracy. One of their central activities is the design and maintenance of the citizen discussion forum "OtaKantaa" (www.otakantaa.fi). Otakantaa ("Have Your Say") is a central government online service run by the Ministry of Justice and accessible to citizens, providing information and participation channels related to decision-making. The Ministry also run the two official Citizen Initiatives websites at national (https://www.kansalaisaloite.fi), and at municipal level (https://www.kuntalaisaloite.fi).

Open Ministry originally in 2012 launched an online signing platform for citizens initiatives as a part of its website. It was audited and approved by the national authorities. The signing platform offered the same functionality as the aforementioned kansalaisaloite.fi website launched later in 2012 by the Ministry of Justice. Several banks and telecom providers support the initiative by providing free access to their verification APIs, thus enabling Open Ministry to verify the identity of voters. Unfortunately, several larger banks however decided not to offer the identification for free for this use. In both platforms, the identity of citizens was verified using the APIs offered by banks and mobile operators, so that it is accessible through online banking accounts or a verified smartphone. After unsuccessfully trying to get the banks to offer the identification for free, Open Ministry decided to take down its online signing platform in 2013 shortly after the Ministry of Justice launched its version of it. The online signing is a necessary step, but not part of the core value added provided by the Open Ministry.

The **Citizens Initiative** law allows citizens put forward proposals for new laws, so that if a single proposal receives more than fifty thousand supporters, it is the obligation of the Finnish Parliament to vote on it in the Parliament. The proposals receive the same full process as government bills passed to the Parliament. The Open Ministry initiative is a good example of how to combine top-down initiatives with bottom up citizens' participation that can be supported and made easier, providing citizen activists open source digital tools that can help the organization of effective campaigns. In October 2012, the first citizen-proposed law, suggesting a ban on fur farming, entered Parliament with the support of 69,000 citizens. The initiative was, however, voted down in the Parliament after due process.

In the realm of user engagement, mass scale civic participation and democracy, the Helsinki City Council opened their municipal decision-making platform, providing all the public decision making documents; agendas and minutes of all the council, committee and sub-committee meetings in open data format. The City of Helsinki employs 40,000 people and has direct responsibility in the provision of municipal public services, such as transportation, education, urban planning, waste collection and energy policy. The highest decision making body is the City Council, elected in municipal elections every four years. Helsinki City Council has 85 permanent members and an equal number of deputy members. Forum Virium Helsinki has supported the city in opening the data, and will continue supporting the expansion beyond Helsinki, to other municipalities and at national level, opening up possibilities to develop lean

online solutions that enable, for example, citizens to receive online notifications when the agendas are published of any issue that they have shown an interest.

Open Knowledge Foundation Finland *(OKFFI)* is a very active community in this field, helping to connect open source and open data developers to civil servants on the national and municipal level. One of the major functions of OKFFI is acting as a hub for work on open knowledge, drawing together representatives from across the knowledge society – from academics, public servants and entrepreneurs to hacktivists, data experts, archivists and web developers.

A key citizen group that is driving forward bottom-up engagement and participation is the **Helsinki Neighborhood Association Helka**, a focal point of 78 civil society associations in Helsinki. They bring together residents and local actor in the Helsinki City Area, mediating between the city governance and grassroots citizen level. Helka has established a city-wide network of neighborhood webpages (http://www.kaupunginosat.net). Another interesting experiment is the newly formed **neighborhood movement Kallio-Liike**. The neighborhood-based interests in Finland have traditionally been represented through formal associations with hierarchical structures that in recent years have been mostly dominated by older citizens and pensioners with the time and flexibility to participate in meetings. These associations are typically the ones consulted for any concerns about or changes to the local areas, meaning opinions of younger citizens are rarely heard. Kallio was born in response to this situation, to provide a community platform for local people who make and do things locally, and to provide a space for direct interaction and policy participation in matter that affect their locality.

Finally, **Helsinki Timebank** are part of the Community Exchange System global network, CES - https://www.community-exchange.org/). CES has received relatively large scale use[ii] despite the usability and other limitations of the online platform, and will therefore benefit from interoperable and scalable infrastructures to extend electronic resource sharing mechanisms, linking direct democratic decision making processes to innovative ways to share common resources. There are 30 timebanks in Finland using the South African-based CES platform, with 3000 thousands members in Helsinki city region, but less than 1000 had exchanges, totaling some 1500 hours exchanged. The largest timebanking network in Helsinki facilitates thousands of exchanges annually and has several thousand registered users with increasing amount of visibility and public recognition.

In the next Section, we will firstly we will outline the Finnish Service Ecology map (see Fig 7) with the main organizations involved in testing D-CENT tools and processes. Secondly, will then identify key "personas" that were created during the first iteration of interviews with the Finnish users that are currently involved in the different key public Institutions at national and City level, citizen activist groups, and alternative economic networks. Thirdly, we are outlining the main hypothesis to be tested that represent user problems or social requirements that need to be taken into account in the technical Design of the D-CENT features or specifications. The user hypothesis are mapped against the "democracy ecosystem", since each of them articulates specific problems for each phase of the participatory democracy process, from issue framing, to decision-making and scrutiny (see Fig 2). Finally, we identify the main Minimal Viable Products that are now in the process of being tested in Finland. The technical specifications for the MVPs and the technical analysis of the user requirements are analyzed in the deliverable 4.2.

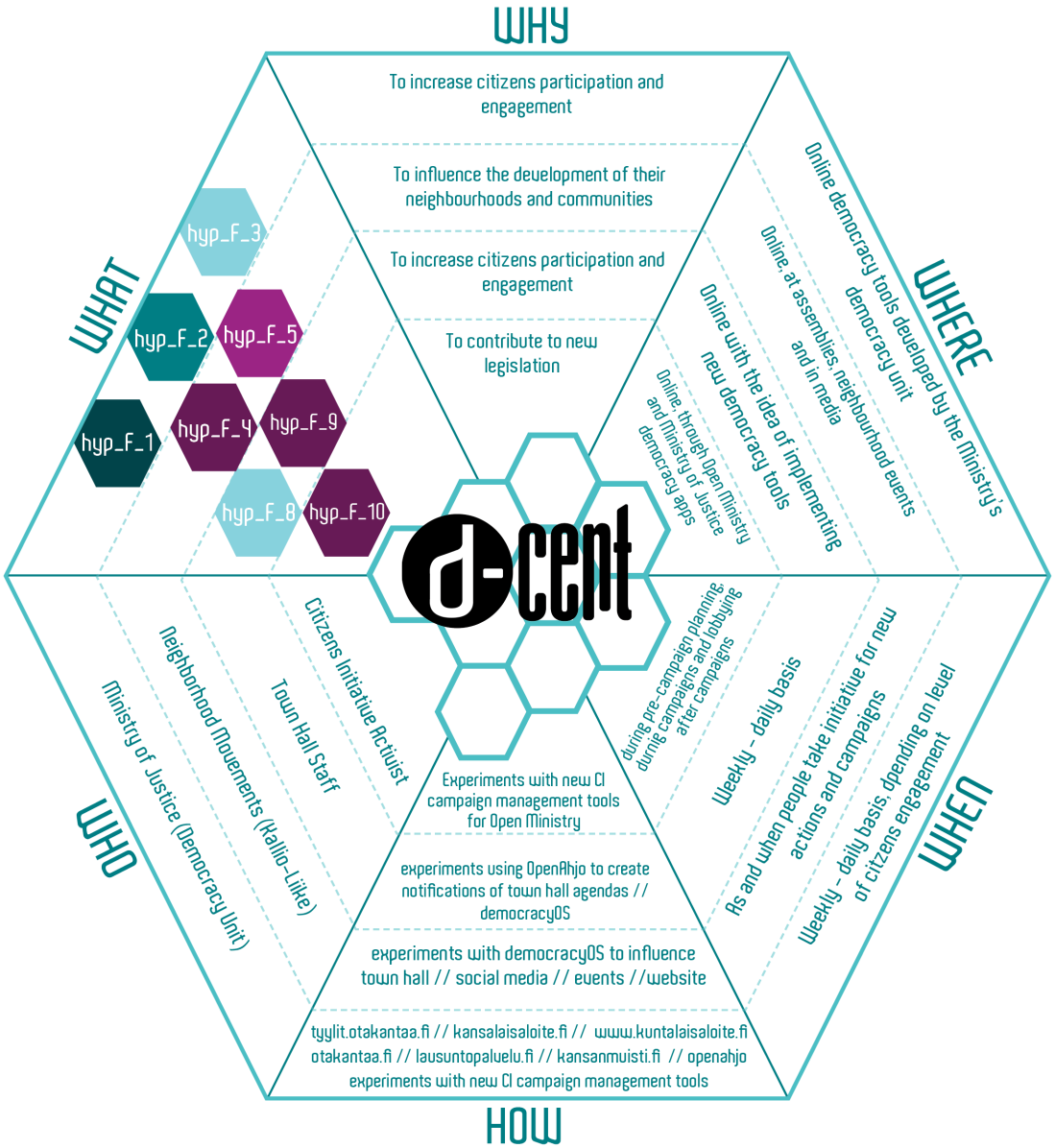
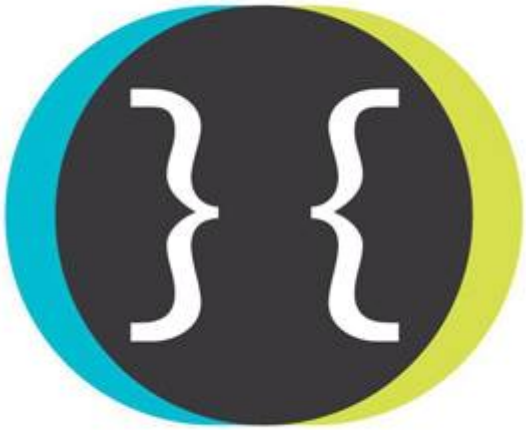


Fig 7: Service Ecology map Finland

7.3.1 Group: Ministry of Justice (Democracy Unit)



Type

Ministry of Justice (Democracy Unit)

Reach

All Finnish citizens with voting right (possibly expanded from 18 yrs age limit to 16 yrs)

How will relationship grow

Ministry will be a key endorsement as D-CENT provides tools for Open Ministry, and in turn empowers more citizens to engage in new democratic processes.

How frequent will we interact

Increasingly as more citizens engage in CI campaigns

Tools

UI wiki tyylit.otakantaa.fi ; FI Communal and Government participation platform otakantaa.fi ; FI Law draft review process tool lausuntopalvelu.fi ; FI Parliament discussion and document backlog, people's memory kansanmuisti.fi ; FI Communal decisions browser dev.hel.fi/paatokset ; utilizes "Decicions API" dev.hel.fi/apis/openahjo ; Authentication system by Fujitsu.

Main Objectives

To develop and enhance methods and tools for citizen engagement in democratic processes for ministries in Finland.

Background

The Democracy Unit operates under the Ministry of Justice in Finland. In March 2012, when Finland adopted the national Citizens Initiative law the unit became responsible for its implementation and development. Their challenge is to generate and continue to increase citizen engagement. Ensuring that the platforms developed by the unit are intuitive and user-friendly has been a priority ensuring consistency in terms of UI and user journeys across all the platforms and tools, with emphasis currently on improving the Finnish ID authentication system. While the Democracy Unit has focused on making their platforms easy and accessible for citizens to engage with, the perceived success of their new democracy tools and the Citizens Initiative is dependent on the ability of citizens to develop and conduct successful campaigns. This is the aim of the voluntary initiative Open Ministry who currently provides advice and resources for citizens wishing to conduct a citizens initiative campaign. The Ministry of Justice works closely with this group and has a stake in its development into a fully user-friendly, attractive site, where citizens enjoy collaborating on issues, to then "plug in" to the official ministry site once a proposal has been fully developed.

Needs

Citizen empowerment for engaging in new democratic processes; strong authentication system for use across public services

User Story

As a member of staff at the democracy unit of the Ministry of Justice I need success stories of citizens engagement with new democratic processes established by the parliament and implemented by the ministry in order to build trust in the ministries.

6.3.2.1 Hypotheses

hyp_F_1: We believe that by

providing tools that allow people to collaborate and crowdsource the development and argumentation for their citizens initiatives for Finnish citizens,

For

the Ministry of Justice and citizens

We will achieve

better quality research and stronger argumentation in law proposals

We will know this is true when we see

more thorough argumentation in the proposal prepared using the tools compared to the average

hyp_F_2: We believe that by

offering additional ways to get involved in the citizens initiative campaign

For

people who have just added their signatures to an initiative on the Ministry of Justice website (requires some light-weight integration with their system)

We will achieve

more participation in the volunteer work for the campaign / larger citizen engagement in the issue

We will know this is true when we see

people sign up and take further action when they forwarded (back) to the campaign page on D-CENT

hyp_F_3: We believe that by

making visible the different voting histories, their campaign promises and political leanings of parliamentarians for CI campaigners,

For

CI campaigners and Ministry of Justice

We will achieve

more targeted campaigns and easier campaign planning

We will know this is true when we see

use of the tool, good feedback from CI campaigners and more successful campaigns

hyp_F_4: We believe that by

Collaborating with the ministries to ensure the national ID authentication system is compatible with D-CENT and other non-governmental participation platforms

For

Ministry of Justice / Ministry of Finance and Administration

We will achieve

more trust in grass-roots online participation services provided by civil society organisations and non-governmental organisations.

We will know this is true when we see

widespread uptake of the new authentication system amongst Finnish citizens, especially between the D-CENT / Open Ministry website and the Ministries national and municipal Citizens Initiative related sites

7.3.2 Group: Neighborhood Movements (Kallio-liike)

KALLIO-LIIKE

Type

Neighbourhood Movements (Kallio-Liike)

Reach

50 in the core group, with 12.000 followers

How will relationship grow

Kallio-liike will be a core group for testing and developing D-CENT tools for neighbourhood movements

How frequent will we interact

As and when citizens create new initiatives

Tools

Wordpress, facebook, googledocs, wiki

Main Objectives

To affect and shape the development of local neighbourhoods and communities through public space events, campaigns and actions.

Background

In 2011 a soup kitchen in a Helsinki neighbourhood was going to be shut down after a town hall consultation with the local association had brought forward complaints about the people using it. In response, some younger residents started a group on Facebook to discuss the matter, with many people expressing support for the soup-kitchen. The group grew rapidly, and soon had supporters numbering in the thousands with a core of approximately 30 people emerging who started to meet and organise support events. Eventually, the soup-kitchen was moved a few doors down the road, remaining in the neighbourhood, and the group decided to continue with other ideas and initiatives to influence the area. A conscious decision was made not to formalise the group into an official organisation, but instead continue in a horizontal manner where anyone can propose initiatives. The group started organising block parties in the area, that became wildly popular with over 10.000 participants, local flea-markets, picnics and other neighborhood events, quickly gaining a reputation across the city and in the media, being the first type of young, social-media based neighbourhood movement of its kind in Finland. A smaller Facebook group was created for each initiative, with an overarching one representing the group overall, to spread information about the various initiatives. The development and organisation happened in an organic manner around ideas that people wanted to implement. Face-to-face meetings continued to play a large role in order to discuss, coordinate and make decisions so meetings are held whenever needed.

Needs

A regular, easy and quick method to know the agenda for town hall meetings ; a method for grabbing and structuring content from a variety of platforms to put into an easy to access format also for future reference.

User Story

As a new neighbourhood association creating events and actions in and about our neighbourhood I need an easy and quick method to know relevant issues on the town hall agenda and tools to easily manage campaigns.

6.3.2.2 Hypotheses

hyp_F_5: We believe that by

using the existing API to build a service that allows citizens to 'subscribe' to simple text phrases or tags to notify engaged citizens when topics that interest them are scheduled to be discussed in municipal bodies,

For

citizens of Helsinki/ citizens of Finland

We will achieve

increased neighborhood groups participation in decision making concerning local issues that affect them

We will know this is true when we see

people sign up to be notified and actually read / share / act upon the resulting notifications.

hyp_F_6: We believe that by

creating a task based reminder system

For

Neighbourhood Associations and other civil society groups

We will achieve

easier campaign and events planning

We will know this is true when we see

use of the tool, good feedback from organisers and more successful campaigns.

hyp_F_7: We believe that by

creating a group and documents management tool for Neighbourhood movements and CI campaigners

For

Neighbourhood Associations and other civil society groups

We will achieve

easier group coordination and less lost information

We will know this is true when we see

use of the tool, good feedback from organisers and more successful campaigns.

6.3.3 Persona: Town hall staff

Type

Town Hall staff

Name

Caarina

Age

37

Gender

Female

Occupation

Democracy Unit at Town Hall

Tools

Email, town hall website and IT tools

Motivations

To increase citizen participation and engagement in the running of the city.

Background

Caarina has previously worked as a journalist and always been concerned with citizen's rights both locally and internationally. The city of Helsinki, with staff numbering in the 40.000 across the public sector, had for a long time relegated citizen engagement in the IT department. It became clear however that IT did not cover the full range of development and enhancement of citizens engagement, and the Democracy Unit was established in order to promote and develop democratization across the city departments. Caarina decided to get involved and try and make positive changes "from the inside" and was hired by the unit to oversee much of the development. With the unit only recently established, Caarina is looking for new and innovative ways to engage citizens, and is interested in how to make use of open data in this process. She is keen to find a user-friendly open-source tool and avoid being "locked-in" to restrictive and expensive service contracts with large companies. Caarina often encounters hesitation from her colleagues on the question of citizens engagement with worries that the town hall will be inundated with unreasonable suggestions, proposals and demands. She is therefore also looking at methods to inform and prepare citizens so that proposals are well-formulated and timely and disappointment as well as time waste can be avoided on all sides. Specifically she is looking for a method to enhance the possibility of citizens engagement in idea-generation, scrutiny and decision-making as a method to raise the quality level of citizens proposals.

Needs

Easy-to-use digital platform for democratic deliberation, scrutiny and decision-making; a method for the

town-hall to engage with citizens on a regular basis, avoiding information overload on both sides.

User Story

As a member of staff at the democracy unit of the town hall I need a way to engage citizens in decision-making while ensuring my colleagues that they will not be inundated with incomprehensible demands.

6.3.3.1 Hypotheses

hyp_F_8: We believe that by

connecting trials of the DemocracyOS/YourPriorities platform with existing open decision-making data API, generating notifications of town hall agendas,

For

town hall and citizens of Helsinki

We will achieve

better informed citizens, more participation on democracy platforms and more engagement of citizens

We will know this is true when we see

people sign up to be notified and actively use the platform.

hyp_F_9: We believe that by

integrating bottom up proposals from citizens into the top-down consultation and feedback management process of City Councils,

For

town hall and citizens of Helsinki

We will achieve

greater citizen participation and new policy ideas that are more relevant for citizens

We will know this is true when we see

number of proposal generated and proposals prioritized.

hyp_F_10: We believe that by

fostering some form social reputation mechanisms, payment, or social remuneration system attached to volunteer work,

For

town hall and citizens of Helsinki

We will achieve

concrete incentives for citizens to engage in democracy forums

We will know this is true when we see

social remuneration systems can be certified by civilsociety groups on the basis of volunteer work done, and can be linked with alternative currencies or access to shared assets/resources owned by the City (e.g. co-working spaces, working tools and facilities etc.).

6.3.4 Persona: Citizen Initiative activists

Type
Citizen Initiative activist

Name
Daavid

Age
29

Gender
Male

Occupation
Student

Tools
Googledocs, facebook, twitter, email

Motivations
To influence Finnish legislation by organising Citizens Initiative campaigns

Background

As a law-student Daavid was approached by some friends who wanted to do a CI campaign to change regulation of donations in Finland, which currently criminalises donations to organisations that are not officially approved affecting the ability of community groups, entrepreneurs, associations and NGOs to raise money. Being a student, Daavid ended up spending the majority of his time working on the campaign. He had originally been asked to help draft the law proposal, but he quickly got engaged in other aspects, looking at budget and fundraising for the campaign, researching case-studies and mapping target groups. Coordination between the group happened through meetings and google docs. Once the campaign was launched a lot of new volunteers got involved and the management of the campaign became even more complicated. A series of new calendars, googledocs, facebook groups and a twitter account were created, but without an overall strategy which meant information was scattered across several accounts and platforms. Making sure there was some coherence across the promotional material resulted in lots of emails with attachments being sent back and forth. While the campaign ended with successfully reaching the required 50.000 signatures for it to be processed in parliament, Daavid had by then spent all his savings and all his time. He was exhausted, and although the experience had been successful, meeting new people, learning lots of new skills, he decided to leave the campaign and not take part in the lobbying of parliamentarians to ensure it would get passed. Overall he felt the required work to get an issue to parliament through the CI required an inordinate amount of voluntary work and time, only to face the possibility of being voted down in parliament.

Needs

A method to organise the three stages of CI campaigns effectively (preparation, campaign to gather signatures, lobbying parliament); a reminder system for key tasks and dates in preparing and organising campaigns; a way to make volunteer work for the CI sustainable and rewarding.

User Story

As an activist involved in preparing and conducting CI campaigns I need an effective way to organise my time and the time and tasks of others and to feel that my hard work and efforts are not for nothing and are being valued.

6.3.4.1 Hypotheses

hyp_F_11: We believe that by

creating a free and open source task management system,

For

CI campaigners

We will achieve

easier and more effective campaign coordination and less time spent on management, due to lack of time and lack of resources of activists groups

We will know this is true when we see

use of the tool and good feedback from CI campaigners.

hyp_F_12: We believe that by

being able to remunerate (directly or indirectly through access to space or working tools) the time spent by activists in the CI campaign,

For

CI campaigners

We will achieve

able to increase the participation of citizens activists for longer periods and for multiple campaigns avoiding burnout

We will know this is true when we see

Credit system that gives activists access to shared resources or credits in exchange of hours of volunteer work certified by other civil society representatives.

6.3.5 Group: Helsinki Timebank (Community Exchange System global network, CES)

Type

Helsinki Timebank

Reach

3000 thousands members in Helsinki City region, but less than 1000 had exchanges, totaling some 1500 hours exchanged.

How will relationship grow

Interaction with co-management of Helsinki Timebank will be cultivated via direct and voip communication and within events of the complementary currency movement.

How frequent will we interact

Eventually on a weekly or daily basis, depending on need

Tools

WordPress, Community Exchange System (CES - https://www.community-exchange.org/) as payment system

Main Objectives

To facilitate the exchange of services among members, through cooperative forms of organizing, enhancing common understanding of time-banking practices; prevent conflict and increase mutual understanding while providing everyone with an equal opportunity to participate in its development.

Background

Founded in 2009, Helsinki Timebank is an active group operating in the main metropolitan area and connected to rest of the time-banks network in Finland. At Helsinki Timebank, the time-unit is the Tovi - 'moment' in Finnish, corresponding to an hour of work by designed neutral to intrinsic quality. In the early days, the initiative was presented as a valuable socio-economic experiment strengthening the fabric of society, with publicity in the national TV. Regulators were mild and just left the time-banking system emerge and self-organize. After a few years, the situation dramatically changed. As a result, professional work of any kind requiring (specialized) skills delivered for exchange of time-credit/Tovi began to be subject to taxation. This decision by public authorities triggered the reaction of Helsinki Timebank, which advocates a call-for-action on the issue. What is missing is a pedagogical tool apt to empower members of Helsinki Timebank to collectively put in practice the document 'Helsinki Timebank's ABC: working principles and Tovi-etiquette' (Helsinki Timebank's, membership meeting deliberated on 19.5.2013 - http://bit.ly/1ioReoc).

Needs

Although in the currency pilot one would expect the design of virtual currency as the only activity, the case of Helsinki Timebank shows that where a complementary currency already exists (i.e. the Tovi), needs may vary according to more encompassing socio-economic dynamics. Engagement through tools for collective decision making in view of campaigning for the abolition of the tax ruling for the Tovi economy are the most pressing need of this group.

User Story

As the Helsinki Timebank I need to be able to build a broad movement to support complimentary currencies and campaign against the taxation of time paid in Tovi, our time unit currency.

6.3.5.1 Hypothesis

hyp_F_13: We believe that by

developing a tool containing both the information on how Helsinki Timebank works and how public authorities are acting upon the workings of Helsinki Timebank together with a decision making feature for collective deliberation

For

members of Helsinki Timebank

We will achieve

the critical mass within Helsinki City region for campaigning in favor of the abolition of taxation for work paid in Tovi

We will know this is true when we see

increased visits to the website and downloads of the Tax-Free-Tovi tool by supporters also sympathizing from other resonant networks

6.3.6 Persona: Helsinki Time-bank user

Type

Time-bank user

Name

Ruby

Age

35

Gender

Female

Occupation

Helsinki Timebank co-manager

Tools

CES, activists portals such as http://www.commons.fi

Motivations

To spread the use of complimentary currencies and find tools and methods to make them more effective

Background

Ruby is a socio-economy and environmental activist. Years ago, she participated in the World Social Forum together with a local economy workshop in Fortaleza. She then introduced the complementary currency model to her community in Helsinki. She now focuses on Solidarity Economy/Commons/local currencies/time banking. Ruby is Helsinki Timebanking CES lead-user and co-manager. Active in the Complementary Currency Movement, she is an enthusiast for the advocacy of the socio-economic and political long-term empowering values and practices of time banking. According to Ruby, "time banking and Basic Income are twin sisters for democratizing citizenship and the public sphere more in general."

The time-bank has a 2% levy on all Tovi's exchanged, both on the Tovi's earned by the provider, as well as on the Tovi's spent by the receiver of any service exchanged. This levy is distributed as follows: every member in Helsinki Timebank can her or himself choose to which organization member in the time-bank its levy is going, whenever he or she provides a service. The levy of the receiver of the service always automatically goes to the common account of the time-bank, and is used for the defined purposes of that account. The problem arises from the fact that most of the accounting entrances in the system are made by users leading to a high volume of errors.

Needs

Conditioning the behavior of the *internal Tovi levy* in the broader landscape of automatized error-correction procedures; maintenance time drains too much attention from necessary activities such as

the tax ruling for services transacted in Tovi.

User Story

As a co-manager of the Helsinki Timebank, I want to find a solution to the problem of monitoring user activity and facilitate correct accounting procedures.

6.3.6.1 Hypothesis

hyp_F_14: We believe that by

creating a tool/UI for allowing users to make time-banking transactions- in Tovi - more efficiently in a payment system and digital market place that allow for a better automatized operations

For

members of Helsinki Timebank, and potentially the whole Finnish time banking network

We will achieve

A more efficient exchange dynamic among members and the system as a whole

We will know this is true when we see

Nationwide increase in the quality of total systemic accountancy for Finnish time-banks in general, i.e. maximization of internal levy conditioning and better error correction monitoring measurable as a change in behavior of more engaged members, who are now less constrained by payment procedures in that they enjoy higher quality software

6.3.7 Lean Canvas Finland

Problem

Citizens Initiative core organizing team needs open source tools to coordinate internal tasks and crowdsource volunteer tasks during the campaign

CI core organizing team needs to keep people engaged in the campaign after people added their signatures to an initiative

Citizen activists lack of time and resources to accomplish effective large scale campaigns

CI core organizers lack tools for internal deliberation of alternatives

CI core organizers lack tools to track and edit multiple online documents

Existing alternatives

trello.com

taskrabbit.com

Solution

Open source, easy to use project management and workflow management too, adding the possibility to create groups, outsource tasks and remunerate volunteers for the time donated to civic tasks and projects

Tools for tracking existing online documents

Tools for polling and voting between alternative ideas/ text formulations

Key Metrics

Sign-ups

Created and completed tasks and cards

Number of documents linked and actively updated

Retention

Referral

Unique Value Proposition

A single open source, free to use workflow management tool to coordinate Citizen Initiatives.

High-level concept

Open source Trello for Citizen Initiatives coordination with polling and document tracking features

Unfair Advantage

This workflow tool can be linked to Open Ministry, which is the main organization (recognized by the Gov) to help citizens and NGOs with national citizens initiatives, EU citizens initiatives and develop the online services for collaborating, sharing and signing the initiatives.

Channels

PC

Smart phones

Tablet

User Segment

Citizens Initiative core team

Citizens activists

Open Ministry managers

Citizens

Early adopters

Open Ministry

Cost structure

Free to use, open source

Revenue stream

To be confirmed

6.3.8 Lean Canvas

Problem

Citizens are not actively participating in deliberation concerning decisions made by the city

New citizens neighborhood groups or other local citizens groups are not represented in the decision-making process (only traditional stakeholders)

Existing alternatives

Your Priorities
yrpri.org

DemocracyOS (no open data integration, no bottom-up)
democracyos.org

Solution

Open source, easy to use project management and workflow management too, adding the possibility to create groups, outsource tasks and remunerate volunteers for the time donated to civic tasks and projects

Tools for tracking existing online documents

Tools for polling and voting between alternative ideas/ text formulations

Key Metrics

Number of people signing up to the notifications

Number of people acting (sharing etc.) on the notifications

Number of proposals from citizens that were not on the agenda and get discussed in the town hall meetings

Unique Value Proposition

Bottom up democratic deliberation based on open decision-making data feeds of city council agenda

High-level concept

IfTTT for municipal gov't

Unfair Advantage

The City of Helsinki has already released an internationally award-winning API with open decision-making data and are willing to experiment bottom up deliberation from citizens groups that can improve decision-making at city level

Channels

Web

Smart phones

Potential co-operation with national broadcaster

Info screens in local libraries

User Segment

Helsinki Neighborhood Associations

City Councils

Active citizens

Elected city council representatives who want to engage in active dialogue with citizens

Early adopters

Helsinki City Council

Cost structure

Free to use, open source

Revenue stream

Public service, no direct revenue

6.3.9 Active Experiments: Finnish MVPs

The active experiments in the Finnish Pilot are defined in the technical requirement Deliverable (D4.2). They are lean experiments currently being tested in an iterative manner to build-in feedback loops and prioritize learning. We are going to summarize the active experiments and the way we are gathering metrics and validating them.

6.3.9.1 Notifications for Town Hall meeting agendas

The first MVP for Finland will take advantage of Town Hall open decision-making data streams (https://github.com/City-of-Helsinki/openahjo) to create notifications of Town Hall meeting agendas for citizens to be informed of these in advance. The **OpenAhjo** is an API for accessing the decision-making material of the City of Helsinki. The service provides access to materials related to political decision-makers such as committees, the city board, and the city council. This MVP will try to stimulate engagement around the open data stream released by the City, by providing neighborhood citizen groups notification on topics that are going to be discussed in the City hall that are relevant for their local activities. This experiment sets the foundation for the integration between the open decision-making data and bottom-up deliberation tools (e.g. democracyOS), to give citizens the ability to discuss items in advance, formulate, debate, and prioritize their proposals prior to the City Council. Meetings. This MVP is currently under development and will be implemented and tested with the Town Hall, and the collaboration with the Code for Europe fellow in the City Hall.

6.3.9.2 Bottom-up Citizen proposals and deliberation

The second MVP for Finland will engage in a bottom up test through trialing new functionality in the D-CENT collaborator's DemocracyOS platform (and potentially Your Priorities deliberation features). The test will take place amongst neighbourhood associations and will monitor which features are used, when and by how many, in order to see which features to be integrated with the D-CENT platform. As discussed above the deliberation platform can be lined to open data streams released by the City (they can be decision-making data, city planning or transport data), so that citizen groups can better form opinions about relevant issues, debate and shadow vote on them and eventually make new proposals or coordinate citizen campaigns on issues that concern their members.

6.3.9.3 Core group functionality for Citizens Initiative campaigners

The third MVP for Finland will build upon the experiences from the first two MVP and test software solutions that answer the key issues raised by the organizers of national level citizen initiative campaigns, including:

- how to communicate and manage tasks within the core organiser group
- how to manage multiple co-edited online documents on e.g. etherpads, google docs, etc.
- how to deliberate on a mass-scale on alternative formulations / suggestions when devising a new proposal
- how to poll / vote when there is no consensus on the formulation / contents of the proposal during the drafting phase
- how to assign tasks among volunteers during the preparation and campaigning phase

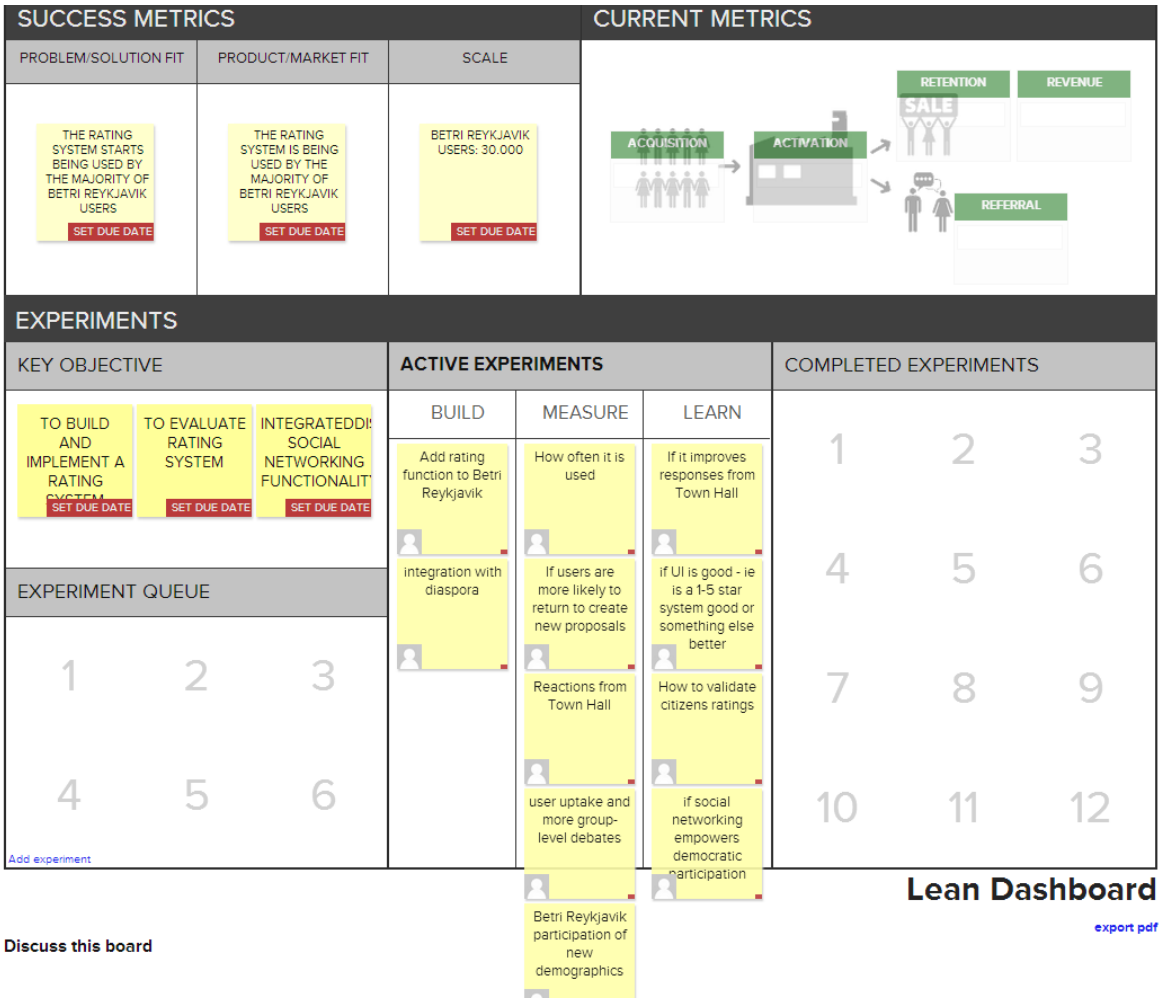
Existing software solutions will be used and integrated during the tests whenever it does not compromise the usability of the tools. For example, document management and co-editing of the documents maybe best accomplished by enabling a simple repository of links to any existing documents already on ether pads and/or google docs with the available metadata about when the document was created, last edited, how many people have contributed, etc. visible for the users.

7 Hypothesis testing: Experiments

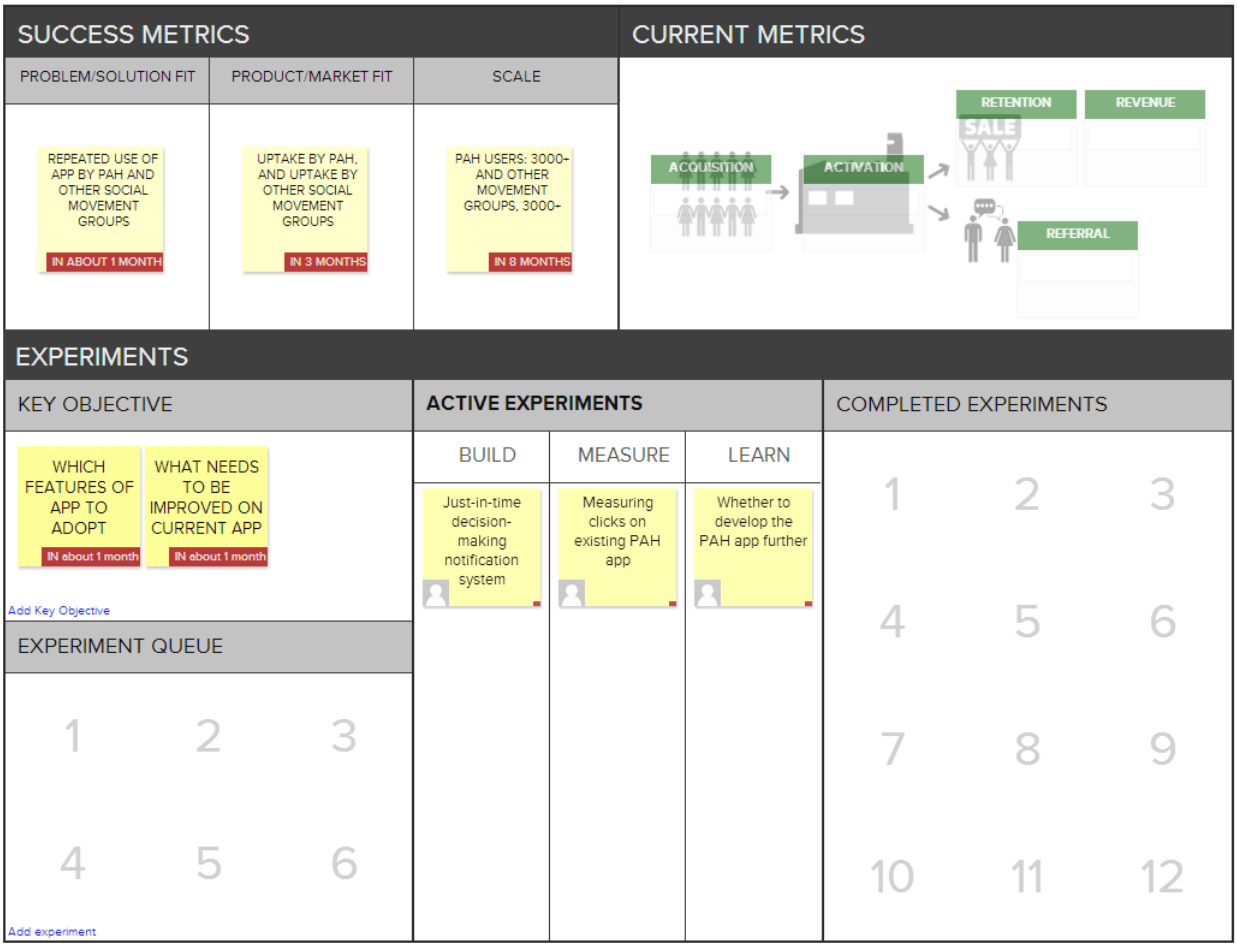
Experiments using MVPs will take place on an ongoing basis in order to validate hypotheses and ensure that the features being developed are regularly tested in the field. In order to facilitate collaboration across project partners in the three pilot countries as well as with Neo and Dyne and NESTA, the metrics, goals and outcomes of experiments are shared online using the LeanStack dashboard. Below are snap-shots from the LeanDashboards of current active experiments (as per 26th of March 2014) taking place with MVPs in Iceland, Spain and Finland.

7.1 Iceland active experiments: Your Priority upgrade

7.1.1.1 Rating Town Hall responses to citizens proposals and integrating distributed social networking functionalities


SUCCESS METRICS
PROBLEM/SOLUTION FIT
PRODUCT/MARKET FIT
SCALE
THE RATING SYSTEM STARTS BEING USED BY THE MAJORITY OF BETRI REYKJAVIK USERS
SET DUE DATE
THE RATING SYSTEM IS BEING USED BY THE MAJORITY OF BETRI REYKJAVIK USERS
SET DUE DATE
BETRI REYKJAVIK USERS: 30.000
SET DUE DATE
CURRENT METRICS
RETENTION
REVENUE
ACQUISITION
ACTIVATION
REFERRAL
EXPERIMENTS
KEY OBJECTIVE
TO BUILD AND IMPLEMENT A RATING
SET DUE DATE
TO EVALUATE RATING SYSTEM
SET DUE DATE
INTEGRATEDDI SOCIAL NETWORKING FUNCTIONALIT
SET DUE DATE
EXPERIMENT QUEUE
1 2 3
4 5 6
Add experiment
ACTIVE EXPERIMENTS
BUILD
MEASURE
LEARN
Add rating function to Betri Reykjavik
How often it is used
If it improves responses from Town Hall
integration with diaspora
If users are more likely to return to create new proposals
if UI is good - ie is a 1-5 star system good or something else better
Reactions from Town Hall
How to validate citizens ratings
user uptake and more group-level debates
if social networking empowers democratic participation
Betri Reykjavik participation of new demographics
COMPLETED EXPERIMENTS
1 2 3
4 5 6
7 8 9
10 11 12
Lean Dashboard
export pdf
Discuss this board

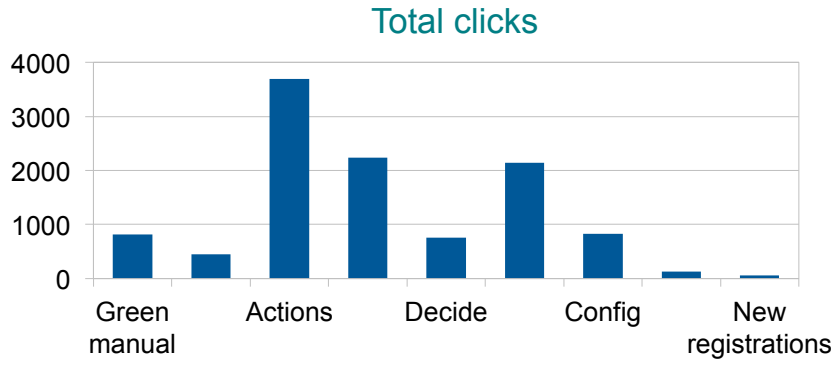
7.2 Spain active experiments: Mobile app for social movements

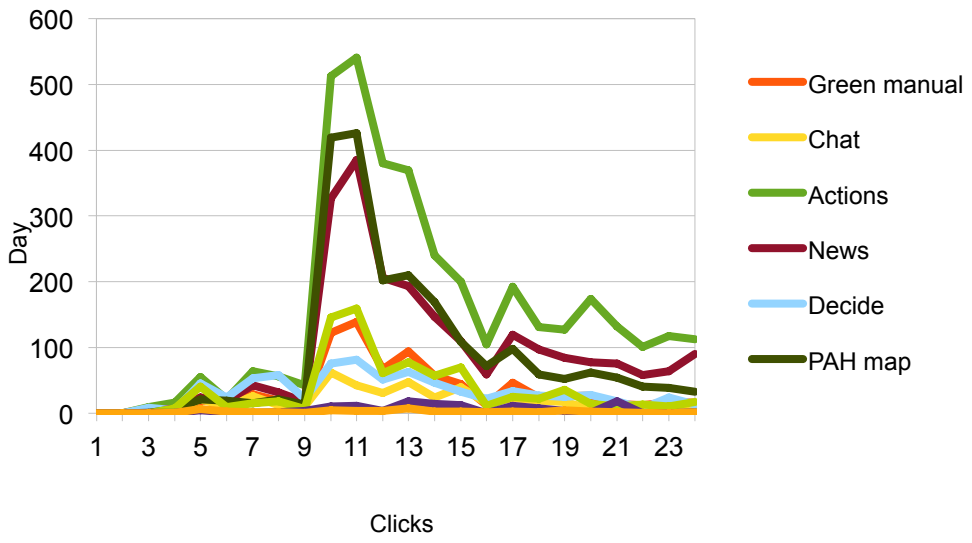


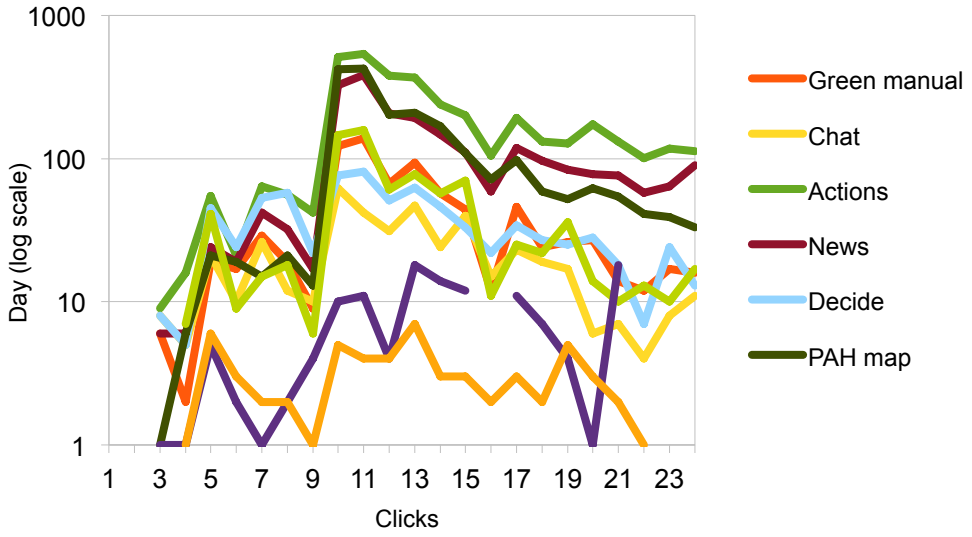
7.2.1 PAH app MVP metrics from March 2014

Day	Green manual	Chat	Actions	News	Decide	PAH map	Config	Invitations	New registrations
1	0	0	0	0	0	0	0	0	0
2	0	0	0	0	0	0	0	0	0
3	6	8	9	6	8	1	0	1	0
4	2	5	16	6	5	6	7	1	1
5	19	21	55	24	45	21	41	5	6
6	17	10	21	19	24	19	9	2	3
7	29	26	64	42	53	15	15	1	2
8	19	12	56	32	58	21	18	2	2
9	9	10	42	17	22	13	6	4	1
10	122	62	513	327	76	419	146	10	5
11	139	42	541	385	81	426	159	11	4
12	67	31	380	206	51	202	61	4	4
13	94	47	369	193	63	210	78	18	7
14	57	24	240	147	46	169	57	14	3
15	44	40	200	110	33	109	70	12	3
16	12	15	105	59	22	72	11	0	2
17	46	23	192	119	34	98	25	11	3
18	24	19	131	97	27	59	22	7	2
19	26	17	127	84	25	52	36	4	5
20	27	6	174	78	28	62	14	1	3
21	14	7	132	76	18	54	10	18	2
22	12	4	101	58	7	41	13	0	1
23	17	8	117	64	24	39	10	0	0
24	16	11	113	90	13	33	17	2	2

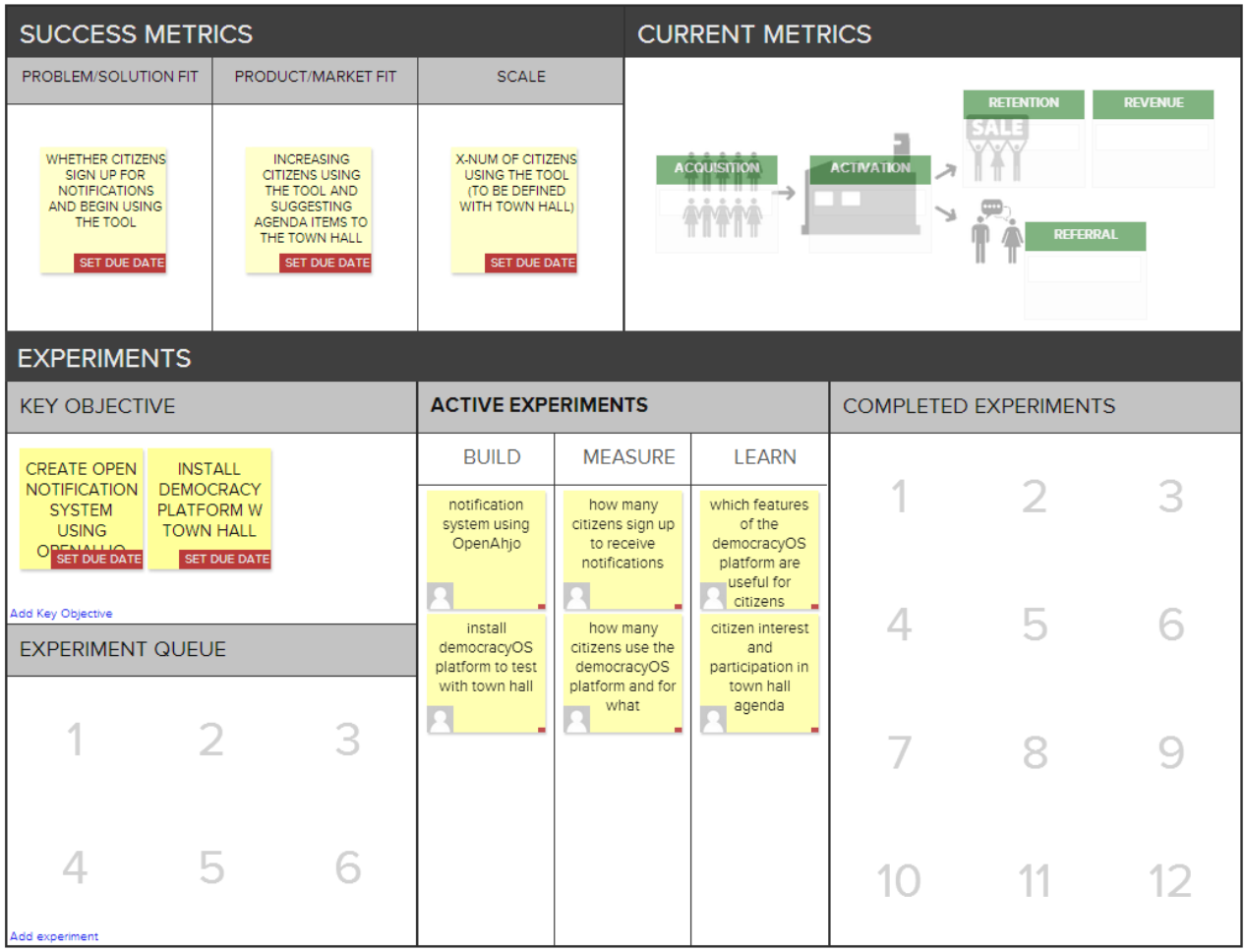
	Green manual	Chat	Actions	News	Decide	PAH map	Config	Invitations	New registrations
total	818	448	3698	2239	763	2141	825	128	61




600
500
400
300
200
100
0
Day
1 3 5 7 9 11 13 15 17 19 21 23
Clicks
Green manual
Chat
Actions
News
Decide
PAH map


1000
100
10
1
Day (log scale)
1 3 5 7 9 11 13 15 17 19 21 23
Clicks
Green manual
Chat
Actions
News
Decide
PAH map

7.3 Finland Active Experiment: Bottom-up Citizen proposals and deliberation



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p50. Intercanvis logo

p51. Intercanvi market in Graca, image from http://www.bcncultura.cat/activitats/xxviii-mercat-d%E2%80%99intercanvi-a-la-vila-de-gracia/ [accessed 27.03.2014]

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p64. Kallio-liike neighborhood movement group logo

p66. Helsinki Town Hall, image CC kallerna [accessed 27.03.2014]

p68. Open Ministry logo

p69. Kallio-liike neighborhood movement event, image from http://img.yle.fi/uutiset/helsinki/article6242837.ece/ALTERNATES/w960/kallio+block-party+vaasankatu.jpg [accessed 27.03.2014]

p70. Helsinki time-bank logo

p71. Helsinki city-scape, image CC Photograph by Mikko Paananen [accessed 27.03.2014]

p72. Downtown Helsinki, image CC Mahlum [accessed 27.03.2014]

p73. Helsinki panoramic view, image CC KFP [accessed 27.03.2014]

10 Appendix 1

Intercanvis.net

Inici | Xarxes | Ofertes i Demandes | Ajuda

Enquesta Projecte Europeu D-Cent

Formularis-bd | Veure Ítems

Visualitza

Visualitza ítem

#N	#6
Tipus d'usuari	Sense emprar moneda: no hi ha eina lliure encara funcional a la meva xarxa

Detalls de l'usuari/a

Nom i Cognoms	Asun Hidalgo
Edat	50
Género	'Dona'
Feina actual	Gestió Funció Pública
Xarxa d'Intercanvi	Bdt Pineda de Mar
Rol a la Xarxa	Presidenta

Preguntes Inicials

1. Problemes/necessitats/frustracions principals	Arribar al màxim d'usuaris / personal amb formació / acumulació de tasques
2. Tens recursos sense emprar?	Sí, per manca d'espais disponibles per fer trobades, tallers o xerrades, tenim els que ens ofereix l'Ajuntament, però no és suficient.
3. Què són/haurien de ser els diners?	Una eina d'intercanvi que multiplica les possibilitats del trueque / Haurien de ser un medi per incrementar la capacitat de quelcom per millorar el seu nivell de vida

Hipòtesi

Creiem que amb aquesta acció:	Disposar d'una web comuna amb altres grups de BdT
...per a aquest col·lectiu:	La xarxa de Bancs del Temps
...aconseguirem aquest objectiu:	Potenciar els intercanvis i generar confiança en el sistema
... Sabrem que això és cert quan veiem:	Incrementat el nombre d'intercanvis i el grau de satisfacció dels usuaris
Última modificació	dilluns 03/Març/2014 17:39:34

11 Appendix 2

11.1 Interview questions

11.1.1 Iceland

11.1.1.1 Central Questions / topics

Tell me about what you use Better Reykjavik for?
Do your friends use it? Would you tell them to? How would you describe it to them?
When did you start using Better Reykjavik? How did you make that decision?
How can it improve? What stops you from using it more?

11.1.1.2 Background

What is your name?
Where do you live?
Do you have kids?
What is your occupation?
What sort of things are you interested in?
Are you actively involved in politics? for how long?

11.1.1.3 Motivations

Are you more interested in local, national, or international politics? why?
Are there any (or is there one) issues that you're most interested in?

11.1.1.4 Frustrations

Do you have any concerns about your privacy and sharing personal information online?
What services do you trust and not trust online? does not trusting a service limit your participation and expression?
Do you feel you should be more involved in politics than you are?
What do you feel stops you from being more involved?

11.1.1.5 Current solutions

Do you use Better Reykjavik, and since when?
What about Better Iceland? Since when?
Do you use any other tools (online like Facebook or offline) to influence politicians or other politically-active citizens?
How often do you use it?
What features do you use most?
What stops you from using it more?

11.1.1.6 Ideal situation

What is needed to make Better Reykjavik/Iceland perfect?

11.1.2 Spain

11.1.2.1 Background

Tell me about the group you are involved in
Tell me about why you got involved
Tell me about your role in the group
Tell me about the main activities and objectives of the group

11.1.2.2 Motivations

What technology tools do you use in these activities?
What problems does this technology tool help you solve?
How many of you in the group use this tool?
How often do you (or others in the group) use these tools?
What were the reasons for chosing this tool?

11.1.2.3 Frustrations

Are there any frustrations in using this tool from you or others in the group?
What would you change about this tool?

To support the work that you do what other technologies would you need?

11.1.3 Finland

11.1.3.1 Background

What is your name?
Where do you live?
What is your occupation?
What sort of things are you interested in?
Are you actively involved in politics? for how long?

Tell me about the group you are involved in
Tell me about why you got involved
Tell me about your role in the group
Tell me about the main activities and objectives of the group

11.1.3.2 Citizens Initiative questions

Tell me about how you got involved in the campaign
Tell me about each step of the campaign

- Pre-launch
- Launch
- After campaign / lobbying politicians

11.1.3.3 Motivations

What technology tools do you use in these activities?
What problems does this technology tool help you solve?
How many of you in the group use this tool?
How often do you (or others in the group) use these tools?
What were the reasons for choosing this tool?

11.1.3.4 Frustrations

Are there any frustrations in using this tool from you or others in the group?
What would you change about this tool?

To support the work that you do what other technologies would you need?

12 Appendix 3

ICELAND					
Digital Democracy Activist group	Hypothesis	Experiment	Evidence	Notes	Green, orange or red
hyp_I_1: We believe	that by testing and improving delegation (e.g. proxy voting) to representatives with relevant expertise on concrete topics for new parliamentarians, democracy activists and citizens of Iceland we will achieve more trust in and use of vote delegation, take advantage of new ways for democratic co-decision making, and making direct democracy in legislative processes more viable		we will know this is true when we see results on ease of use and satisfaction amongst constituency of new parliamentarians		
hyp_I_2: We believe	Developing direct feedback mechanism between Parlamentarians and citizens (e.g. transparency tools, tracking activity and voting records of Parlamentarians, easy-to-use interface to visualize their representatives' votes, written questions, and general decisions, follow their representatives over time, and by giving them a way of quickly getting in touch with MEPs by listing all useful contact information in one place, rating system) we will achieve more oversight over actions of democratic representatives in the legislative process, more		Increasing response from parliamentarians, increasing citizen engagement in the legislation process, Increasing use and activity overall on Betra Island		

	trust in the system overall.				
Citizens Activists groups	Hypothesis	Experiment	Evidence	Notes	Green, orange or red
hyp_I_3: We believe	making it possible to rate responses and actions of politicians/town hall staff to your priorities proposals for cyclists, users of your priorities and active citizens of Iceland we will acheive more pressure on the town hall / parliament to produce higher quality responses.		higher quality and clearer responses from town hall regardless of outcome		
hyp_I_4: We believe	Improving the navigation experience, adding a structured method of providing background information and references to online deliberation forums / your priorities for cyclists, users of your priorities and active citizens in Iceland, we will acheive higher quality/ more informed proposals, more trust in the platform, more chance of scaling the proposals		higher levels of accepted proposals, more references and substantiation in debates, increased trust and down the line, increased budgets and scale of possible participation from the side of institutions		
hyp_I_5: We believe	incorporating regular notifications on the status of a proposal for active citizens in Iceland we will acheive less anxiety over long processing times in the city hall, more participation and trust in the platform		mobilisation around proposals being processed, more regular engagement with proposals in progress, such as links on facebook or promotion otherwise.		
Town Hall Staff persona	Hypothesis	Experiment	Evidence	Notes	Green, orange or red
hyp_I_6: We	making sector regulations, guidelines, and constraints		more efficient processing times at town hall, higher		

believe	for a given proposal visible and clear at all times for users of your priorities and active citizens of Iceland, we will acheive higher number of implemented proposals, less frustration over wasted time and energy spent on proposals that are badly formulated or do not meet criteria		levels of successful targeted proposals, higher level of participation		
Disenfranchised Citizen persona	Hypothesis	Experiment	Evidence	Notes	Green, orange or red
hyp_I_7: We believe	Creating a deliberation space that has a social and informal feel (a place where you can make jokes, share information, express opinions that might not be not fully developed, ask questions in an informal manner), we will acheive a space where people feel comfortable and secure sharing unstructured information and undeveloped opinions so new groups can form around these, and develop for them to become issues for action		new demographics demonstrate increased usage		
SPAIN					
PAH	Hypothesis	Experiment	Evidence	Notes	Green, orange or red
hyp_S_1: We believe	Creating an action mapping tool that identifies the main targets and action points for PAH, we will acheive better coordination of actors in response to threats and wider participation during actions		when we see actions planned using the map repeatedly and increasingly and through feedback from PAH members		

hyp_S_2: We believe	Creating a real-time mobile polling web app for PAH, we will acheive faster decision making in emergency situations with dispersed members		an increasing number of decisions made using this tool and faster reactions from large groups		
hyp_S_3: We believe	Creating a relevance and topic based feed aggregator for PAH, we will acheive better knowledge and understanding amongst members of relevant and up to date information that affects the core activities of their organisation		the number of frequency / return visits / clicks on the noticias section increasing		
hyp_S_4: We believe	Creating an integrated cross-platform mobile app with core tools for rapid decision-making, notifications, chat and action maps for PAH, we will acheive more effective coordination between PAH local nodes, more effective responses to emergency situations and more effective planning of actions, including faster deliberation.		Number of subscription to the app, and usage metrics and click-through rates, and engagement rates for each functionality		
Partido X	Hypothesis	Experiment	Evidence	Notes	Green, orange or red
hyp_S_5: We believe	creating an open source collaboration and workflow management tool for Partido X, we will acheive better communication internally and between nodes, keeping track of task lists and the effective management of multiple projects for activists with little time and resources		simplification of communication platforms and less time wasted coordinating multiple projects, positive feedback		
hyp_S_6: We believe	a tool to visualise the Party social graph and the		implementation and use of the tool		

	members patterns of communication will acheive more clarity on how, between whom and how often communication is taking place so that the efficiency and activity of nodes				
hyp_S_7: We believe	Creating a public, shared and distributed identity management and authentication system based on open standards for a core set of tools and applications for social movements, we will achieve a more secure and trustworthy system, putting users in control of their social data and their interactions.		Number og log-ins, it being adopted and used widely		
Older citizen activist	Hypothesis	Experiment	Evidence	Notes	Green, orange or red
hyp_S_8: We believe	creating an easy to use, secure cross-platform instant messaging system for older activists, we will acheive faster and more trusted internal communication between groups		it being used increasingly and repeatedly		
hyp_S_9: We believe	creating a userfriendly, responsive, cross-platform news feed with relevant and categorised information will achieve more awareness and coordination between movement groups across Spain				
hyp_S_10: We believe	creating a tool that allows social movement groups to learn from other nodes and between groups will achieve more effective, stronger and longer lasting movements				

Information Activist	Hypothesis	Experiment	Evidence	Notes	Green, orange or red
hyp_S_11: We believe	making it possible to verify the trustworthiness of information that spread in real-time for information activists, we will achieve more accurate information being shared, more trust in information and more effective (re)actions		it being used increasingly and repeatedly		
hyp_S_12: We believe	creating a real-time translation of information feeds for info activists, we will acheive better understanding of and closer collaboration between similar interest-groups across countries and language divides, and a faster spreading of verified information		increasing use of the tool and more communication between groups and movements in different countries		
Xaingra (Intercanvis)	Hypothesis	Experiment	Evidence	Notes	Green, orange or red
hyp_S_13: We believe	creating a tool for allowing users to make interoperable transactions in the barter networks of Catalunya for barter participants in different CES in the region, we will achieve a more efficient exchange dynamic among different local barter networks		an increase in membership, and intensification in the Velocity of Money within the regional multi-currency barter system Intercanvis/Xaingra		
FINLAND					
Ministry of Justice (democracy unit)	Hypothesis	Experiment	Evidence	Notes	Green, orange or red

hyp_F_1: We believe	providing tools that allow people to collaborate and crowdsource the development and argumentation for their citizens initiatives for Finnish citizens, we will achieve better quality research and stronger argumentation in law proposals		more thorough argumentation in the proposal prepared using the tools compared to the average		
hyp_F_2: We believe	offering additional ways to get involved in the citizens initiative campaign for people who have added their signatures to an initiative on the Ministry of Justice website (requires some light-weight integration with their system), we will achieve more participation in the volunteer work for the campaign / larger citizen engagement in the issue		people sign up and take further action when they forwarded (back) to the campaign page on D-Cent		
hyp_F_3: We believe	making visible the different voting histories, their campaign promises and political leanings of parliamentarians for CI campaigners, we will achieve more targeted campaigns and easier campaign planning		use of the tool, good feedback from CI campaigners and more successful campaigns		
Neighbourhood associations	Hypothesis	Experiment	Evidence	Notes	Green, orange or red
hyp_F_4: We believe	using the existing API to build a service that allows citizens to 'subscribe' to simple text phrases or tags to notify engaged citizens when topics that interest them are scheduled to be discussed in municipal government, we		people sign up to be notified and actually read the resulting notifications.		

	will acheive increased neighborhood groups participation in decision making concerning local issues that affect them.				
hyp_F_5: We believe	creating a task based reminder system for Neighbourhood movements and CI campaigners, we will achieve easier campaign and events planning		use of the tool, good feedback from CI campaigners and more successful campaigns		
Town Hall staff	Hypothesis	Experiment	Evidence	Notes	Green, orange or red
hyp_F_6: We believe	connecting trials of the DemocracyOS platform with existing open decision-making data API, generating notifications of town hall agendas, we will acheive better informed citizens, more participation on democracy platforms and more engagement of citizens		people sign up to be notified and actively use the democracyOS platform.		
hyp_F_7: We believe	integrating bottom up proposals from citizens into the top-down consultation and feedback management process of City Councils, we will achieve greater citizen participation and new policy ideas that are more relevant for citizens		number of proposal generated and proposal prioritized		
hyp_F_8: We believe	fostering some form social reputation mechanisms, payment, or social remuneration system attached to volounteer work, we will generate concerte incentives for citizens to engage in democracy forums		social remuneration systems can be certified by civilsociety groups on the basis of volounteer work done, and can be linked with alternative currencies or acess to shared assets/respurces owned by the City (e.g. co-working		

			spaces, working tools and facilities etc)		
CI activists	Hypothesis	Experiment	Evidence	Notes	Green, orange or red
hyp_F_9: We believe	creating a free and open source task management system, we will acheive easier and more effective campaign coordination and less time spent on management,due to lack of time and lack of resources of activists groups		use of the tool and good feedback from CI campaigners		
hyp_F_10: We believe	being able to remunerate (directly or indirectly through access to space or working tools) the time spent by activists in the CI campaign, we will be able to increase the participation of citizens activists for longer periods and for multiple campaigns avoiding burnout.		Credit system that gives activists access to shared resuources or credits in exchange of hours of volounteer work certified by other civil society authorities, and recognized by the City Council.		

[i] The Spanish Networked Citizen Movement (15M), further details available: http://en.wikipedia.org/wiki/2011%E2%80%932012_Spanish_protests#cite_note-2 (accessed 7 January 2013)

[ii] AikaPankit, futher details: http://www.aikapankit.fi/ (accessed 14 January 2013)