GREENGAGE
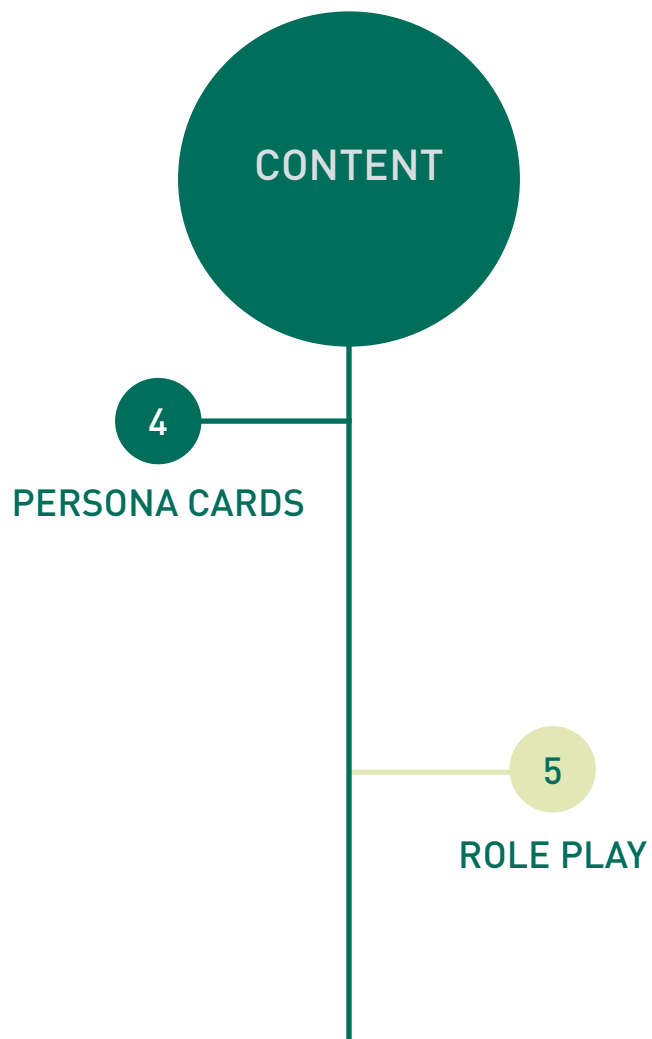
ENGAGING CITIZENS - MOBILIZING TECHNOLOGY - DELIVERING GREEN DEAL

CONCEPTUALISING GREENGAGE OBSERVATORIES

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PERSONA CARDS

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ROLE PLAY

THROUGH ROLE PLAY AND PERSONA CARDS.

Supporting a directive and inclusive stakeholder mapping activity, with specific considerations for individual situations, which support empathy with and understanding of the necessity of including marginalised groups in the envisioning and conceptualising of GOs.

PERSONA CARDS

Activity 1: Create the Persona Cards (in support of Situational Analysis)

This tool supports the understanding of the different situations and motivations of different potential stakeholders in the GO.

In group setting, identify the different personas envisoned to be involved in the Observatory.

Reflection:
Who might be affected by the policies you are trying to address and the interventions which are being proposed. This layer specifically supports the deeper consideration of potential marginalised groups, and understanding the motivations of the people invited to participate in the GOs.

Activity 2:

Work in pairs to build the identities of these personas. Use the persona card form to support the character development (you can find it at the end of this document)

ROLE PLAY

This activity supports the simulation of setting up a GREENGAGE Observatory and defining the vision of the Observatory. Aimed at the coordinators and core group members of GO's.

Aim: Providing an embodied experience and deeper understanding of the process, whilst recognizing the value and importance of setting up a GO with people from marginalised groups.

Set Up:
- **Facilitators:** Support the coordinators and core group members through asking questions.
- **Members of the GO:** This is the coordinator and individuals representing the different personas in the GO.
- **Note takers / Critical friends / Viewers:** Deep listening of the process, ask questions and give reflections and feedback to the Members of the GO.

Activity 1:

Set up the group in a circle and hand out the **Persona Cards** to individuals who all participate as members or different stakeholder roles in setting up a GO.

Each Persona introduces themselves to the group, stating their name and a quick overview of their character.

Activity 2:

Facilitators ask the group, specifically the GO leads questions to support the conceptualisation of the unique GO's. - involving their mission of change.

The group responds to these ideas or questions, or they have the opportunity to ask questions to their stakeholder group to inform their suggestions.

The personas will also object or interject and suggestions which are jarring to their situations.

The guiding questions to set up an Observatory.

Planning our Observatory
1. What are the tasks to be done in the GO at this time?
2. What skills do you need in the GO at this time?
3. What roles could the activation team members take on? e.g. Living Lab managers, Researchers, Citizen Scientists, Pilot managers, Project managers
4. What (paid) staff capacity do you need to support the running of the GO, running onboarding and communication tasks and activities, or bringing in specific expertise, like data scientists?
5. How will you communicate with the activation group?
6. Will the recruitment be ongoing or will there be different phases when people can be onboarded?

Building our core team

1. Who do we need at this time?
2. How do I consider equality, diversity and inclusion in recruiting this group? Who are the marginalised groups representing the use cases / aims / geography of the CO?
3. Why do we need them?
4. How do I reach them?
5. Who are the easy wins?
6. What are our expectations of the activation team?
7. What is the commitment we ask of people?
8. Are they going to be rewarded for their contribution?
9. Are people able to contribute now?
10. Who can't contribute? Is there a way we can support them?
11. How can we make people able and willing to participate?

Recruiting our core team

1. Where can people find out more about your CO?
2. Do you have a webpage / email / contacts?
3. How will you recruit people based on the situations as identified by the stakeholders' situations?
4. Have you built in extra capacity in your team to be able to support getting people in their specific life situations?
5. What materials would you need to invite people to join?
6. How are you considering accessibility in the materials?
7. Do you have a comms person in-house in your own language who can help to make the
language used legible and accessible to different groups?
8. What communication channels are you going to use?
9. Do you have the skills in-house to be able to use these channels effectively? If not what support do you need?
10. Is there a deadline for people to join?
11. Do you have registration form ready to capture Equality information alongside the sign- up information?
12. As soon as we have people engaged, we are responsible for their experience. How will you make sure people are respected and cared for?
13. What will the people's journey be when they decide to join? E.g. Sign up form - thank you email sent with next steps
14. What tools do you require to support the onboarding process?

Onboarding our core team

1. Do you have set internal procedures around data collection, data management policies?

2. Do you have a dedicated engagement team / individual (the face of the project)?

Considerations for Sustaining Engagement of the core team

1. What information about the urban problems and how they affect their immediate living/working area needs to be given?

2. How can you encourage possible participants that they have the right and opportunity as citizens to co-create and positively change their environments?

3. What can you offer to participants in response to their contribution? (e.g. give people chance to tell/publish their own stories, monetary support, training, childcare, etc.)

4. Who could become a citizen champion, what skills, knowledges, availability are needed?

5. How will you share results and successes.

Further context / resources in GREENGAGE

Analysis Guide for Questionnaires v1.x

Stakeholders-Mapping-Canvas.pptx

Activation Plan v3.docx

CASE STUDY	Title of the initiative: Rationale of innovation action/intervention/ campaign: [Please describe in 2-3 sentences rationale as you understand it]
TARGET GROUP	Provide different categories of stakeholders 0 resident 0 commuting worker 0 pupil / pupil's parent 0 policy maker 0 student 0 researcher 0 journalist 0 tech provider 0 artist/creative 0 business owner 0 representative of NGO/community organisation/ grassroots initiative 0 other:
(POTENTIAL) ROLE IN INNOVATION ACTION	

Age:
Location:
Ethnic background:
Gender:
Education level:
Stage in Life:
Interests:

Challenges:

HOW AND WHERE CAN YOU REACH ME?

Preferred communication channels:
O What's app
O email
O face to face
O phone call
O other:

Platforms I usually use to inform myself about what is happening in my neighbourhood/city/region/ country and other things of my interest:
O Social media, please specify:
O newspaper (digital, analogue), please specify:
O newsletters
O Workshops, cultural activities
O chats with friends, colleagues, peers, neighbours and _____
O participation in public consultation processes
O participation in civic action, such as petitions, initiatives, movements, unions
O participation in local policy making through political parties, advisors, other roles of influence
O others

WHAT IS MY MOTIVATION FOR BEING PART OF THE INNOVATION ACTION?	
WHAT IS MY ASK FOR CONTRIBUTING TO THE CO-CREATION PROCESS?	My expectations about the innovation action
WHAT IS MY OFFER FOR CONTRIBUTING TO THE CO-CREATION PROCESS?	My aspirations for making the innovation action happen
WHAT ARE MY CAPACITIES AND LIMITS FOR MEANINGFUL CONTRIBUTION?	Time resources Skills Expertise What I want/need to learn