



# TEKNOLOGI RÅDET

DANISH BOARD OF TECHNOLOGY FOUNDATION

## PACITA-4<sup>th</sup> Practitioners Meeting, Prague

September 9, 2014

### **Presentation: How World Wide Views and citizen's summits projects have been communicated.**

Jørgen Madsen  
Project Manager Information  
Danish Board of Technology  
T: +45 3078 5168  
E: [jm@tekno.dk](mailto:jm@tekno.dk)

World Wide Views: <http://wwviews.org/>

--- 0 ---

This presentation is not about communication to the media, but about dissemination – about another strategy to reach other important target groups by other means and through other channels.

The purpose of the dissemination strategy is to make political decision-makers and relevant stakeholders aware of the project results and to make them consider the results of the citizens' summits in question.

#### **Overview:**

1. What is the 'World Wide Views'?
2. The dissemination strategy for WWViews
3. Timeline and phases of the strategy
4. Examples of dissemination in WWviews

#### **The World Wide Views**

The main purpose with 'World Wide Views' is to give citizens around the world the possibility to contribute their views on substantial issues that are up for discussion at an international summit, in order to influence these negotiations and the future of global policy.

The purpose is to demonstrate how citizens from all over the world can become an important and relevant part of political decision-making processes on a global scale and to express their opinions on how far the political decisions should go in their efforts to make an impact – either reduce the CO<sub>2</sub>-emission or advance biodiversity - or whatever the issue is.

## **Facts about WWViews**

World Wide Views on Global Warming was the first WWViews and involved roughly 4,000 citizens in 38 countries spanning six continents. The citizens gathered in their respective nations to deliberate about the core issues at stake in the December 2009 UN negotiations on climate change. They received balanced information about climate change, discussed with fellow citizens and expressed their own views. They did so in daylong meetings on September 26, 2009. The results were uploaded to an open website immediately after each meeting.

The second WWViews took place in 2012 and the issue was **global biodiversity** aiming at the UN COP Conference in India. 3.000 citizens from 25 countries took part in this WWViews.

As an example of the WWViews method used in smaller scale **the 5 Danish Regions** did use the WWViews method debating values and recommendations of the **future Danish Healthcare system**.

**In France** a national version of the WWViews took place in 2013 where **16 regions** debated about the future **French energy** sector.

Upcoming are **WWViews on Climate and Energy** connected to the UN COP taking place in **France in 2015** – the ambition is to reach 10.000 citizens in 100 countries.

Also Biodiversity 2 is at the planning and funding stage and the UN COP will take place **in Mexico in 2016** aiming at 40 countries.

**WWViews are usually planned with 3 main events.**

- 1. Project launch - 6-8 months before a COP or the actual political event**
- 2. WWViews Day – 2 months before the COP or the Political event**
- 3. UN COP / or the Political event that is our aiming point**

Usually the timeline has been about 6-8 months from project launch to the political event takes place.

The dissemination strategy considers how to communicate the WWViews results to **political decision-makers** and **relevant stakeholders**.

There is no such thing as a recipe for a dissemination strategy. There is, however, some basic elements all partners should think of when they are composing their strategy:

What we wanted the partners to do was to activate the two mentioned target groups :

- The COP15–delegation from their home country should get particularly much attention.
- Creating dialogue in the public (among students, citizens participating in WWViews, and other citizens) can help to put pressure on the COP-

delegation. Networks on the Internet (blogging, facebook, etc.) can be useful for this purpose.

- If suitable in their country keep the target groups informed, invited and connected to both preparations and follow-up on the WWViews meeting.

Consider which initiatives are relevant and realistic for them to carry out on a regional and national level. What might be relevant /realistic in a North American context might not be relevant /realistic in a South American context.

### **Now what about the results?**

The many results were analyzed and published as promised in few weeks. The reports were distributed all over the globe primarily in a digital format. The next job was to get the UN negotiation delegation to read and comment it.

WWViews Global Warming report: <http://kortlink.dk/wwviews/evvq>

WWViews Biodiversity report: <http://kortlink.dk/wwviews/evvs>

UN can be very cautious and even suspicious. They are of course afraid of becoming advocates for some odd movement and it took quite some time to be accepted as a meaningful organization.

The development from the 1<sup>st</sup> to the hopefully 3<sup>rd</sup> WWViews is that the World Wide Views has gone from something to be on guard of over being mentioned in the final COP-text to now as an organization to be regarded upon as an important contributing partner.

At the UN Biodiversity conference in Hyderabad, India, this promising decision was taken. ***The final decision text of the Eleventh Meeting of Parties of the UN Convention on Biological Diversity (COP11) page 95, calls on all countries to support projects such as the World Wide Views on Biodiversity.***

This breakthrough was made possible due to the close cooperation between the Danish Ministry for the Environment, the UN Secretariat for Biodiversity and the Danish Board of Technology of behalf of the citizens of the World Wide Views.

### **Conference Of Parties**

At COP 15 in Copenhagen in 2009, WWViews had reserved the main scene in the conference hall where the COP took place. The project and the results were presented and followed by a panel debate – among whom was the Danish Minister for development Ulla Tørnæs. It came as a very big surprise to everybody that the citizens in the development countries had voted that their countries should bear their part of the burdens reducing the emission of fossil fuel. Therefore both the UN and some of the major development countries took part in the debate. India was one.

Further WWViews got the chance to present the project once more in a closed side-event for UN-officials.

Another activity was the parallel Climate Summit organized by the international NGOs such as Greenpeace, World Wild Life Fund and many others. They found the results remarkable and the WWViews was mentioned in press releases, articles and reports from the COP.

To support the message from the citizens in both World Wide Views 1 and 2 – 2 rather short reports were published. On the contrary they are very direct in the recommendation showing the most important voting results and with links to the data base where all results were typed in. It is possible to compare continents, countries, rich and poor countries in many combinations. These figures give possibilities for considerations and for conclusions – they still do.

WWViews is also communicated as documentaries following the projects from launch to WWViews Day – to be shown at the COP at a side-event. This was done at both COPs. Afterwards both documentaries were extended with the COP-debates and with interviews.

WWViews Global Warming documentary: <http://kortlink.dk/wwviews-doc-gl-warming/evvt>

WWViews Biodiversity documentary: [kortlink.dk/wwviews-doc-biodiversity/evvx](http://kortlink.dk/wwviews-doc-biodiversity/evvx)

At WWViews on Biodiversity the results were handed over to the Executive Secretary of the United Nations Secretariat for Biodiversity Bráulio F. de Souza Dias by Bjørn Bedsted from DBT. This is part of the final documentary available at YouTube.

Pictures bought from bureaus are expensive. Those of you who had tried to buy know that. Therefore we established a photo-album at Flickr, asking every partner to contribute with good pictures for everybody to download and use – but only for the purpose of which they were shot. This meant that all the globe's pupils, students, teachers, scientists and journalists could use them for free and of course the World Wide Views partners as well.

--- 0 ---

Dissemination is a fluffy job, but it may be more useful than punching the media.

Jørgen Madsen  
DBT