

# D4: DIGITAL PARTICIPATION GUIDELINES & PLAYBOOK

2023

## Preface

As part of its mandate to lead the digital presence of the government of the United Arab Emirates (UAE), the Telecommunications & Digital Regulatory Authority (TDRA) has issued this document to offer the federal government entities in the country a comprehensive reference to the topic of Digital Participation.

Public participation is the process by which an organization consults with interested or affected individuals, organizations, and government entities before making a decision. Public participation is two-way communication and collaborative problem solving with the goal of achieving better and more acceptable decisions<sup>1</sup>. Governments can utilize both digital and non-digital means to engage the public and obtain their opinions. The use of digital means and technology enablers in Public Participation is often referred to as Digital Participation. It is important that FGE adopt Public Participation generally and Digital Participation practices specifically in order to increase transparency and trust between the public and the government. This is in line with the government's aspirations to position the UAE government in the top ranks of global indices, and the pillars of "We the UAE 2031", which focus on:

- Forward Society - achieving the prosperity of society by enhancing the capabilities of the citizens to maximize their effective contribution in all sectors
- Forward Economy - reflecting the UAE's belief in the importance of human capital as the main driver of the next 10-year development plan
- Forward Diplomacy - consolidating the pivotal role and influence of the UAE based on respect for human values
- Forward Ecosystem - enhancing the government performance and the UAE's infrastructure and its development according to the latest technological methods, including the development of digital infrastructure.

Therefore, the following document was developed according to the strategies and visions of the UAE, in order support federal government entities in adopting Digital Participation at the highest quality and most efficiently.

---

<sup>1</sup> Source: UN

# Table of Contents

<b>1. Introduction.....</b>	<b>4</b>
Background .....	4
Purpose & Scope .....	5
Approach to Developing this Document .....	6
Relationship to Other Documents.....	7
<b>2. Digital Participation Guidance .....</b>	<b>8</b>
Overview.....	8
Digital Participation Principles.....	8
National Digital Participation Strategy .....	8
Digital Participation Annual Plan.....	9
Digital Participation campaign lifecycle.....	9
<b>3. Digital Participation Governance.....</b>	<b>12</b>
Overall Governance .....	12
3.1.1 National Governance of Digital Participation.....	12
3.1.2 Individual FGE Digital Participation Governance .....	13
Roles and Responsibilities .....	13
3.1.3 FGE Roles and Responsibilities .....	13
3.1.4 TDRA Roles and Responsibilities.....	15
RACI Matrix .....	16
Monitoring and Measuring Success.....	18
<b>4. Digital Participation Playbook .....</b>	<b>20</b>
Digital Participation Campaign Templates.....	22
4.1.1 Consultation Template .....	22
4.1.2 Surveys & Polls Template.....	24
4.1.3 Co-creation Template .....	26
4.1.4 Focus Groups Template .....	27
4.1.5 Participatory Budget Template .....	28
4.1.6 Blogs .....	29
Case Studies .....	30
4.1.7 Case study 1 Singapore .....	31
4.1.8 Case study 2 Estonia.....	32

4.1.9	Case Study 3 United Kingdom .....	33
4.1.10	Case study 4 Australia .....	34
4.1.11	Case study 5 Blog.....	35
4.1.12	Digital Participation Example - UAE .....	36
	Common Mistakes.....	37
	Campaign Image Standards .....	37
<b>5.</b>	<b>Appendices .....</b>	<b>39</b>
	Glossary of Terms .....	39
	Digital Participation Principles.....	39
	Compliance and Acceptance Criteria for Digital Participation Campaigns on Sharik:.....	42
	Digital Participation measures .....	43
	Effective Use of the Sharik Logo .....	44
	Digital Participation Examples .....	45
5.1.1	Consultation Template Example.....	45
5.1.2	Survey & Poll Template Example .....	47
5.1.3	Co-creation Template Example .....	48
5.1.4	Focus Groups Template Example .....	49
5.1.5	Participatory Budgets Template Example .....	50
5.1.6	Blog Template Example.....	52

# 1. Introduction

## Background

Governments play a critical role in shaping and enabling the lives of their people, through the policies and decisions they make and the services they provide. To ensure that such policies, decisions, and services are representative of the needs and views of the public and provide a foundation to their prosperous lives, governments should engage the public through Digital Participation.

Digital Participation, which is synonymous to Electronic Participation (or E-Participation), can be defined as the use of digital tools and platforms to engage and involve people in the ideation, development, and improvement of policies, services and other aspects of government. In today's rapidly evolving landscape, Digital Participation has become a crucial aspect of modern governance, as governments worldwide strive to enhance people engagement, improve service delivery, and create a more transparent decision-making process. By leveraging digital channels and platforms, governments can foster meaningful interactions with the public, gather valuable insights, and make more informed decisions that reflect the needs and preferences of the population.

Since 2003, the United Nations has been publishing the E-Participation Index (EPI), with the aim of measuring and comparing the use of e-participation by governments across the globe. The EPI assesses online participation across three dimensions: **e-information**, **e-consultation**, and **e-decision making**.

**e-information** is about providing citizens with public information and access to information upon demand. This dimension aims to enhance transparency, foster trust, and improve overall communication between the government and its citizens.

**e-consultation** is about engaging citizens in the contributions to and deliberation on public policies and services. By involving citizens in the consultation process, governments can gain valuable insights, feedback, and suggestions that can help shape better policies and services that cater to the needs of the population.

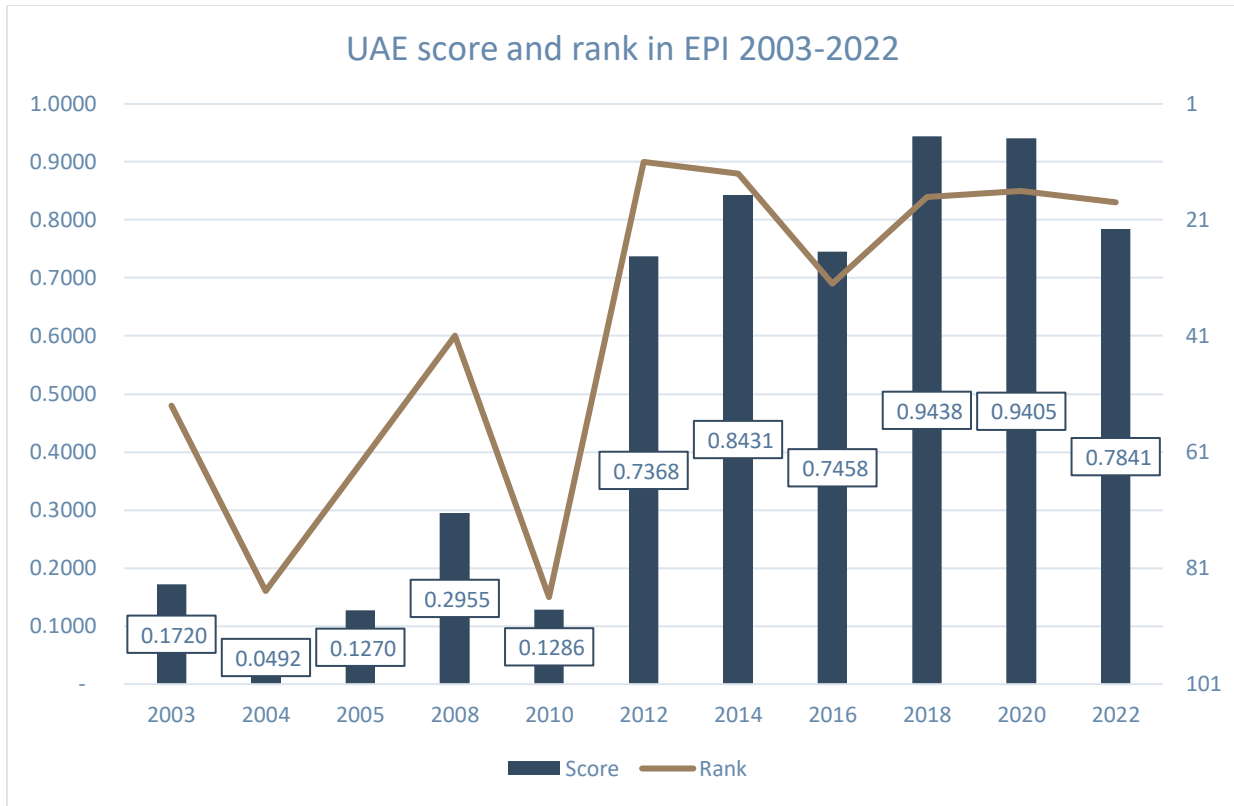
**e-decision making** is about empowering citizens through the co-design of policy options and co-production of service components and delivery modalities. This dimension promotes collaboration between the government and its citizens, ensuring that the decisions made are in line with the expectations and preferences of the people they serve.

These definitions have been used in the preparation of these guidelines.

The EPI assessment of UAE over the last 20 years is shown in figure 1. In 2022, the United Nations published the individual scores for each of EPI dimensions. UAE scored well in e-information (0.9091 / 21st), but less well in e-consultation (0.500 / 48th) and e-decision making score (0.600 / 21st)<sup>2</sup>.

---

<sup>2</sup> UN E Government Development Index Report 2022



To achieve the goal of becoming a digital government leader, the UAE needs to continue to invest in improvements in Digital Participation. These guidelines have been prepared to support FGEs in their Digital Participation journey.

## Purpose & Scope

The Digital Participation Guidelines and Playbook is a comprehensive document designed to standardize and enhance the UAE's Digital Participation practices across Federal Government Entities (FGE). It aims to provide the relevant stakeholders with clear guidance and best practices on how to conduct Digital Participation in the UAE, ultimately improving digital engagement with citizens and fostering more effective collaboration in decision-making processes. As a FGE, using these guidelines, governance models, and playbooks to implement Digital Participation will enable the UAE to unlock the full potential of Digital Participation and build a more transparent, inclusive, and responsive government.

The need for this document arises from the following challenges:

### 1. Absence of a common Digital Participation approach across the UAE government

There isn't a well-defined common approach for implementing and driving digital participation campaigns and initiatives<sup>3</sup>, leading to inconsistencies in quality and

<sup>3</sup> Throughout these guidelines the word **Campaign** is used for a Digital Participation project that seeks specific input from the public to inform policy, legislation, service design or planning. The word **Initiative** is used for projects that support Digital Participation progress, such as marketing and capability building

effectiveness. A unified set of guidelines will guide the adoption of a consistent and coherent approach to Digital Participation.

## 2. **Absence of clear Digital Participation governance**

Without a well-defined governance model, the roles and responsibilities of different stakeholders in the Digital Participation ecosystem may be unclear, leading to inefficiencies and delays in decision-making. A robust governance model will ensure that all stakeholders work together effectively to achieve the desired outcomes.

## 3. **Limited awareness and understanding of Digital Participation components and tools**

There is limited understanding of the best practices, tools, and resources available for effective Digital Participation. A well-structured playbook will provide the necessary guidance to conduct Digital Participation activities, maximizing their impact and ensuring a better use of resources.

By addressing these challenges, the document provides the following benefits to the UAE's Digital Participation ecosystem:

1. **Enhanced citizen engagement:** Clear guidelines, effective governance, and a comprehensive playbook will enable better engagement with citizens, leading to more meaningful input from the public and improved decision-making processes.
2. **Streamlined processes:** Well-defined processes will help streamline decision-making and ensure timely implementation of Digital Participation campaigns, reducing delays and increasing overall efficiency.
3. **Improved transparency and trust:** By adopting a consistent and transparent approach to Digital Participation, which allows stakeholders to foster trust and credibility among citizens, leading to a more open and collaborative relationship between the Government and the public.
4. **Better outcomes:** With the involvement of a diverse range of stakeholders in the decision-making process, FGEs are able to better understand the needs and concerns of its citizens, leading to more informed decisions and improved service delivery.

In summary, this guiding document will help address the current challenges in the UAE Digital Participation ecosystem and unlock the full potential of Digital Participation for better engagement and improved citizen satisfaction.

## **Approach to Developing this Document**

This document has been developed taking into consideration:

- the existing landscape of UAE national digital government strategies, policies and guidelines
- assessment of the current digital participation landscape in the UAE and feedback from selected FGEs
- the understanding of requirements for the UN E-Participation Index (EPI)

- best practices from leading nations in E-Participation index

This document is designed to evolve with time and incorporate refined and leading practices.

## Relationship to Other Documents

This guidelines and playbook document is developed to support the National Digital Participation Strategy. The document guides FGEs and relevant stakeholders in implementing the plan in alignment with the overall strategy.

Document Name	Description	Relevance to Digital Participation
<a href="#">National Digital Participation Strategy</a> <sup>4</sup>	The strategy was drafted in 2021 with the goal of involving all segments of society in decision-making.	The strategy provides the direction for Digital Participation in UAE, and should be used by government entities to inform the development of their annual digital participation plans.
<a href="#">Public Participation Guidelines for UAE Government</a> <sup>5</sup>	These guidelines, published in 2020, contain a comprehensive set of guidelines, which can be used by a government entity to innovate and improve their public participation practices.	These guidelines provide detailed recommendations and advice that will assist entities in the preparation of their annual plan.
<a href="#">The UAEs Digital Participation Policy</a> <sup>6</sup>	The UAE's digital participation policy governs user participation on social media platforms and sharik.ae.	The document contains the rules on what can be posted on the public platform.
<a href="#">Social media guidelines for UAE Government 2021</a> <sup>7</sup>	Guidelines that inspire and assist government entities in innovating through social media in accordance with the UAE government's national agenda, best practices, and social media trends.	The document contains advice on the use of social media by government entities. Sharik.ae also contained a <a href="#">Social Media Guidelines</a> (in Arabic) issued by Cabinet.
<a href="#">National Digital Participation Plan May 2021</a> <sup>8</sup>	The National Digital Participation Plan aims to engage all sectors of the society including the underprivileged, in the decision-making.	The document contains a plan for 2021-2025 including Vision, Mission, Objectives, Themes, Projects, and KPIs.

<sup>4</sup> [National Digital Participation Strategy](#)<sup>4</sup>

<sup>5</sup> [Public Participation Guidelines for UAE Government](#)

<sup>6</sup> [The UAEs Digital Participation Policy](#)

<sup>7</sup> [Social media guidelines for UAE Government 2021](#)

<sup>8</sup> [National Digital Participation Plan May 2021](#)



## 2. Digital Participation Guidance

### Overview

This section describes the principles that should be adopted in designing FGEs Digital Participation activities, developing an annual plan for Digital Participation in alignment with the government direction, and executing Digital Participation campaigns following a clear lifecycle.

### Digital Participation Principles

The following principles should be applied in all Digital Participation work:

1. **Be Intentional:** ensure every participation campaign has a well-defined purpose that reflects a genuine need of the FGE and the people it targets.
2. **Promote respectful discussions:** ensure interactions are conducted with respect and are aligned with social media guidelines.
3. **Be Inclusive:** reflect the diversity of UAE population and engage vulnerable groups<sup>9</sup>.
4. **Be clear and concise:** make the questions easy to understand and easy to answer.
5. **Embrace and encourage collaboration:** build relationships within government and with external stakeholders.
6. **Promote openness and transparency:** listen, respect the participants, and be open to new ideas.
7. **Be well-planned:** have a plan and approach that reflects accountability for the outcomes including publishing the results in a timely fashion.
8. **Be people centric:** target those who are affected by the topic.

Further information on these principles is listed in the section 5.2.

### National Digital Participation Strategy

The national digital participation strategy defines the overall direction for Digital Participation in UAE to achieve the Vision of **A prosperous future designed together**. This will be achieved by an inclusive ecosystem that empowers the people to participate and innovate in the formulation of government policies and services.

The National Digital Participation Strategy focuses on three main dimensions: Support, Inclusion, and Empowerment. The strategy states the following objectives:

1. Craft a goal-oriented policy that enables the digital participation ecosystem
2. Set data-driven processes to enhance effectiveness of all digital participation initiatives

---

<sup>9</sup> The UN defines vulnerable groups as people living in poverty, persons with disabilities, older individuals, immigrants, women, and youth.

3. Raise public awareness on government policies and upcoming or ongoing projects, increase engagement and incorporate feedback.
4. Ensure every segment of society is included by default
5. Develop the best-in-class platform experience for digital participation
6. Build capacities for continuous innovation and improvement to drive digital participation.

## Digital Participation Annual Plan

FGE's should prepare a Digital Participation Annual Plan<sup>10</sup>, aligned with the National Digital Participation Strategy, which contains information on the planned topics for public engagement and consultation campaigns during the year. FGE's should ensure that their chosen topics do not breach any regulations or laws in place in the UAE.

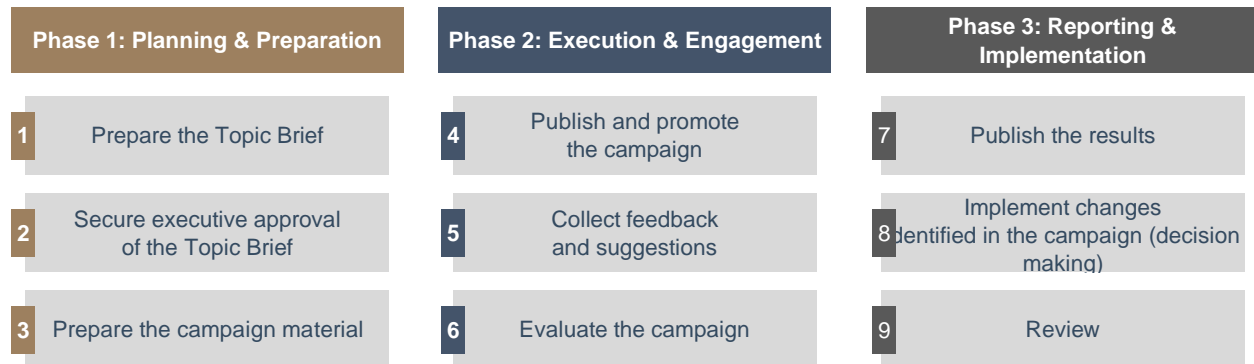
Topics should be selected based on the key issues facing the FGE, and could include the future strategy of the FGE, the annual plan of the FGE, the development of policy or regulations, and the enhancement of services. The plan can also contain initiatives to build capacity or capability within the entity or the sector.

FGE's can use the TDRA Digital Participation and Open Data (DPOD) index<sup>11</sup> to conduct a self-assessment and understand their level of readiness and other factors that are essential for designing a thoughtful public participation plan that contributes to achieving the desired objectives.

This plan should be the subject of consultation with stakeholders as a Digital Participation topic, before being finalized.

At the end of the year, FGE's should publish a summary of their Digital Participation work, based on the end of campaign reviews for each topic, and use this to develop the plan for the following year.

## Digital Participation campaign lifecycle



### Prepare the Topic Brief

<sup>10</sup> The Public Participation Guidelines for UAE Government (add link when published) contain detailed guidance on the preparation of the annual plan.

<sup>11</sup> <https://u.ae/-/media/Guidelines-replaced-11-July-2023/UAE-Digital-Government-Online-Services-Index-Eng.ashx>

The Topic Brief documents the purpose and scope of the topic that the public is being invited to participate in - the reason for the campaign, the goals of the campaign, the desired outcome, the target audience, the communication channels, the budget and any other factors needed.

If the campaign is not specified in the annual plan, a rationale for the additional campaign and any impact on other campaigns must be included.

The Topic Brief can provided using the following elements:

Required Fields
Name of the Campaign
Campaign Type
Owner
Targeted Sector
Starting Date
Finish Date
Description
Details and Goals of the Campaign
Expected Outcomes

### Secure executive approval of the Topic Brief

The Topic Brief should be submitted to the FGE Digital Participation Committee for approval; note that dependent on timing, the campaign material can be included in the package submitted for approval.

### Prepare the campaign material

Prepare the campaign material using the relevant template in section 4. The material should include a clear explanation of the consultation's purpose, instructions on how to participate, and a timeline for the consultation period. The material should comply with accessibility standards and be user friendly.

### Publish and promote the campaign

A communication plan should be developed to publish and promote the campaign, using social media, email campaigns, and other traditional media. Reach out to relevant stakeholders, such as civil society, community groups and other government entities, to encourage participation.

Campaign material should be user-friendly, and complies with accessibility standards and upload it to sharik.ae

### **Collect feedback and suggestions**

The consultation section should be monitored regularly, participant queries should have quick responses, and feedback and suggestions shall be collected. It is advised to use online forums or chatbots to facilitate real-time engagement.

### **Evaluate the campaign**

All feedback and data collected during the campaign should be analyzed, key themes and insights should be identified, and a report on the campaign should be prepared, comparing the results against the goals and KPIs. A recommendation should be identified to show how this information will be used to refine policy proposals, co-create services and shape decision-making.

### **Publish the results**

The result of the campaign should be communicated by publishing transparent results. These should include

- the Topic Brief and outline of the campaign -including duration and number of responses classified by type of respondents
- a summary of the views of participants in the campaign
- access to copies of the individual responses
- access to the minutes from any meetings such as focus groups
- a report on the outcomes from the campaign including how the input was used, and how it affected decision making

Publish the results of the consultation on sharik.ae to reflect the outcome of the consultation.

### **Implement changes identified in the campaign**

Dependent on the topic, this could include updating of a policy or plan, or co-creation of public services in collaboration with relevant stakeholders. A project plan should be developed and resources should be allocated to ensure that the changes are implemented in a timely manner.

### **Review**

An end of campaign review should be conducted to identify what was successful, including areas for improvement that can be in future campaigns. These reviews should be used to produce an annual report of FGEs Digital Participation work.

### 3. Digital Participation Governance

This section contains information on the governance arrangements at the national and entity level to operate an effective Digital Participation ecosystem in UAE.

#### Overall Governance

The following section presents the executive governance that must be in place in order to adequately govern and plan for the digital participation ecosystem in the UAE across the different stakeholders.

This subsection outlines the overall governance structure for the Digital Participation ecosystem in the UAE, including the roles and responsibilities of the National Digital Participation Committee and the Government Entity Digital Participation Committees.

#### 3.1.1 National Governance of Digital Participation

The National Digital Participation Committee is a high-level committee responsible for the strategic direction, coordination, and oversight of Digital Participation across all FGEs and relevant stakeholders.

##### Responsibilities of the National Digital Participation Committee:

- Set strategic objectives and priorities for Digital Participation in alignment with UAE's national goals.
- Ensure coordination and collaboration among FGEs and other relevant stakeholders.
- Establish and enforce Digital Participation guidelines, governance models, and playbooks.
- Monitor the performance of Digital Participation across FGEs and identify opportunities for improvement.
- Ensure FGEs have the guidance and support to enhance their Digital Participation capabilities.

Membership	Meeting frequency
<ul style="list-style-type: none"> <li>• Senior executives from the priority sectors<sup>12</sup></li> <li>• Senior executives from TDRA</li> </ul>	<ul style="list-style-type: none"> <li>• Quarterly</li> </ul>

<sup>12</sup> The United Nations defines six priority sectors for Digital Participation that are linked closely to SDG implementation Education, Employment, Environment, Health, Justice and Social Protection

### 3.1.2 Individual FGE Digital Participation Governance

Each FGE should establish and operate a Government Entity Digital Participation Committee, responsible for managing and executing Digital Participation initiatives within the FGE.

#### Responsibilities of the FGE Digital Participation Committee:

- Align the campaigns and initiatives in the Digital Participation plan with the entity's overall strategic objectives and performance metrics.
- Approve the annual plan for Digital Participation in support of the national strategy.
- Approve the resources for the FGE Digital Participation team to deliver the annual plan.
- Establish a clear reporting and escalation process to address any issues or concerns related to Digital Participation.
- Ensure compliance with national guidelines, governance models, and playbooks.
- Monitor the performance of Digital Participation within the FGE and identify opportunities for improvement.

Membership	Meeting frequency
<ul style="list-style-type: none"> <li>• Senior level candidates from the FGE and any related sectoral entities</li> </ul>	<ul style="list-style-type: none"> <li>• Monthly</li> </ul>

### Roles and Responsibilities

This section outlines the different roles and responsibilities required within FGEs and TDRA for effective implementation of Digital Participation in the UAE.

Each entity should establish a high caliber team to implement Digital Participation. The FGE will take the lead role in their digital participation activities, with support and advice from TDRA including the operation of the unified sharik.ae platform.

#### 3.1.3 FGE Roles and Responsibilities

1. Digital Participation Champion
2. Digital Participation Business Lead(s)
3. Digital Participation Technical Lead
4. Digital Participation Analyst(s)
5. Digital Participation Communications Specialist

Role	Responsibilities
Digital Participation Champion	<ul style="list-style-type: none"> <li>• Prepare the annual plan for Digital Participation and manage the successful implementation of campaigns and initiatives.</li> <li>• Secure executive approval of the Digital Participation annual plan and Topic Briefs from the FGE Digital Participation Committee.</li> <li>• Act as a focal point between TDRA and the entity/sector.</li> <li>• Collaborate with the business team to identify Digital Participation campaigns and initiatives.</li> <li>• Stay informed on Digital Participation trends, best practices, and regulatory requirements, and share this knowledge with the FGE team.</li> <li>• Assist in setting up performance indicators and benchmarks for Digital Participation, and track progress against these benchmarks.</li> </ul>
Business Lead(s)	<ul style="list-style-type: none"> <li>• Identify topics within the operation of the FGE and the wider sector that are suitable for a Digital Participation campaign and prepare the Topic Brief.</li> <li>• Lead the content generation process for assigned Digital Participation campaigns, ensuring that it is relevant, engaging, and useful for the target audience.</li> <li>• Analyze outcomes and feedback from Digital Participation activities and use this information to improve future campaigns and initiatives.</li> <li>• Collaborate with the Digital Participation Champion and Technical Lead to plan and execute Digital Participation campaigns.</li> <li>• Prepare and publish report on outcome of each Digital Participation campaign and how the goals have been met.</li> <li>• Follow up on public comments on published posts to address concerns.</li> </ul>
Technical Lead	<ul style="list-style-type: none"> <li>• Manage the technical processes and actions necessary to facilitate Digital Participation campaigns, including platform setup, customization, and maintenance.</li> <li>• Possess a deep understanding of Digital Participation tools, platforms, and technologies, and stay up to date with emerging trends and best practices.</li> <li>• Ensure that campaign material adhere to relevant templates and platform standards (e.g., required fields, and image resolution)</li> <li>• Collaborate with the Business Lead(s) to ensure that the Digital Participation campaigns are effectively implemented.</li> </ul>
Analyst(s)	<ul style="list-style-type: none"> <li>• Collect, analyze, and interpret data from Digital Participation campaigns to derive insights and inform decision-making processes.</li> <li>• Work closely with the Digital Participation Business Lead and Technical Lead to align data analysis with the overall goals of the campaign.</li> <li>• Support Digital Participation Champion to prepare reports and presentations on Digital Participation performance, trends, and areas for improvement.</li> </ul>



Communications Specialist	<ul style="list-style-type: none"> <li>• Develop and implement communication strategies for Digital Participation, ensuring clear and consistent messaging across all channels.</li> <li>• Support the Digital Participation Business Lead and Technical Lead to create engaging content that encourages citizen participation and facilitates meaningful dialogue.</li> <li>• Manage and monitor social media, email campaigns, and other communication channels to foster Digital Participation and respond to citizen feedback.</li> <li>• Coordinate with media outlets and other stakeholders to promote Digital Participation and raise awareness about its importance and impact.</li> <li>• Evaluate the effectiveness of communication efforts and adjust strategies as needed to enhance the reach and impact of Digital Participation campaigns.</li> </ul>
---------------------------	--

### 3.1.4 TDRA Roles and Responsibilities

1. Digital Participation Lead
2. Digital Participation Coordinator(s)
3. Content Specialist
4. Digital Participation Platform and Tools Product Owner

Role	Responsibilities
Digital Participation Lead	<ul style="list-style-type: none"> <li>• Oversee and manage the development, implementation, and maintenance of the Digital Participation strategy, policy, guidelines, standards, and other related documents across TDRA and government entities, ensuring alignment with national strategy and regulatory requirements.</li> <li>• Act as the primary leader for Digital Participation in UAE, serving as the go-to person for guidance and support across government.</li> <li>• Prepare regular reports to the National Digital Participation Committee on the progress and effectiveness of Digital Participation in UAE.</li> </ul>
Digital Participation Coordinator(s)	<ul style="list-style-type: none"> <li>• Develop and maintain national Digital Participation guidelines, governance models, and playbook</li> <li>• Provide guidance and support to assigned government entities in implementing Digital Participation best practices.</li> <li>• Monitor Digital Participation campaigns and initiatives of assigned government entities.</li> <li>• Maintain knowledge of international practices and requirements in the field of Digital Participation, ensuring alignment with global standards.</li> <li>• Use this knowledge to encourage public participation in surveys, polls, and other activities.</li> </ul>



	<ul style="list-style-type: none"> <li>Facilitate knowledge sharing and capacity building on Digital Participation among government entities.</li> <li>Assess the effectiveness of Digital Participation and suggest improvements as needed.</li> <li>Monitor and moderate public posts and comments to ensure they align with the government's values, taking appropriate action when necessary.</li> </ul>
Content Specialist	<ul style="list-style-type: none"> <li>Develop, maintain, and manage engaging digital content related to Digital Participation on Sharik.ae and other channels, including publications, news articles, marketing, and awareness campaigns.<sup>13</sup></li> <li>Maintain and update the social media guidelines and website content, ensuring that they are aligned with Digital Participation strategy and guidelines.</li> <li>Monitor the effectiveness of content and make recommendations for improvements based on audience feedback and engagement.</li> <li>Coordinate with media outlets and other stakeholders to promote Digital Participation and raise awareness about their importance and impact.</li> </ul>
Digital Participation Platform and Tools Product Owner	<ul style="list-style-type: none"> <li>Oversee and manage the growth and development of Sharik.ae and tools.</li> <li>Provide guidance and support to government entities on the effective use of Digital Participation tools and platforms.</li> <li>Collaborate with government entities to identify and address technical challenges and barriers to effective Digital Participation.</li> <li>Stay up to date with emerging trends and best practices in Digital Participation technologies and share this knowledge with government entities.</li> <li>Develop and manage the roadmap for the evolution and improvement of Digital Participation platforms and tools, taking into account emerging trends and best practices.</li> </ul>

## RACI Matrix

The RACI matrix defines the allocation of tasks between the FGE and TDRA.

**Responsible** - Those who do the work to achieve the task. There is typically one role with a type of Responsible, although others can be delegated to assist in the work required.

**Accountable** - Also known as approver or final approving authority. This is the one ultimately accountable for the correct and thorough completion of the deliverable or task, and the one to whom Responsible is accountable. There must be only one Accountable specified for each task.

**Consulted** - Those whose opinions are sought; and with whom there is two-way communication.

<sup>13</sup> Note – these communications are for government-wider Digital Participation; communication on individual FGE campaigns are the responsibility of the Communications Specialist in the entity.

**Informed** - Those who are kept up to date on progress, often only on completion of the task or deliverable; and with whom there is just one-way communication.

Phase	Tasks	FGE	TDRA
National leadership	Develop and maintain Digital Participation guidelines, governance, and templates	C, I	R, A
	Facilitate knowledge sharing & capacity building	C, I	R, A
	Train consultation leading entity on process and tools	C, I	R, A
	Develop national communication materials	C, I	R, A
	Evaluate campaign process and identify improvements	C, I	R, A
	Oversee and monitor Digital Participation campaigns and initiatives	C, I	R, A
1: Planning & Preparation	Generate Digital Participation Topic Briefs	R, A	C, I
	Assess Digital Participation campaign effectiveness	R, A	C, I
	Identify and engage relevant stakeholders	R, A	C, I
	Develop stakeholder mapping and communication strategy	R, A	C, I
	Secure approval of Topic Brief	R, A	C, I
	Develop annual plan and timeline	R, A	C, I
	Develop campaign materials	R, A	C, I
	Provide technical expertise and support	A	R
2: Execution & Engagement	Publish campaigns on Sharek.ae and related tools	R, A	C, I
	Publish campaigns on FGE websites and platforms (Optional)	R, A	C, I
	Promote campaigns among stakeholders and the public	R, A	C, I
	Coordinate with media outlets for promotion of campaigns	R, A	C, I
	Gather and analyze input and feedback	R, A	C, I
3: Reporting & Implementation	Prepare campaign report	R, A	C, I
	Obtain approval from stakeholders to share results and recommendations with public	R, A	C, I
	Publish Summary report	R, A	C, I
	Monitor implementation of recommendations and outcomes	R, A	C, I
	Evaluate campaign process and identify improvements	R, A	C, I
	Prepare reports on Digital Participation performance for the FGE Digital Participation Committee	R, A	C, I

## Monitoring and Measuring Success

Measuring the success of digital participation is critical to ensure objectives are met and that the UAE government serves the needs of our citizens. Achievements should be measured for each individual campaign and initiative, and the results consolidated to monitor progress against the annual plan.

### Campaign and Initiative Level

The success of an individual campaign should be documented in the end of campaign review based on data and evidence to assess the effectiveness of the campaign. The measures could include:

- Level of citizen engagement (e.g., number of comments, votes, or shares).
- Quality of feedback received from participants.
- Level of engagement from vulnerable groups.
- Response time to citizen inquiries or concerns.
- Changes implemented based on citizen input.

The metrics used to measure success of other initiatives will depend on the specific tools and methods employed, and could include the following:

- Surveys: response rates and other data points in addition to the results themselves.
- Web: Google Analytics, heat-maps and other activity metrics to show participant engagement.
- Newsletter and email: click rates, bounce rates, unsubscribes, participation in a call-to-action.
- Social Media: content views, reach, and the public engagement rates.
- Online video sessions: registration and attendance rates.
- APIs: number of API calls served.

By measuring success of these initiatives, FGEs can determine their effectiveness and make necessary adjustments to improve performance.

### Annual report by FGE on Digital Participation success

The results of the measurement of individual campaigns and initiatives should be consolidated to monitor progress against the targets set in the annual plan. Some examples of KPIs that could be included in the annual plan include:

- Number of consultations with high or medium public impact per year
- Percentage of consultations for which outcomes, along with comments from entity is published
- Number of awareness engagements per consultation
- Percentage of awareness engagement from women and other vulnerable groups per consultation

- Percentage of workforce trained on Digital Participation values, processes and capabilities
- Percentage of Digital Participation campaigns hosted or linked on the unified Digital Participation platform

Measuring success against the annual plan highlights opportunities for improvement in future annual plans and continuing to make progress on the national digital participation strategy.

### **Government Wide Measurement of Digital Participation**

Progress on Digital Participation will be measured each year through the UAE Digital Government Online Services Index (DGOSI) assessment managed by TDRA, based on FGE self-assessment and submission of evidence. Digital Participation is included in the Index and details of the assessment criteria are contained in Appendix 5.3.

## 4. Digital Participation Playbook

To enable the implementation of adequate and successful digital participation campaigns, the following section contains a set of templates that allow campaign owners to structure the initiatives correctly, international and national case studies that show case successful examples, and guidance tips that can be taken into consideration during the implementation phase.

The templates are available for each of the Digital Participation campaign types, which are:

- a. **Consultations:** These campaigns target the public or a group of people segments, where the target audience is consulted on a specific topic, usually a strategy, plan, policy, or laws. The consultation could be done through focus groups, digitally on the sharik.ae platform, optionally on the FGE's platform, or through townhalls.
- b. **Surveys & Polls:** This method is used to collect the public's opinion on a certain topic, this includes voting, raising feedback/complaints, and highlighting improvement opportunities on a certain topic.
- c. **Co-creation:** This method involves users in the creation of public services, policies, guidelines, strategies, and more. Co-creation allows the public to take part in the design and development phase of a certain topic. This can take place virtually or physically such as hackathons.
- d. **Focus Groups:** This is a qualitative method that is used to collect participants feedback and opinions on a specific topic. Usually, a specific target group is identified, where their opinions and feedback are collected in discussion form.
- e. **Participatory Budgets:** This approach engages the public or a specific target group in providing their opinion and suggestions on government budgets and allocation. The objective is to enhance the transparency of financial operations and increase the public's interest in the budget by allowing people to make budget proposals and participate in the screening and prioritization of proposals.
- f. **Blogs:** A blog is not a news piece. However, it may depend on news to convey some ideas, facts and opinions. A blog includes new unpublished information. It is an opinion-pieces based on experience, knowledge and insight. It has messages, which the blog writer (the blogger) wants to convey to the readers. The public are encouraged to provide their comments on the blog using the comments pane.

For each topic, multiple Digital Participation campaign types can be used. However, the type of campaign to be adopted should be chosen to match the purpose and objective that the entity is trying to achieve. The following are examples and typical uses of each of the Digital Participation campaign types mentioned above.

## Digital Participation Campaign Types & Use:

Campaign	Typical Use	Example
Consultations	Typically used for campaigns that require the public's advice on regulations and legislations such as policies, strategies, decisions, bylaws, etc.	Sharing a draft policy and inviting the public (or a specific segment) to provide feedback on the policy.
Surveys & Polls	Typically used to gather the public's opinion in a quantitative manner on any topic.	Utilizing poll features allows the public to vote on a new decision. The results can be used to inform future development
Co-creation	Typically used to benefit from specific public knowledge and expertise to co-create a service or develop a specific objective.	Running crowdsourcing initiatives such as hackathons and innovation competitions focused on the creation and development of new ideas, services, or channels
Focus Groups	Focus groups can be used as a qualitative method to collect feedback and opinions of a specific group or segment from the public.	Gathering opinions from a group of people on a new service or channel by conducting focus groups with customers
Participatory Budgets	Participatory budgets are limited to gather the public's feedback and opinions on budget or financial planning topics.	Publishing the annual budgets and gathering the public's opinion or direct contribution on the annual budget
Blogs	Blogs are an informative method of delivering information and starting a conversation with the public where people can comment on.	Publishing a blog on AI revolution in the health sector

In addition to the templates, examples are provided in an appendix (5.4) to provide FGEs with guidance on how to use the templates to implement a Digital Participation campaign, supported with tips and guiding instructions were needed. International and national case studies are available for inspiration and reference points to guide the practice.

Finally, the section includes a list of common mistakes that should be avoided when implementing Digital Participation campaigns in order to obtain the optimal outcomes.

## Digital Participation Campaign Templates

The following section outlines the essential elements required to develop or design the different Digital Participation campaign types. Stakeholders that seek to implement Digital Participation campaigns should follow these templates, which are based on best practices and countries that have ranked high in the UN E-participation index.

Digital Participation Campaigns should be published at early stages, for the upcoming campaigns the fields of inputs and outcomes can be left empty and completed once the campaign is closed.

### 4.1.1 Consultation Template

Component	Definition
Title of the Campaign	Title of the consultation <i>Tip: Keep the title direct and as short as possible, campaign title can consist of the <b>topic</b> and campaign <b>type</b>, i.e., <a href="#">Digital Strategy Consultation</a></i>
Consultation Owner	Federal Entity releasing the consultation (Could be more than one FGE involved in the sector)
Targeted Sector	Sector related (Could be more than one sector)
Status	Open/Closed/Upcoming
Consultation Period	Time frame within which a user can contribute to this consultation (start and end dates)
Image	Every campaign must feature an appealing image designed to capture the public's attention and stimulate active participation. This image should align with the <a href="#">Campaign Image Standards</a> to ensure consistency across the campaigns on the platform.
About	<ul style="list-style-type: none"> <li>- Background information and a detailed description of the scope of the consultation.</li> <li>- Description of the campaign topic, components, and what are we seeking from the public</li> </ul> <p><i>Tip: If the campaign is regarding a policy or a specific document, make sure the document is available for the public to access or download.</i></p> <p><i>Tip: Ensure that what you are asking from the public is clear and direct, so that the targeted audience knows what they are required to do.</i></p>
Instructions	Instructions for submitting feedback, a submission link, or a form



Contact Information	Contact information, such as an email address, is provided for users to contact if they have any questions or inquiries
Inputs and Feedback Received	<ul style="list-style-type: none"> <li>• Number of responses collected (this can include number attendees, &amp; number of responses)</li> <li>• Summary of inputs collected (statistical graphs summarizing the responses, key points of feedback, general comments, etc. )</li> <li>• Raw data on the responses and feedback collected (if possible, using excel or other formats)</li> </ul>
Outcomes and Impact	<ul style="list-style-type: none"> <li>• Actions taken and decisions made based on the responses (how the responses were used in the decision-making process)</li> <li>• Description of the results and outcomes (the final outputs related to the topic of Digital Participation and the impact)</li> </ul> <p><i>Tip: Be as transparent as possible when it comes to the outcomes, even if some responses and inputs were not accepted, mention that they were analyzed and not taken to consideration due to a clear reason.</i></p>

Refer to Appendix 5.4.1 for an example



## 4.1.2 Surveys & Polls Template

Component	Definition
Title	Title of the campaign
Owner	Federal Entity releasing the survey or poll
Targeted Sector	Sector related (Could be more than one sector)
Campaign Period	Time frame within which a user can respond (start and end dates)
Status	Open/Closed/Upcoming
Image	Every campaign must feature an appealing image designed to capture the public's attention and stimulate active participation. This image should align with the <a href="#">Campaign Image Standards</a> to ensure consistency across the campaigns on the platform.
About	<ul style="list-style-type: none"> <li>- Background information and a detailed description of the purpose of the campaign</li> <li>- Description of the topic that the users are providing feedback/voting on</li> </ul>
Contact Information	Contact information, such as an email address, is provided for users to contact if they have any questions or inquiries
Instructions	<p>Guidance for the public on the action required and how it can be done</p> <p><i>Tip: If the campaign is a survey, you should add the Msurvey link in this section, or use the forum submission function embedded within the platform. If the action is to vote, you can use the poll feature available on the platform directly.</i></p>
Inputs and Feedback Received	<ul style="list-style-type: none"> <li>• Number of responses collected (this can include number attendees, &amp; number of responses)</li> <li>• Summary of inputs collected (statistical graphs summarizing the Responses, key points of feedback, general comments, etc. )</li> <li>• Raw data on the responses and feedback collected (if possible, using excel or other formats)</li> </ul>
Outcomes and Impact	<ul style="list-style-type: none"> <li>• Actions taken and decisions made based on the responses (how the responses were used in the decision-making process)</li> </ul>

	<ul style="list-style-type: none"><li>• Description of the results and outcomes (the final outputs related to the topic of Digital Participation and the impact)</li></ul> <p><i>Tip: Be as transparent as possible when it comes to the outcomes, even if some responses and inputs were not accepted, mention that they were analyzed and not taken to consideration due to a clear reason.</i></p>
--	---

*Refer to Appendix 5.4.2 for an example*

### 4.1.3 Co-creation Template

Component	Definition
Title	Title of the campaign
Owner	Federal Entity leading the co-creation campaign
Targeted Sector	Sector related (Could be more than one sector)
About	<ul style="list-style-type: none"> <li>- Background information and a detailed description of the purpose of the campaign</li> <li>- Description of the campaign, what level of engagement is required by the public, location (online or physical), and details of the campaign</li> </ul>
Campaign Period	Time frame within which a user can participate (start and end dates)
Status	Open/Closed/Upcoming
Image	Every campaign must feature an appealing image designed to capture the public's attention and stimulate active participation. This image should align with the <a href="#">Campaign Image Standards</a> to ensure consistency across the campaigns on the platform.
Contact Information	Contact information, such as an email address, is provided for users to contact if they have any questions or inquiries
Instructions	Instructions for submitting feedback, a submission link, or a form
Inputs and Feedback Received	<ul style="list-style-type: none"> <li>• Number of responses collected (this can include number attendees, &amp; number of responses)</li> <li>• Summary of inputs collected (statistical graphs summarizing the responses, key points of feedback, general comments, etc.)</li> <li>• Raw data on the responses and feedback collected (if possible, using excel or other formats)</li> </ul>
Outcomes and Impact	<ul style="list-style-type: none"> <li>• Actions taken and decisions made based on the responses (how the responses were used in the decision-making process)</li> <li>• Description of the results and outcomes (the final outputs related to the topic of Digital Participation and the impact)</li> </ul> <p><i>Tip: Be as transparent as possible when it comes to the outcomes, even if some responses and inputs were not accepted, mention that they were analyzed and not taken to consideration due to a clear reason.</i></p>

Refer to Appendix 5.4.3 for an example

#### 4.1.4 Focus Groups Template

Component	Definition
Title	Title of the campaign
Owner	Federal Entity conducting the focus groups
Targeted Sector	Sector related (Could be more than one sector)
Campaign Period	Time frame within which a user can participate (start and end dates)
Status	Open/Closed/Upcoming
Image	Every campaign must feature an appealing image designed to capture the public's attention and stimulate active participation. This image should align with the <a href="#">Campaign Image Standards</a> to ensure consistency across the campaigns on the platform.
About	<ul style="list-style-type: none"> <li>- Background information and a detailed description of the purpose of the campaign</li> <li>- Description of the campaign, what level of engagement is required by the public, location (online or physical), and details of the campaign, such as the segment of the participants required, the method and approach of the focus group, and the engagement level required from the group selected for participations</li> </ul> <p><i>Tip: To receive better engagement from the public during focus groups it's best to use digital tools such as Miro or ideation methods such as design thinking to better collect feedback. It is also important to highlight what is the objective and outcome of these focus groups that you aim to achieve.</i></p>
Contact Information	Contact information, such as an email address, is provided for users to contact if they have any questions or inquiries
Instructions	Instructions for participating in the session
Inputs and Feedback Received	<ul style="list-style-type: none"> <li>• Number of responses collected (this can include number attendees, &amp; number of responses)</li> <li>• Summary of inputs collected (statistical graphs summarizing the responses, key points of feedback, general comments, etc.)</li> </ul>

	<ul style="list-style-type: none"> <li>Raw data on the responses and feedback collected (if possible, using excel or other formats)</li> </ul>
Outcomes and Impact	<ul style="list-style-type: none"> <li>Actions taken and decisions made based on the responses (how the responses were used in the decision-making process)</li> <li>Description of the results and outcomes (the final outputs related to the topic of Digital Participation and the impact)</li> </ul> <p><i>Tip: Be as transparent as possible when it comes to the outcomes, even if some responses and inputs were not accepted, mention that they were analyzed and not taken to consideration due to a clear reason.</i></p>

Refer to Appendix 5.4.4 for an example

#### 4.1.5 Participatory Budget Template

Component	Definition
Title	Title of the budget campaign
Owner	Federal Entity leading the participatory budget exercise
Targeted Sector	Sector related (Could be more than one sector)
Campaign Period	Time frame within which a user can contribute to this campaign (start and end dates)
Status	Open/Closed/Upcoming
Image	Every campaign must feature an appealing image designed to capture the public's attention and stimulate active participation. This image should align with the <a href="#">Campaign Image Standards</a> to ensure consistency across the campaigns on the platform.
About	<ul style="list-style-type: none"> <li>Background information and a detailed description of the purpose of the campaign, this section should answer the following: <ul style="list-style-type: none"> <li>What is the budget for?</li> <li>What is the background of this budget allocation?</li> <li>What is the objective of this campaign?</li> </ul> </li> <li>Description of the campaign, what level of engagement is required by the public, location (online or physical), and details of the campaign.</li> </ul> <p><i>Tip: Ensure that the budget breakdown can be accessed or downloaded by the public.</i></p>

Contact Information	Contact information, such as an email address, is provided for users to contact if they have any questions or inquiries
Instructions	Instructions for participating in the campaign
Inputs and Feedback Received	<ul style="list-style-type: none"> <li>• Number of responses collected (this can include number attendees, &amp; number of responses)</li> <li>• Summary of inputs collected (statistical graphs summarizing the responses, key points of feedback, general comments, etc. )</li> <li>• Raw data on the responses and feedback collected (if possible, using excel or other formats)</li> </ul>
Outcomes and Impact	<ul style="list-style-type: none"> <li>• Actions taken and decisions made based on the responses (how the responses were used in the decision-making process)</li> <li>• Description of the results and outcomes (the final outputs related to the topic of Digital Participation and the impact)</li> </ul> <p><i>Tip: Be as transparent as possible when it comes to the outcomes, even if some responses and inputs were not accepted, mention that they were analyzed and not taken to consideration due to a clear reason.</i></p>

Refer to appendix 5.4.5 for an example

#### 4.1.6 Blogs

Here are some important characteristics of a blog<sup>14</sup>:

##### ***In terms of its subject:***

- A blog is not a news piece. However, it may depend on news to convey some ideas, facts and opinions.
- A blog includes new unpublished information. It is an opinion-pieces based on experience, knowledge and insight. It has messages, which the blog writer (the blogger) wants to convey to the readers.
- If a blog includes information in the form of text or media, which he does not own, then he must mention the source of such content.
- A blog writer has to respect property rights in case of publishing pictures, infographics, video or audio clips.
- A good blog is one which contains links for more information about its subject.

<sup>14</sup> See: [Guidelines for adding a blog on Sharik.ae](#)

- A good blog invites readers to think and comment. It provides a new dimension to issues, raises discussions and asks questions that stimulate readers to think and contemplate.
- A good blog should be within the competence of its writer. It should be driven by the desire to serve the high goals and messages of the writer or the entity he/she belongs to.

***In terms of its form:***

- A blog ranges from 200 to 300 words depending on its subject.
- Name of the blogger and his/her employer should be appended to the blog. Blogs must include the author's name, contact details, publication date, and the entity's name.
- Comments should be followed up to be published or rejected, if necessary.
- A blog should be published within the entity, so that employees can make comments, interact with each other and be aware of the entity's activities on the Sharik.ae portal.

*Refer to Appendix 5.4.6 for an example*

## **Case Studies**

The following case studies have been selected from leading countries in digital participation to provide real-world examples of different Digital Participation campaigns.



## 4.1.7 Case study 1 Singapore

### Case Study 1

## Public Consultation on Proposed Legislation to Regulate Electric Vehicle Charging

Country: Singapore  
Period: 15 Jun 2022 - 14 Jul 2022

#### Brief

The Ministry of Transport (MOT) and Land Transport Authority (LTA) sought public feedback on the proposed legislation to regulate electric vehicle charging. The proposed legislation seeks to establish new regulatory frameworks and provide LTA with the relevant enforcement powers, to ensure that Singapore's EV charging infrastructure is safe, reliable, and accessible for all users.

#### Challenge/ Opportunity

As part of its efforts to combat climate change, Singapore plans to cut its land transportation emissions by 80% from 2016 levels by about 2050. One key strategy for achieving this is to increase the adoption of cleaner energy vehicles, particularly EVs. Currently, EVs emit about half the emissions of an internal combustion engine vehicle.

The government plans to introduce regulations to guarantee that EV users have access to safe and reliable EV charging infrastructure. The proposed legislation will create regulatory frameworks to oversee EV charging and give LTA statutory authority to enforce them:

**a. Safety.** Unsafe EV charging systems pose risks. LTA needs to ensure that the supply, use, and installation of chargers in Singapore meet the necessary safety standards.

**b. Reliability.** It is critical to ensure that the public charging network is reliable, as it will form a key part of transport infrastructure in Singapore. We intend for LTA to impose a licensing regime for EV charging operators. Licensees must also adhere to a set of requirements.

**c. Accessibility.** To ensure EV drivers' accessibility, a good coverage of chargers is required. The government plans to mandate the installation of a minimum number of chargers, provide enough electrical capacity, and lower the resolution threshold for specific EV charger installation proposals.

#### How did they address the challenge?

The MOT and LTA asked the public and stakeholders to provide feedback via the consultation on the REACH platform to better shape the new legislation that will be passed on to the parliament. Panels and discussion forms were also conducted to discuss the public's inputs.



Find out more [here](#)

#### Outcomes & Results

MOT and LTA received over 70 responses from a wide range of stakeholders. The feedback was generally supportive of the proposed legislative measures. The main areas of feedback pertain to mandatory EV charging provision for developments; licensing regime for EV charging operators (EVCOs); registration regime for EV chargers; charging provisions for electric motorcycles; and measures to optimize the use of EV charging points.

MOT and LTA also responded to key concerns and attached a document of the responses received and the replies given. Their feedback was critical in strengthening the proposed legislation, which is expected to be tabled in Parliament by the end of 2023.



## 4.1.8 Case study 2 Estonia

### Case Study 2

#### Co-Creation of a Maintenance fund

Country: Estonia  
Period: 9 May 2017 – 18 May 2017

##### Brief

The Estonian Cooperation Council is seeking public feedback on the proposed initiative to create a Maintenance Fund for people who are forced to give up work because their parents need daily help. Care and nursing services are expensive for seniors with children and prohibitive for many families. So often the only solution is for one family member to quit his job, even though he would be able and willing to continue working.

##### Challenge/ Opportunity

The council has discussed for a long time the possibility of consolidating the financing of long-term care (treatment) services into one system, known as the Care Fund. This would provide necessary services to those in need according to objectively assessed needs, regardless of whether it is a health care or welfare service. Payment for services would depend on assessed needs, not on the presence of children or grandchildren. A long-term care (treatment) system financed from a common source also enables better selection of the most appropriate services and avoids unnecessary use of expensive health services just because they are free for the person/his family or cheaper than welfare services.

##### How did they address the challenge?

An impact assessment was conducted to assess if this could be implemented. The following was concluded:

- The proposal would require a change in both the Health Insurance Act and the Social Welfare Act, if implemented
- The proposal solution is suitable for the Estonian system. The care fund provides a good opportunity to provide people with the care services they need, regardless of the nature of these services. The current situation, where a person is torn between the healthcare and welfare systems, creates a situation where consistent treatment/care is not guaranteed.
- The consequences for the implementation are not clear. Since it is not clear how the services of the care fund are financed; it is difficult to say whose costs and what will increase. There are several ways to get money for the care fund: compulsory care insurance; voluntary insurance; finance from the revenues of the state budget; or financed by municipalities.
- The National Audit Office also recommended the integration of long-term welfare to the Minister of Social Affairs in 2015, which also supports this proposal.



Find out more [here](#)

##### Outcomes & Results

The idea was approved at the topic's seminar. The discussion did not favor the creation of a new fund or institution but concluded that it is important to start a fundamental and national discussion about long-term care insurance. With the aim of ensuring the security of receiving care services for the elderly and reducing the burden of care for families. Praxis conducted a private insurance-based analysis and came to the conclusion that such a system would be beneficial not only to Estonia but also, for instance, to Latvia and Lithuania. Estonia has to adopt Article 23 of the Social Charter.

## 4.1.9 Case Study 3 United Kingdom

### Case Study 3

#### Update to Green Finance Strategy

Country: United Kingdom  
Period: 11 May 2022 - 22 June 2022

##### Brief

The United Kingdom government issued a Call for Evidence to support its update of the Green Finance Strategy. In July 2019, the UK government published its first Green Finance Strategy.

The revised Green Finance Strategy will evaluate the country's achievements to date and outline ways to ensure that the financial services sector better supports the country's energy security, climate and environmental objectives.

##### Challenge/ Opportunity

The UK government is committed to ensuring the UK continues to be at the forefront of the rapidly growing market for global green finance. Achieving net zero, adapting to climate change and restoring nature will see fast growth in green financial products and services to support these objectives, presenting a significant opportunity for UK business. With strengths across the full financial and professional services spectrum, deep pools of capital, world-leading risk modelling and analytics capability, and a proven track-record on environmental policies, the UK is uniquely placed to capitalise on this opportunity and strengthen its position at the forefront of this market.

##### How did they address the challenge?

The UK government issued this Call for Evidence to obtain evidence and views from stakeholders to support the development of an update to the UK's Green Finance Strategy. The consultation was available on the Gov.uk platform and contained 39 questions on four key objectives: capturing the opportunity of green finance; mobilizing finance for the UK's energy security, climate and environmental objectives; greening the financial system; leading internationally.

The government also conducted a series of associated stakeholder engagement roundtables and workshops, to capture an accurate and timely picture of the policy issues most pressing to market participants.



[Find out more here](#)

##### Outcomes & Results

The government received 134 responses from a wide range of stakeholders, including: financial institutions, companies, trade associations, local authorities, and non-governmental organizations (NGOs). The 'Mobilizing green investment: 2023 green finance strategy', an update to the earlier 2019 strategy, was published on 31 March 2023 and includes evidence of stakeholder's feedback and views.

## 4.1.10 Case study 4 Australia

### Case Study 4

#### Trust in Australia Public Services

Country: Australia  
Period: March 2019 - Present

##### Brief

The "Trust in Australia Public Services" is an annual report released by the Australian Government that captures detailed findings on people's level of trust and satisfaction of Australian Public services every year.

The Survey has been running since March 2019. It collects the public's feedback on Australian public services, also known as Federal, National or Commonwealth services used in the past year. It has a People-centred approach, by asking about life events and services support.

The annual survey report presents robust and reliable results. Its quality is assured by the Australian Bureau of Statistics and it is tested through two pilots.

##### Snapshot of 2022 Survey Report:

- Results shown are from responses collected monthly from July 2021 to June 2022.
- Data collected from +1,000 people each month
- Reporting on Over 12,000 responses
- Nationally representative sample including gender, age and location.
- Report shows feedback on 12 public services including Centrelink, Medicare and the Australian Taxation Office



##### Key insights in the Report

###### Trust

- Most people trust public services and believe they will change to meet Australians' needs in the future
- Trust in public services increased significantly during the COVID-19 pandemic
- People trust public services more when they have used them
- Trust is high across all services but it varies significantly by service agency

###### Satisfaction

- Three in four people are satisfied and getting what they need from public services
- Public servants are mostly seen to act professionally and make people feel respected
- Although most people are satisfied with services, experiences vary by service agency
- Satisfaction across most services increased in 2021 during the pandemic

###### Life Events

- Levels of trust and satisfaction vary across life events
- Public services support people during life events, with employment support being the most common

[Find out more here](#)



## 4.1.11 Case study 5 Blog

### Case Study 5

## Blog - Introduction to content design course is back on FutureLearn!

Country: United Kingdom  
Date: 4 April 2023

#### Brief

This blog, published by the Civil Service, is targeted for people designing all aspects of public services, from local to central government, to share their projects, ideas and concepts.

It aims to raise awareness around the 'Introduction to Content Design' online course, which was previously launched in 2020 and 2021 with over 21,000 people completing the course.

The Government Campus and the Central Digital and Data Office are launching the next iteration of the course in April 2023. And are inviting the public to register in the 4-week online course. It is an open course, and there is no limit on the number of spaces or who can sign-up.

- User needs, user research techniques and prototyping
- Testing and evaluating the success of your content

The course adopts a mix of articles, videos and quizzes, as well as optional tasks and polls. Users can get a certificate that shows they have completed this course at the end. Also, if users are studying a related subject at a UK university, some universities may award up to 20 credits for completing this course.

#### How were users engaged?

The blog raises awareness around the course for interested users. It allows users to share the blog on social media platforms and via email, as well as leaving any comments or feedback they might have. Users are also encouraged to subscribe to Open Notes to receive direct updates to their inbox and stay informed about improvements to digital products and services in government.

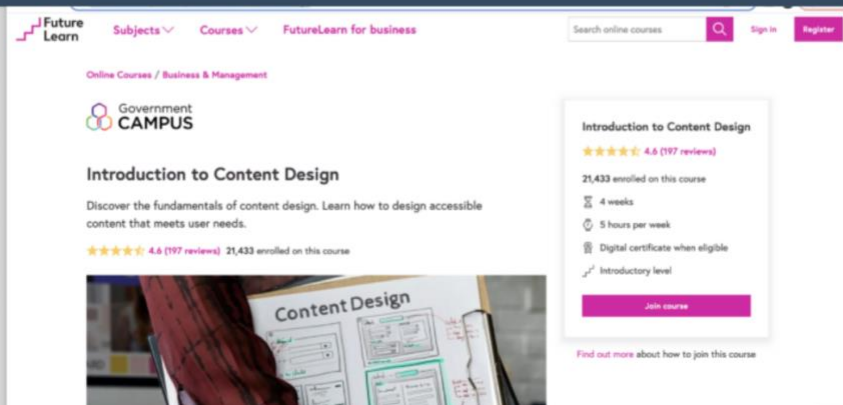
#### Details

The course is designed for people who are new to content design in government or are interested in learning more about the profession.

The principles and ideas covered will also be useful for anyone who would like to learn more about how to: communicate information clearly and make content inclusive and accessible

The course is based on the UK government content design role profile and GOV.UK content design guidance. Users will learn about a range of topics, including:

- What makes good content and what skills you need as a content designer
- Designing accessible content
- Writing in plain English



[Find out more here](#)

#### 4.1.12 Digital Participation Example - UAE

This section highlights a Digital Participation example from current practices in the United Arab Emirates. The goal is for TDRA and FGEs to understand how Digital Participation tools are successfully integrated and how they can sometimes be implemented incorrectly. The example was extracted directly from the UAE's Sharik.ae portal.

The example of a recent consultation below, titled “What is the expected impact of Metaverse, Chat GPT and other Fourth Industrial Revolution technologies on the heritage and arts sector?” The consultation briefly describes the subject and the entity issuing the consultation. It also indicates the time frame of participation, sharing options, and a link to participate in the consultation.

Participate digitally > Consultations  
> What is the expected impact of Metaverse, Chat GPT and other Fourth Industrial Revolution technologies on the heritage and arts sector?

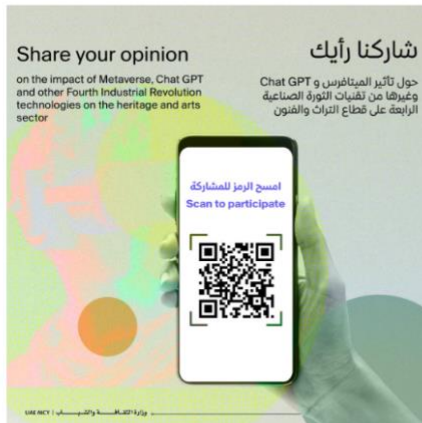
What is the expected impact of Metaverse, Chat GPT and other Fourth Industrial Revolution technologies on the heritage and arts sector?

##### Dates

Opening on  
08/03/2023

Closing on  
31/08/2023

Share  
f t



Subject : The Ministry of Culture and Youth invites young people to share their views on the impact of Metaverse, Chat GPT and other Fourth Industrial Revolution technologies on the heritage and arts sector. Purpose of the Consultation: The Ministry of Culture and Youth aims to incorporate these opinions to develop policies, legislation and future plans. Decisions expected as a result of this Consultation: Keep abreast of future legislation and policies that exploit opportunities and address the challenges that Metaverse, Chat GPT and other technologies may pose to the heritage and arts sector

Please share your thoughts and feedback. ↗

Reference: [Click Here](#)

## Common Mistakes

When it comes to Digital Participation practices, there are several common mistakes that the owners of the campaigns can make. Here are some examples to avoid:

- Not setting clear expectations for the outcomes of the campaigns as it can impact how the campaign owners will convey and use the results correctly.
- The content of the campaign is presented in a disengaged and unappealing way, resulting in a noticeable impact on the quantity and quality of public input received.
- Lack of clarity on the purpose of the campaign (topic is very broad and not specific enough).
- Results and outcomes of the campaign are not published or published with lack of details and transparency.
- Using open-ended questions or broad
- Campaign topics are not chosen based on business or strategic needs.
- Campaign topics are retrospective and not forward-looking (participation conducted after a decision or a service has been published).
- The content of the campaign does not present the participants with a clear view of the value they are bringing or what will happen with their inputs
- Publishing the campaign in one language only, which could limit the reach of the campaign to different segments of the public.
- Not documenting or publishing offline campaigns on the Digital Participation Platform.
- Using unstandardized font and size writing styles when publishing the campaigns.
- Failing to utilize social media platforms to promote the campaign and generate greater public engagement.

## Campaign Image Standards

A successful campaign hinges on capturing attention and fostering engagement. When uploading campaign images, precision matters. To maintain the look and feel of Sharik.ae and ensure participation, FGEs should adhere to the following list of standards:

- For each campaign, an image should be uploaded with the following specifications:  
**450x319 Pixels.**
- The image selected should present an attractive visual to encourage participant engagement.
- The image can be in either illustration or photograph, but it should effectively convey the campaign's topic in some way.

- The campaign image must not be the Entity's logo or slogan.
- Graphical images and icon images must not be used as the campaign image.
- For each campaign the same campaign image should be employed on Sharik and across social media posts.
- Entities should opt for uncluttered images and consider removing backgrounds to enhance visual appeal.
- Entities should refrain from reusing the same image for multiple campaigns, as these visuals are intended to captivate users and encourage participation.

For further details, refer to the following example:



## 5. Appendices

### Glossary of Terms

Terms	Definition
EPI	E-Participation Index
FGE	Federal Government Entity
TDRA	Telecommunications and Digital Regulatory Authority
EV	Electric Vehicles
DP	Digital Participation
UAE	United Arab Emirates
DPOD	Digital Participation and Open Data
KPI	Key Performance Indicators

### Digital Participation Principles

#### 1. Be Intentional

Every participation topic should have a well-defined purpose that reflects a genuine need of the FGE

- *Do not consult for the sake of it.*
- *Consult about policies or implementation plans when the development of the policies or plans is at a formative stage.*
- *Be clear on the purpose of your engagement and your objectives.*
- *Value people's time.*
- *Be accessible, creating the time and space for people to engage.*
- *Clearly explain the value in engaging - do not engage if there nothing to discuss.*
- *Let people know how their feedback was used*
- *Articulate the value in working together.*
- *Ensure that there is scope for citizens' participation to have a real impact on policy and program implementation.*
- *Build your engagement efforts into your project timelines*
- *Build a database of participants for future engagements.*



## 2. Promote respectful discussions

Ensure interactions are conducted with respect and are aligned with social media guidelines. Apply the guidelines published by H. H. Sheikh Mohammed bin Rashid Al Maktoum, Vice-President and Prime Minister of the UAE and Ruler of Dubai - a list of 10 characteristics that an Emirati should display when using social media

1. *A character that represents the image and morals of Zayed when interacting with people*
2. *A personality that reflects the knowledge, culture and civilization level that the UAE has reached*
3. *Characters who stay away from cursing, insults, and everything that offends modesty in talking*
4. *Scientific character ... uses argument and logic in discussions*
5. *Personalities who appreciate kind words, beautiful pictures, and positive interaction with ideas, cultures, and societies*
6. *A useful and beneficial character, that benefits others with information and a disseminator of societal and humanitarian ideas and initiatives that proposer and nurture the country*
7. *A personality integrated with its global surroundings ... speaking its language ... dealing with its issues ... and interacting positively with its future*
8. *A self-confident personality who accepts differences and builds bridges with other people*
9. *A personality that reflects the Emiratis humbleness, kindness, love for others, and openness to other people*
10. *A person who loves his/her country... and is proud of it... and sacrifices for it*



## 3. Be Inclusive

Reflect the diversity of UAE population and engage vulnerable groups

- *Reach out to as many stakeholder groups that may be affected by the policy or program as possible.*
- *Ask partners to help reach unknown or under-reached groups.*
- *Lower barriers to participation, especially for vulnerable groups*
- *Be inclusive.*
- *Go to where people are.*
- *Take a broad perspective of who needs to be informed and engaged:*
- *Design online participation to fit the needs of community members*
- *Provide information in relevant languages,*
- *Consider video over text to facilitate engagement and understanding*
- *Adhere to Web standards (WCAG 2.1 AA) for accessibility*

#### 4. Be clear and concise

Make the questions easy to understand and easy to answer

- *Consultations should use plain language and avoid acronyms.*
- *Be clear what questions you are asking and limit the number of questions to those that are necessary.*
- *Make the questions easy to understand and easy to answer.*
- *Give enough information to ensure that the public understand the issues and can give informed responses.*
- *Be open and transparent about the objectives, limits, resources and potential impacts of online participation, how to make an impact on the process, who will make the final decision, how they will make it and how they will inform participants about the outcomes*

#### 5. Embrace and encourage collaboration –

Build relationships within government and with external stakeholders

- *Remember to consider your internal stakeholders, both within and across agencies - collaborate with other entities who are involved in the topic/sector.*
- *See issues and challenges as opportunities for collaboration and relationship-building.*
- *Engage with citizens and external stakeholders to develop a sense of co-ownership.*
- *Work with partners (within and outside government) to support your engagement.*
- *Find and work closely with partners who can help co-deliver, champion and amplify ideas, and influence people in their network.*
- *Co-ordinate across government to avoid duplication and overlap*

#### 6. Promote openness and transparency

Listen, respect the participants, and be open to new ideas

- *Understand that there is expertise in the public that can help design and deliver outcomes*
- *Be committed to listening more than telling.*
- *Be open about limitations and constraints.*
- *Give periodic updates to your participants, such as the feedback obtained and what will be done as a result of the campaign*
- *Give an accurate account of the feedback and common sentiments.*
- *Publish any response on the same page as the original consultation on the participation platform*
- *Ensure it is clear when the government has responded to the consultation*
- *Explain the responses that have been received from consultees and how these have informed the policy. State how many responses have been received.*
- *Tell people what you are doing and where their input and information is going.*
- *Promote civil behavior, constructive criticism, active listening and discussion*

#### 7. Have a well-planned approach

that reflects accountability for the outcomes including publishing the results in a timely fashion

- *Plan the campaign to prepare for all circumstances that may arise*

- *Base the duration of a campaign on the nature and impact of the proposal.*
- *Publish the government response in a timely fashion (within 12 weeks of the campaign end)*
- *Allow appropriate time between closing the campaign and implementing any actions.*
- *Ensure that people's time has been well used and recognized*
- *Manage content generated by public participation professionally*
- *Respect the terms and conditions established for online engagement*

## 8. Be people centric

Target those who are affected by the topic

- *Consider what makes sense to the public as well as what your organization needs.*
- *Emphasize that participation relies on the involvement of people in government decisions that affect aspects of their lives.*
- *Approach issues from citizens' points of view.*
- *Customize your engagement approach to the preferences of your target audience*
- *Make it easy for people to participate*
- *Respect the values and beliefs of stakeholders, their backgrounds and events that may affect their perceptions and concerns.*
- *Consider the full range of people, business and voluntary bodies affected by the policy, and whether representative groups exist.*
- *Consider targeting specific groups where appropriate - ensure they are aware of the campaign and to access it.*
- *Recognize that people have multiple roles in life (e.g., as parents, partners, students, professionals)*
- *Tailor consultation to the needs and preferences of vulnerable groups, such as older people, youth or people of determination that may not respond to traditional consultation methods.*

## Compliance and Acceptance Criteria for Digital Participation Campaigns on Sharik:

The Digital Participation Coordinator(s) and Content Specialist(s) have a vital role in Digital Participation Campaigns on Sharik. They must closely follow the Compliance and Acceptance Criteria, which provide essential guidelines for creating effective, high-quality campaigns that align with the Digital Participation standards and engage the public successfully.

- The chosen campaign topic exhibits a forward-looking perspective that captures public interest while aligning with business and strategic objectives.
- Campaign topic should be aligned with the Media Regulations in the UAE (Internet Access Management policy).
- Campaign titles are clear and effectively convey the campaign's topic.
- Content is comprehensive, covering all required fields as outlined in the provided templates.
- The campaign outlines a distinct and clearly defined purpose along with its objectives.

- Explicitly stated expectations of the campaign are outlined, along with explanations of how received inputs will be utilized.
- Digital consultations should include a questionnaire/survey link highlighted in the body of the content.
- Questions included in the campaign are precise, specific, and easy to understand.
- The campaign content is well-written, and developed in an attractive style that resonates with the public.
- Content is available in both English and Arabic, including attached documents and resources.
- Participants are provided with a clear understanding of the value of their contributions and the impact of their inputs.
- Campaign incorporates an image with right dimensions as per photo standards defined within the guidelines.
- Compliance with Sharik.ae guidelines, including font size, style, and other design elements.
- Transparent outcomes are shared upon campaign closure, showcasing how participant inputs influenced decision-making.
- References to documents are hyperlinked or relevant attachments are included for easy access.
- Blogs should include images as per the image standards and an author name.

By ensuring these aspects are met, this can enhance the overall quality and effectiveness of Digital Participation campaigns.

## Digital Participation measures

The Digital Participation and Open Data (DPOD) index is used to measure the performance of entities on Digital Participation and includes the following criteria:

- The Digital Participation plan and policy are published online, and they are aligned with the UAE national direction.
- Digital participation campaigns are published on Sharik.ae and promoted by the entity.
- Information is published about current and upcoming digital participation campaigns.
- A summary is published of received public comments and response for each campaign.
- Evidence is published of how people's voices (in particular vulnerable groups) were included in the actual decision-making process.

- Information is published about the involvement of the public in the co-creation and co-production of digital services.
- Internal training on Digital Participation is used to engage with leaders and employees.

### Effective Use of the Sharik Logo

- Use the logo consistently across all Digital Participation materials, including print and digital media.
- Ensure that the logo's colors, proportions, and design elements remain consistent.
- Ensure that the logo is always legible and not distorted. Maintain the following size: for web 220 X 55 pixels and for mobile 134 X 56 pixels.
- Use the correct logo variation, use the English variation on English content and Arabic variation on Arabic content.

SHARIK.ae 

شارك.امارات 

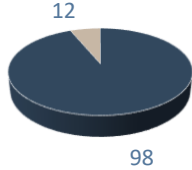
## Digital Participation Examples

The following examples are implementation of Digital Participation campaign types using the templates provided in section 4.1. The examples are made-up scenarios that were created specifically for this exercise to demonstrate the purpose of each component. Each campaign type has its own example.

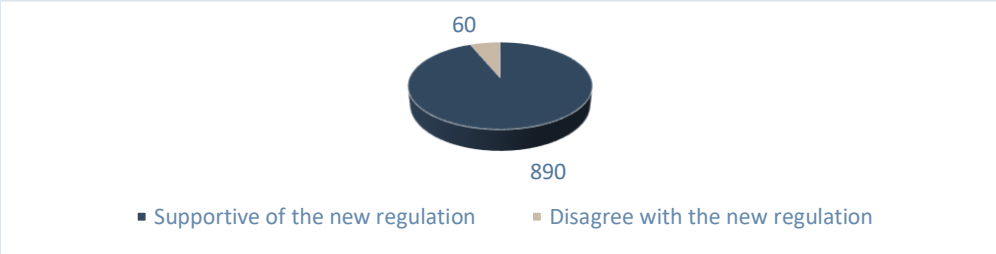
### 5.1.1 Consultation Template Example

Component	Definition
<b>Title</b>	Introducing Tobacco Warning Sign on Tobacco Products Consultation – ACT 01.2.368
<b>Owner</b>	Ministry of Health and Ministry of Commerce
<b>Targeted Sector</b>	Health - Trade - Commerce
<b>Campaign Period</b>	May 2014 – October 2014 (6 Months)
<b>Status of Campaign</b>	Closed
<b>About</b>	<p>Tobacco usage is a serious public health issue. The Government is devoted to lessening the severe harm that smoking does to the public as a whole and to the general health of the country. Promoting and advancing a tobacco-free society is a long-standing goal of public health. The Government has implemented multiple policies, acts, and laws for the past decade in order to achieve this. As a part of driving this agenda, the Ministry of Health and Ministry of Commerce have been working together on releasing a new act that mandates tobacco traders to include a warning sign on the tobacco products. Therefore, ACT 01.2.368 was drafted highlighting the minimum requirements and obligations that need to be implemented. Therefore, the entities would like to consult the public on the proposed Act, in addition to consulting the subject matter experts within the field.</p> <p>Tobacco use is one of the leading causes of preventable deaths globally, causing millions of deaths each year. The harmful effects of tobacco are well documented, including an increased risk of lung cancer, heart disease, stroke, and respiratory illnesses. To combat the impact of tobacco, governments around the world have implemented various measures, such as taxes on tobacco products, advertising restrictions, and smoke-free policies in public spaces. These measures aim to reduce tobacco consumption, prevent exposure to secondhand smoke, and promote public health. The impact of these measures has been significant. For example, tobacco taxes have been shown to decrease tobacco consumption and increase government revenue. Smoke-free policies in public spaces have led to a decrease in exposure to secondhand smoke and improved air quality.</p> <p>However, there is still a long way to go in the fight against tobacco. The tobacco industry continues to target vulnerable populations, such as youth and low-income communities, with aggressive marketing campaigns. In addition, new products such as e-cigarettes and heated tobacco products are emerging, presenting new challenges for tobacco control. Therefore, it is important to continue implementing evidence-based measures to reduce tobacco use and exposure to secondhand smoke. These measures not only save lives but also have significant economic benefits, including reducing healthcare costs and increasing productivity. Governments have a responsibility to prioritize public health over the interests of the tobacco industry and to ensure that all citizens have the right to breathe clean air and live healthy lives.</p> <p><b>Government Proposal – ACT 01.2.368</b>  <i>The Tobacco Warning Signs Act 01.2.368 requires all tobacco products sold in the country to display warning signs that cover at least 50% of the packaging surface. The warning signs must be in bold letters and graphics that highlight the health risks associated with tobacco use. The act also requires manufacturers to update the warning signs every two years to ensure they remain relevant and effective. Failure to comply with the act may result in hefty fines and the suspension of tobacco sales.</i></p>



	Further tobacco related policies are available here.						
<b>Instructions</b>	<p>Based on the background, and proposal provided, the government would like to consult the public on the above act. The public can share their feedback by pressing on the <b>Share Feedback button below</b>.</p> <p>Once all feedback is collected, the government will review and analyze all responses and generate insights based on these responses. Then the insights will be discussed internally with subject matter experts. Once this has been finalized, the insights and lessons learned from the responses will be implemented directly on the drafted Act, and consequently sent to higher management for approval and publication. Responses and outcomes will be displayed on the consultation once finalized.</p> <p>Everyone is invited to provide their inputs on the Act, your opinion is valuable and will be taken into consideration were valid. It is important that you share your voice and share your valuable feedback with us as it will help us better improve the Act and tackle areas based on your requirements.</p> <p>To learn more on the impact of your voice, take a moment and watch this video.</p>						
<b>Contact Information</b>	For further information or guidance, kindly email us on ha.i@government.co or use the live chat functionality to reach one of our technical resources available to assist you.						
<b>Inputs and Feedback Received</b>	<p>The total number of responses received was 110, these responses were collected across a period of 6 months in 2014. The responses were received from multiple channels, such as e-mails, and the dialogue pane on the Digital Participation platforms.</p> <p><b>Highlights of the feedback:</b></p> <ul style="list-style-type: none"> <li>- Many responses highlighted that the Act should include nicotine and nicotine free products since both can impact health related issues.</li> <li>- Some responses highlighted that the fines of related to the act should be further clarified and the Act should distinguish between producers and sellers in terms of the fine amounts.</li> <li>- Majority of responses were supportive of the Act stating that it is in line with the country's overall agenda.</li> <li>- Some respondents highlighted that it is worth considering covering the whole package with the warning sign and not just 50%.</li> </ul> <div style="text-align: center;">  <table border="1" style="margin-left: auto; margin-right: auto;"> <thead> <tr> <th>Category</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Supportive of the new regulation</td> <td>98</td> </tr> <tr> <td>Disagree with the new regulation</td> <td>12</td> </tr> </tbody> </table> </div>	Category	Count	Supportive of the new regulation	98	Disagree with the new regulation	12
Category	Count						
Supportive of the new regulation	98						
Disagree with the new regulation	12						
<b>Outcomes and Impact</b>	<p>As a result of the response collected ACT 01.2.368 has been updated and the detailed act can be accessed <a href="#">here</a>.</p> <p>The responses collected from the public were used in updating the final Act before being implemented. The public has provided good points that were taken into consideration. The Act is now in alignment with the public views, taking into consideration the different public segments impacted.</p>						

## 5.1.2 Survey & Poll Template Example

Component	Definition						
<b>Title</b>	Reduction of Vehicles in the City via Passenger Restriction Rule – Poll						
<b>Sector</b>	Transport – Environment						
<b>Entity</b>	Ministry of Transport - Ministry of Environment						
<b>Campaign Period</b>	20 April 2016 – 20 May 2016 (30 days)						
<b>Status of Campaign</b>	Closed						
<b>About</b>	<p>The government has been working to improve the quality of air in the country. Key initiatives include promoting public transport, reduction of public transportation fees, and reducing carbon emissions from vehicles. These efforts have helped the country to improve its quality of air and battling of climate change. Therefore, the Ministry of Transport &amp; the Ministry of Environment have aligned together on a proposal to reduce the number of the vehicles in the city for the period of July and August 2016 as the carbon emissions reflect negatively on the quality of air due to the rising heat temperature. Experts believe that maintaining the number of vehicles on the road can limit and maintain a better quality of air for the period proposed.</p> <p>The Ministry of Transport &amp; the Ministry of Environment are proposing a new regulation to limit vehicle number on the road for period of July and August 2016. The regulation is the following:</p> <p><i>“During the heat season, which shall be defined as the month of July and August, private vehicles with less than two passengers shall be prohibited from operating on the designated city roads and during the hours of 6:00 am till 7:00 pm. Violations of this regulation shall be subject to a fine up to 100\$ for the first offense and up to 500\$ for each subsequent offense.”</i></p> <p>Accordingly, we seek your opinion to vote on the following regulation and to provide your feedback and suggestions.</p>						
<b>Contact Information</b>	For further information or guidance, kindly email us on <a href="mailto:za1@government.co">za1@government.co</a> or use the live chat functionality to reach one of our technical resources available to assist you.						
<b>Inputs and Feedback Received</b>	<p>The total number of participants were 950 people, where responses were gathered using the forum available on the digital participation platform. 80% of responses were in favor of the regulation, the full detailed breakdown can be accessed <a href="#">here</a></p> <div style="text-align: center;">  <table border="1"> <thead> <tr> <th>Response</th> <th>Count</th> </tr> </thead> <tbody> <tr> <td>Supportive of the new regulation</td> <td>890</td> </tr> <tr> <td>Disagree with the new regulation</td> <td>60</td> </tr> </tbody> </table> </div>	Response	Count	Supportive of the new regulation	890	Disagree with the new regulation	60
Response	Count						
Supportive of the new regulation	890						
Disagree with the new regulation	60						
<b>Outcomes and Impact</b>	As a result of the campaign, the decision was to implement the regulation						

### 5.1.3 Co-creation Template Example

Component	Definition
<b>Title</b>	Primary Education Curriculum for 2018 – Hackathon
<b>Sector</b>	Education
<b>Entity</b>	Ministry of Education
<b>Campaign Period</b>	15 May 2018 – 18 May 2018 (4 days)
<b>Status of Campaign</b>	Closed
<b>About</b>	<p>The government has been working to improve the quality of education in the country. Key initiatives include reforming teacher education to focus on collaboration and mentorship, increasing access to education for all students regardless of their background, and investing in digital infrastructure and tools to create a more personalized learning experience. These efforts have helped to maintain the country's reputation as having one of the best education systems in the world, with high literacy rates and a strong focus on equity and inclusion.</p> <p>The Ministry of Education is recently working on revising the new primary education curriculum for the schoolyear 2018-2019. An initiative has been launched in a country to update the primary education curriculum through a hackathon. The hackathon brings together educators, experts, and stakeholders to collaborate and generate innovative ideas on how to modernize the curriculum to meet the changing needs of students and society. The hackathon involves several stages, including ideation, prototyping, and testing. Participants are encouraged to think outside the box and come up with creative solutions that incorporate new technologies and teaching methods.</p> <p>The goal of the hackathon is to create a curriculum that is relevant, engaging, and effective in preparing students for the challenges of the future. By updating the curriculum, the country hopes to improve educational outcomes, promote equity and inclusion, and contribute to the overall development of the nation.</p> <p>The hackathon initiative is an example of how collaborative and innovative approaches can be used to address complex challenges in education and drive positive change.</p>
<b>Instructions</b>	<p>We invite all parents, guardians, researchers, academics, and human capital experts to join us in the hackathon which will take place on the 15th, 16th, 17th, 18th of May 2018, in George Hall Hotel, F1 0982. The hackathon will start from 10 am till 3 pm for the 4 days.</p> <p>During the hackathon we will present the current curriculum and discuss together areas of improvement, current challenges and concerns, and the pros and cons of the curriculum. Based on the discussion and feedback collected, the curriculum will be revised and updated for the schoolyear 2018-2019. The outcomes of the hackathon will be posted here.</p> <p>You can download the current primary curriculum here.</p>
<b>Contact Information</b>	For further information or guidance, kindly email us on <a href="mailto:abc@government.co">abc@government.co</a> or use the live chat functionality to reach one of our technical resources available to assist you.
<b>Inputs and Feedback Received</b>	<p>The total number of participants were 60 people, were 12 were teachers, 10 were school advisors and principles, 9 were primary curriculum experts, and 29 were parents. The participants shared their opinions on the current curriculum, and a detailed data collection document can be downloaded here.</p> <p><b>Highlights of the discussions:</b></p> <ul style="list-style-type: none"> <li>• Many responses highlighted that the current books used should be offered as eBooks so that the students can apply a more digitized method of learning.</li> <li>• Some responses highlighted that the science rubric needs to be relooked at as it is considered outdated in terms of the experimental methods mentioned and used.</li> <li>• Others highlighted that more proactive learning methods should be applied, and passive learning methods should be reduced.</li> <li>• Majority of responses were mentioned more emphasis on physical activity for the students.</li> </ul>
<b>Outcomes and Impact</b>	As a result of the primary curriculum has been updated and the detailed outcome can be accessed <a href="#">here</a> .

## 5.1.4 Focus Groups Template Example

Component	Definition
<b>Title</b>	Improving Unemployment Certification Request Service
<b>Sector</b>	Employment
<b>Entity</b>	Ministry of Employment
<b>Campaign Period</b>	20 September 2019 - 20 November 2019 (2 Months)
<b>About</b>	<p>The Ministry of Employment is working to improve its Unemployment Certification Request Service. The Ministry has received numerous complaints about this service and has decided to meet with the public to better understand the current challenges they face. In order to understand how the service is being used and how the public feels about it, the Ministry is seeking feedback from the public.</p> <p>In 2018, the Ministry of Employment introduced a new online service for the public to request Unemployment Certificates, replacing the previous in-person method. The service was highly rated by its users. The ministry constantly updated the service to ensure it is fully functional and that requests are received and processed in a timely manner.</p> <p>In 2019, the Ministry received complaints and poor reviews about the service, primarily regarding:</p> <ul style="list-style-type: none"> <li>• Service lagging and failure</li> <li>• Requests not received</li> <li>• Request delays</li> </ul> <p>As the Ministry recognizes the significance of this certificate and the high demand for it, several initiatives are underway to pinpoint the underlying causes of the problems, the present pain points, and challenges, as well as recommendations for improvements.</p> <p>To accomplish the aforementioned, The Ministry is currently working on holding focus groups with members of the public and other key stakeholders. Focus groups are brainstorming sessions that let users express their problems and give the floor to creative suggestions and opinions to improve the service.</p>
<b>Instructions</b>	<p>We invite all unemployed or previously unemployed individuals to participate in focus group sessions, which will be held on a weekly basis for two months. Sessions will be held every Monday from 11 a.m. to 1 p.m. The sessions will be a combination of in-person and virtual sessions, allowing all users to participate.</p> <p>Users who want to attend the sessions should choose a session (virtual or in person) and a date that work for them and fill out the form. Once registered, an email with the information will be sent closer to the event.</p>
<b>Contact Information</b>	For further information or guidance, kindly email us on <a href="mailto:EFG@government.co">EFG@government.co</a> or use the live chat functionality to reach one of our technical resources available to assist you.
<b>Inputs and Feedback Received</b>	<p>The total number of participants across all virtual and in-person focus groups was 140. 80 attendees attended the online virtual sessions, whereas 60 participants participated in the in-person sessions. The participants shared their opinions on the current service and the challenges they faced. After the challenges were captured, brainstorming discussions were conducted with the attendees to collect their suggestions and improvements to the current service.</p> <p>The full document capturing the challenges and recommendations from each session can be downloaded <a href="#">here</a>.</p> <p><b>Highlights of the feedback:</b></p> <ul style="list-style-type: none"> <li>• <i>The majority of respondents stated that the service is slow and frequently unresponsive. This causes a delay in their certificate request.</i></li> <li>• <i>Participants have indicated that there is a technical issue in which requests are submitted but, when users follow up, the call center indicates that the request was not processed.</i></li> <li>• <i>Participants proposed that the service be integrated into the Ministry's mobile app to simplify the process for users.</i></li> </ul>

	<ul style="list-style-type: none"> <li>Users believe that an automatic email should be sent to applicants who submit a request, along with a request ID and a tracker, to ensure that their request is received.</li> </ul>
<b>Outcomes and Impact</b>	As a result, the service was updated. The Ministry's technical team conduct several technical changes and testing to the service to ensure that all the complaint received have been resolved. Once implemented, The ministry noticed a drastic decrease in the number of complaints received.

### 5.1.5 Participatory Budgets Template Example

Component	Definition
<b>Title</b>	Secondary Public-School Food & Beverage Annual Budget for 2019
<b>Owner</b>	Ministry of Education & Ministry of Finance
<b>Targeted Sector</b>	Education
<b>Campaign Period</b>	01 May 2019 – 01 August 2019
<b>Status of the campaign</b>	Closed
<b>About</b>	<p>Each year the Ministry of Education allocates 500,000\$ for the annual budget for food and beverage in secondary public schools. However, the Ministry has been recently focusing on the nutrition of food and beverage provided to the students as part of its priorities. Good nutrition is essential for the growth and development of children and youth, and it plays a crucial role in their overall health and well-being. It plays an important role in promoting growth and development, boosting immunity, enhancing academic performance, and supporting mental health. Therefore, the Ministry of Education and Ministry of Finance have joint forces in seeking the public's opinion on the annual budget allocation for the upcoming year.</p> <p>Welcome to the participatory budgeting process for the annual budget allocation of food and beverage for secondary public schools. We believe that your input is valuable in deciding how the budget should be allocated to best meet the needs of students.</p> <p>Here are some key points about the current budget and how it is currently allocated:</p> <ul style="list-style-type: none"> <li>The current annual budget for food and beverage in secondary public schools is \$500,000.</li> <li>The budget is currently allocated based on the number of students enrolled in each school.</li> <li>Schools are given a fixed budget per student, and they are responsible for deciding how to use the funds to provide food and beverage services to students.</li> </ul> <p>We want to hear your ideas on how this budget can be best allocated to meet the needs of students. Here are some questions to guide your input:</p> <ul style="list-style-type: none"> <li>How can we ensure that all students have access to healthy and nutritious food and beverage options?</li> <li>Are there any special dietary needs or preferences that should be taken into account when allocating the budget?</li> <li>How can we improve the quality of the food and beverage options available to students?</li> <li>Should the budget be allocated based on factors other than the number of students enrolled in each school?</li> <li>How can we ensure that the budget is used efficiently and effectively to meet the needs of students?</li> </ul> <p>Please share your ideas and feedback with us. Your input will be taken into consideration when making the final budget allocation decisions. Thank you for your participation in this important process.</p>
<b>Instructions</b>	Please download the current annual budget here. You can participate by providing your opinion in the dialogue box below, or by sending us an email on <a href="mailto:moe@gov.co">moe@gov.co</a>

	You can also attend the open discussions that will be held online on May 15th and 16th 2019 using this <a href="#">link</a> .
<b>Contact Information</b>	For further information or guidance, kindly email us on <a href="mailto:za.i@government.co">za.i@government.co</a> or use the live chat functionality to reach one of our technical resources available to assist you.
<b>Inputs and Feedback Received</b>	<p>The total number of responses received was 750, these responses were collected across a period of 3 months in 2019. The responses were received from multiple channels, such as e-mails, and the dialogue pane on the Digital Participation platform.</p> <p>Two discussion sessions were also held using online channels, were 50 participants joined and provided their inputs.</p> <p><b>Highlights of the feedback:</b></p> <ul style="list-style-type: none"> <li>• Majority of respondents highlighted that the budget allocated for food and beverage is considered low, since the current food quality served is not good.</li> <li>• Participants have responded that the amount spent on ingredients is low which can be resulting in low quality of food causing the food to be processed or not fresh.</li> <li>• Other respondents have suggested reaching out to local producers or farmers to obtain better quality of ingredients at a better price.</li> <li>• Generally, the responses implied to increase the budget by 15% to better provide quality of food, and to focus on providing fresh food to the students.</li> </ul> <p>The full list of responses received can be download in excel format here.</p>
<b>Outcomes and Impact</b>	As a result, the Ministry decided to increase the budget by 10% in the first year and focus on sourcing fresh and high-quality ingredients from local producers at a lower cost



## 5.1.6 Blog Template Example

This is an example of a [blog published on sharik.ae](#)

Component	Definition
<b>Title</b>	Corporate and Business Tax: A new stage in boosting sustainable development
<b>Sector</b>	Finance and investment
<b>Entity</b>	Federal Tax Authority
<b>Publication Date</b>	27/02/2023
<b>Name of the Blogger &amp; Position/Employer</b>	Khalid Ali Al Bustani, Director General of the Federal Tax Authority
<b>About</b>	Introduces the UAE's New Corporate and Business Tax Law, as well as the Authority's ongoing efforts since the law was published in 2022.
<b>Content</b>	<p>The UAE tax sector is entering a new phase of expansion and development with the Federal Decree-Law No. 47 of 2022 on Taxation of Corporations and Businesses. The Federal Tax Authority is intensifying efforts to administer, collect, and enforce federal taxes in line with international standards, providing support and assistance to taxpayers to self-comply with tax laws and increase non-oil revenues.</p> <p>The introduction of Corporate and Business Tax is part of the wise leadership's plan to achieve sustainable development and shape a bright future for future generations. It will diversify sources of income, develop efficiency and productivity, add new industries, and encourage the private sector.</p> <p>The FTA has intensified its efforts to set up procedures for implementing Corporate and Business Tax in accordance with international practices. It has launched the early registration stage for Corporate and Business Tax on EmaraTax, allowing certain businesses in the UAE to register on the platform while preparations continue to open registration for the remaining businesses.</p> <p>The UAE's Corporate and Business Tax system is among the most competitive in the world with a nominal standard rate of 9%. It will apply at a rate of 0% on taxable profits that do not exceed AED 375,000 per year to support and encourage startups and SMEs. The main objectives are to strengthen the UAE's position as a leading global Centre for business and investment, support sustainable national development plans, reaffirm the UAE's commitment to international standards of tax transparency, and prevent harmful tax practices.</p> <p>The FTA is committed to providing a clear, efficient, and transparent legislative environment for taxpayers to comply with Corporate and Business Tax, in line with the highest standards.</p>
<b>Instructions</b>	Users are invited to add their comments in the comments section following the blog. All comments are published.
<b>Contact Information</b>	For further information or guidance, kindly get in touch with the portal team or directly with FTA. Users can also submit inquiries and suggestions on the 171 Tawasul platform.