



Transforming Cities Together - Tapping into the Power and Potential of Public Engagement



WELCOME! We'll be getting started in just a minute so please grab a cup of tea or coffee and make yourself comfortable.

And while you're waiting feel free to register on www.panda.org/opcc-participants for our upcoming webinar on 9 Dec – Changing Behavior One Meal at a Time. You'll find the topics for our 2022 webinars there as well.

An update from the One Planet City Challenge

- **280+ cities** from **6 continents** on board this round
- CDP platform will close shortly for 2021
- **Over 50 cities** interested in joining us in a **year of climate action** on the digital platform FutureproofedCities. Confirmation of inclusion beginning December
- Participants will receive **Final Feedback reports** in **February 2022**
- Jury deliberations will take place March-Apr
- Awards ceremonies will start in April.



For questions, please contact your national office or email at opcc@wwf.se

OPCC Webinar Series 2021 – Part 3

Contents

What is public engagement and why is it important?

Guide to public engagement and how it was written

A closer look at:

- 5 Factors for Success
- Public Engagement in Practice
- Questions to Consider

Presenters

Barbara Evaeus, Global Communications Manager, WWF Cities

Chloé Pahud, CEO and Co-founder, Civocracy



Why our focus on public engagement?



WWF & The One Planet City Challenge

The One Planet City Challenge (OPCC) celebrates cities that are frontrunners in climate actions and ambitions. And works to inspire and support others to follow suit.

- 700 cities, 54 countries, 6 continents
- Climate change strategies need public support
- Wide range of public engagement levels
- OPCC Cities asking for public engagement guidance

Based on a **decade of working with cities** through the OPCC, the idea for a “beginner’s” guide to public engagement for cities was born.

Download guide: [wwf_public_engagement_guide_for_cities_2021_oct_04.pdf \(panda.org\)](#)





Public Engagement for OPCC Cities



JOIN YOUR FAVORITE
CITY ON ITS JOURNEY
TO SUSTAINABILITY



www.welovecities.org





¡Apóyala con tu voto diario!
Loja representa al Ecuador
y nos demuestra que un camino
sostenible es posible



Q3 2022 – Get ready!!!

What is public engagement to you?



What is public engagement for city planners?

Public engagement is informing and involving the public in the actions and decisions of the city.

Public engagement is:

- Translating feedback into a positive force.
- Tapping into resourcefulness and creativity
- Being open to public involvement in decision making, and implementation.

Why is it important?



Why is public engagement so important for cities?

Public engagement is important because it:

- Strengthens the relationship between the city and the public
- Ensures the success of individual projects
- Strengthens the long-term impact
- Fosters inclusivity and diversity of engagement and ideas

Without public engagement, cities may expose themselves to mistrust and conflict.



Creating the guide



Transforming Cities Together is based on:

- A WWF survey of OPCC cities
- Follow-up interviews with OPCC cities
- Consultations with public engagement and city planner experts
- The experience of WWF & Civocracy staff
- Extensive research and evaluation of academic materials

Guide contents: 5 Factors for Success



Common factors for successful public engagement are:



**Define your
goals and
expectations**



Be transparent



**Be
inclusive**



**Show your
commitment**



**Trust your
citizens**

5 Factors for Success



**Define your
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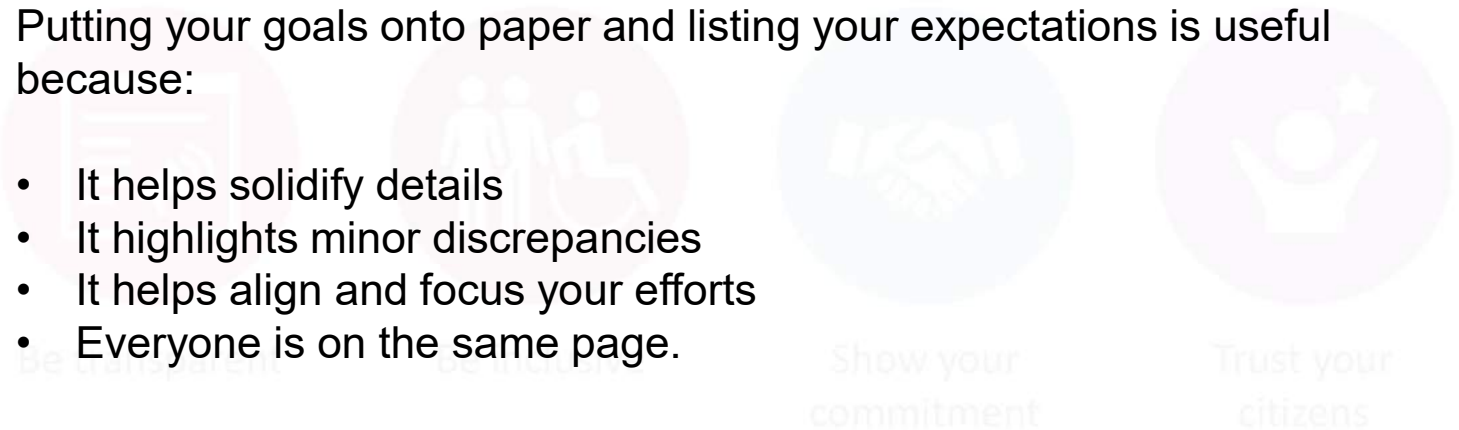
5 Factors for Success



**Define your
goals and
expectations**

Putting your goals onto paper and listing your expectations is useful because:

- It helps solidify details
- It highlights minor discrepancies
- It helps align and focus your efforts
- Everyone is on the same page.



5 Factors for Success



Be transparent

It's important for local governments to demonstrate clearly how, and why, decisions have been made, e.g. how one plan or project was given priority over another.

Be inclusive

Show your
commitment

Trust your
citizens

Define your goals
and expectations

5 Factors for Success



**Be
inclusive**

It's important to consider marginalised voices when planning public engagement. Working with partners can help. Being inclusive also means understanding the barriers that can be created with choice of language, or method of communication.

Show your
commitment

Trust your
citizens

Define your goals
and expectations

Be transparent

5 Factors for Success



**Show your
commitment**

If public engagement is a conversation with your citizens, it shouldn't only start with a project and be over the minute the project finishes. Try to see public participation as building an ongoing dialogue with your citizens.

Trust your
citizens

Define your goals
and expectations

Be transparent

Be inclusive

5 Factors for Success



**Trust your
citizens**

Trusting your citizens means:

- Trusting their expertise,
- Trusting their collective judgment, and
- Trusting that information can turn into participation.
- Trust that criticism or negative feedback comes from the investment of active citizens

Define your vision, transparent
and expectations

Be inclusive

Show your
commitment

Guide contents: Public Engagement in Practice



Public engagement stories from other cities

Interviews with city planners and local government officials about their public engagement efforts:

- Phanat Nikhom, Thailand
- Malmö, Sweden
- Lima, Peru
- Turku, Finland
- Lyon, France
- Catbalogan City, The Philippines
- Park City, USA

Guide contents: Public Engagement in Practice



Park City, USA

Park City reaches out to people by going to the places where their citizens congregate. They also invite them to informal events like:

- “Coffee with the Council”
- “Yoga in the Park”
- Pub quizzes

Their aim is to create a sense of a social, shared commitment to climate change goals.

Guide contents: Public Engagement in Practice



Phanat Nikom, Thailand

Phanat Nikhom has created committees that are elected by local communities. These liaise with the local government to discuss community needs and government plans.

One of Phanat Nikhom's projects is the planting of "big" trees to help the municipality become a low carbon city.



Guide contents: Public Engagement in Practice



Malmö, Sweden

Malmö's goal is to build visible ecosystem services that respect the natural ecosystems within the city.

An example of this is Augustenborg, where they built an ecocity in a pre-existing residential district.

Augustenborg now celebrates its 20th anniversary as a neighborhood well-known for its climate adaptation and regeneration initiatives.

Guide contents: Questions to Consider



Getting started in public engagement

The questions in this section have been designed to aid cities in identifying:

- Necessary resources
- Key target audiences
- Useful data collection
- Potential partners



Guide contents: Further reading



Further reading

Available resources online that go into further depth on public engagement.

FURTHER READING

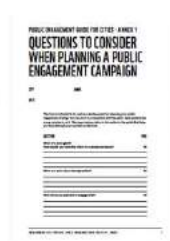
PUBLICATION NAME	ORGANISATION	WEBSITE
100 Great Community Engagement Ideas	MetroQuest, CCOG, & Kinley Horn	https://metroquest.com/wp-content/uploads/Guidebook-100-Great-Community-Engagement-Ideas.pdf
P2 Pillars	IAP2	https://www.iap2.org/mpage/Home
4 Creative Community Engagement Ideas	Smart Density	https://smartdensity.com/4-examples-of-the-most-creative-community-engagement-ideas-for-city-planners/
Public Engagement Guide, Toolkit & Plan	Pittsburgh Department of City Planning	https://apps.pittsburghpa.gov/redtail/images/7843_Public_Engagement_Guide.pdf
		https://apps.pittsburghpa.gov/redtail/images/7844_Public_Engagement_Toolkit.pdf
		https://apps.pittsburghpa.gov/redtail/images/7842_PEG_Public_Engagement_Plan.pdf
A Guide to Practical Public Engagement for Local Government	Western City	https://www.westerncity.com/article/guide-practical-public-engagement-local-government
Courses, articles and events offered to public servants	Apolitical	https://apolitical.co/home
UK's public participation charity online resources	Involve UK	https://www.involve.org.uk/resources/knowledge-base
A selection of civic engagement initiatives	European Parliament	https://www.europarl.europa.eu/RegData/etudes/STUD/2020/651970/EPRS_STU(2020)651970_EN.pdf
Book on use of digital tools and social media technologies in public engagement	Springer Publishers	https://link.springer.com/book/10.1007%2F978-3-030-27184-8
KIT: Participation Citoyenne aux Politiques de Solidarités	République Française – Ministère des solidarités et de la santé	https://solidarites-sante.gouv.fr/IMG/pdf/kir_participation_citoyenne_hjcts.pdf
Online articles	Knight Foundation	https://knightfoundation.org/research/
46 favorite reads on democracy, civic tech and a few other interesting things	Democracy Spot Blog	https://democracyspot-net.cdn.ampproject.org/c/s/democracyspot.net/2021/01/13/46-favorite-reads-on-democracy-civic-tech-and-a-few-other-interesting-things/amp/
Active Citizens	British Council	https://active-citizens.britishcouncil.org/
NEF Ambassadors program	NEF	https://nef.org/nef-ambassadors-programme/
Open platform that uses its community to help generate solutions	OpenIDEO	https://www.openideo.com/

Guide contents: Annexes



ANNEX 1

Form for the workshops –
available as an attachment



ANNEX 2

List of some example
public engagement ideas
with a simple summary
of what they are and how
they can help, available
as an attachment



Annex 1: A form for answering the
Questions to Consider section

Annex 2: Example public
engagement ideas

together possible™



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world for the benefit of people
and wildlife.

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More interactive webinars will follow....



Please check panda.org/opcc-participants for full schedule

9 Dec – **Changing behaviour** one meal at a time

13 Jan – Influence the future: **Education** material and **youth** engagement