Public Engagement Workshop on Scottish Energy Issues
16 March 2017
EXERCISE 2 – Modes of Engagement

1. Citizens' Jury

Please describe the type of engagement you're discussing.	Citizens Jury - around 20 people - take evidence and arrive at a consensus based on discussion & deliberation - designed for testing specific questions/issues - intended to achieve consensus - structured to represent population as a whole
Strengths - weighing up of evidence - can use to explore complex issues - uses evidence (not just opinion) - allows people to change their opinion during the discussion - representative of study population	**Weaknesses** - time-consuming - difficult to design to maintain dispassionate appraisal of evidence
Opportunities - interesting insights deeper explanations - to observe how peoples' opinion change when they are presented with evidence	**Risks (Threats)** - evidence-providers may not present balanced objective evidence - what if no consensus at end

2. Focus Groups

Please describe the type of engagement you're discussing.	What: preselected invited group. Up to 8 people. To represent a sector/cross-section of popular round table. How: facilitated by leader around a set number of (predetermined?) questions/or to investigate in innovative ideas raise. Usually a discussion guide.
Strengths - relatively structured process - neutral space - straightforward to conduct - tried-and-tested - (pitfalls well understood?) - affordable - useful insights into options of the target group	**Weaknesses** - discussion not always representative) if dominant personalities) - relatively superficial for complex issues - obtain 'knee-jerk' rather than considered opinions? - not necessarily representative of wider public views
Opportunities -modification of social norms through interaction	**Risks (Threats)** - people don't turn up!

- people appreciate being asked opinions - transparency in policy making	- Could become a box ticking exercise rather than contributing constructively to a process

3. Survey

Strengths - reach a broad section of the population - quick application - provide initial evidence - scalable	Weaknesses - costly - we're choosing the questions - closed not open
Opportunities Follow up - waves - longitudinal	Risks (Threats) - professional survey takers - misinterpretation of questions - sensitive to the level of information given away

What are the resource implications?	Can be very costly but quick to turn around they analysis
Duration?	Depends on length of survey - circa 20 minutes
Outcomes: What does this type of engagement typically achieve?	Initial evidence about an issue Quant data – easy to display - good for decision makers - accessible - no one likes a lot text

4. Distributive dialogue

Please describe the type of engagement you're discussing.	Talking fracking, tell us what you think Discussion pack Local groups, established networks, general public Broad demographic and geographic spread produced materials distributed centrally by and from Government and available as online resource.
Strengths - Reach - Accessible - Usability	Weaknesses - reliant on people/groups using the material as intended and feeding back in useable tool.
Opportunities - gathering deliberative research outputs in a wider participant engagement plan	Risks (Threats) - lack of expertise in facilitating a group dialogue may impact success of product

Why and how does this engagement type lend itself particularly well to energy?	Technically dense issue such as fracking is presented in the discussion pack using clear language, usual prompts and uses friendly discussion facilitation guide to overcome lack of specialist knowledge.
What are the resource implications of this engagement type, for whom?	Not as resource intensive as a nation wide conversation approach which involves Scottish Government funded public discussion events in every community. Low cost, high impact
Duration?	Duration of a consultation period. 4 months in case of talking fracking. Each group discussion duration is 90 minutes.
Outcomes: What does this type of engagement typically achieve?	Reflective of community news and concerns. Encourages responses to a consultant from group who traditionally would be an unlikely respondent to a government consultation. Brings topic and issues closer to public consciousness.

5. Public consultation event/workshop

Please describe the type of engagement you're discussing.	- not exclusively an invited event – open to pubic - to highlight consultant and encourage people to respond in writing - run on behalf of government, collaborative venture - to get consultant document discussed in public in order to elicit formal responses - whole-day event - number of facilitators

Strengths	**Weaknesses**
- can increase number and range of responses to government consultation - explore detailed concepts/scenarios/specialisms	- difficult cross-section of population depending on location where held - resource-intensive - self-selecting audience

Opportunities	**Risks (Threats)**
- to engage people who don't engage in consultation processes usually - inform parts of audience about others views - to obtain feed-back on difficulty of consultation questions - to inform interested businesses about opportunities	- are you speaking to the usual suspects, rather than wider public? - Turn-out on the day?

6. Proactive social media

Please describe the type of engagement you're discussing.	Proactive social media e.g. Facebook – Ofgem page, Twitter To reach 'mass' audiences, public engagement as communication use of sensational, emotive imagery and narratives.	
Strengths - Instantaneous - Reaches large audience - Can break down barriers - reach large numbers - reach people who don't typically engage		**Weaknesses** - Others fill the vacuum - Risk averse public bodies - Uncontrolled - Some issues "no-go" - requires simple messages - loss of control of how messages are used/interpreted
Opportunities - Some issues are very engaging e.g. energy bills and switching = how can government step into these debates - reaching new publics - generating public debate		**Risks (Threats)** - Nervous – fear of making mistakes - Needs mediation - simplifies issues - open to sensationalisation
Why and how does this engagement type lend itself particularly well to energy?	Not specific to energy necessarily Reaching out to diverse affected publics	
What are the resource implications?	Scottish Government could/should employ an arms-length company to manage social media. (High resource input). Who are the trusted intermediaries? Requires communication, social marketing expertise	
Duration?	Can take time to build a trusted brand/intermediary; Ongoing, fast paced	
Outcomes: What does this type of engagement typically achieve?	Hard to measure impact but can give a sense of reaction ("likes/favourites") Need to evaluate impact of different social media campaign. Generate debate, engaging new people in debates. Communicating key messages, responding to developments/media coverage quickly.	

7. Intermediary organisations

Please describe the type of engagement you're discussing.	Continuous work done by intermediary organisations between communities/individuals & policy/research	
Strengths - community groups already have contacts/networks.		**Weaknesses** - some people don't want to engage/interact in specific event space/with organisations

- Local community = public money - Trust in intermediaries (government at arms length)	- equality issues e.g. minorities
Opportunities - can be quite responsive to emerging ideas (compared to government)	**Risks (Threats)** - self selected audience - not broadening conversation

Why and how does this engagement type lend itself particularly well to <u>energy</u>?	Complex, multi-faceted issue. Can have more in-depth engagement over long period of time.
What are the <u>resource</u> implications?	Often publically funded – government programmes. Sometimes voluntary.
<u>Duration</u>?	Long term – slow development
<u>Outcomes</u>: What does this type of engagement typically achieve?	- behaviour change (instrumental) - deepening understanding (normative) - connect individuals to bigger policy issues - mobilise communities to take direct action that is appropriate to collate situation.

8. Running public/stakeholder events through Edinburgh University, Energy & Society Network.

Please describe the type of engagement you're discussing.	Running public/stakeholder events through Edinburgh University, Energy & Society Network. (Drawing on expertise across the University) and debating energy futures with citizens "Energy Futures"
Strengths Draws on expertise, "independent" experts at the University of Edinburgh. Public will realise that experts after a difficult choices have to be made.	**Weaknesses** Experts seen to be 'privileged'? Not citizen led. Problems of lock of info/accessible analysis in the Scottish draft policy documents.
Opportunities There is now a lot of publicity-funded research on energy in Scotland. Go beyond Government-led consultations – University/Academic & policy partnership.	**Risks (Threats)** Do people 'trust' experts these days? Experts "going native" with policy – seen as an arm of government.
Why and how does this engagement type lend itself	There are lots of experts out there who could be brought in – though they will want to preserve their independence

particularly well to **energy?**	
What are the resource implications?	Not much costs – need to draw on researcher's willingness/public willingness and policy maker's willingness to trust and share. Can also use online/app tools.
Duration?	A series of event over the course of the next 9 months.
Outcomes: What does this type of engagement typically achieve?	Give interested members of the public an opportunity to feel part of the process. Build up better lines between policy makers and a researchers in Scotland on energy, at a time when energy policy is getting remade as industrial strategy 0 i.e. becoming less transparent and more driven by specific interest and opportunities.

9. Mediated engagement

Please describe the type of engagement you're discussing.	Mediated through intermediaries e.g. local authorities offering to open up south facing roofs for solar and re-distribution to marginalised communities.	
Strengths - trusted counterpart - specific offer - clarity about who benefits	**Weaknesses** - not on whole energy system – which is difficult to do	
Opportunities - lots around - local (energy) owned companies	**Risks (Threats)** - political apathy - depends on capacity in local authority	
Why and how does this engagement type lend itself particularly well to energy?	Local, operational projects. - affects local population	
What are the resource implications?	- lies heavily on resource constrained local authorities - dedicated support or separate ESCO	
Duration?	Weeks/months	
Outcomes: What does this type of engagement typically achieve?	Yes/No decisions impact on whether projects become operational Increased engagement by publics in local governance Normalising renewables in publics	

10. Green homes network

Please describe the type of engagement you're discussing.	Engaging through peer to peer earlier adapter sharing expertise/experience. Open days each year. (People like to look round other peoples houses) – run by Energy Saving Trust. How you widen?	
Strengths - shows its "normal" - more likely to trust other - home owners than businesses - getting lessons learnt -	**Weaknesses** - how do you get beyond engagement? - Home owners might come over as "too green/not like me"	
Opportunities - link with businesses that do extensions etc to promote - could link to Doors Open day/garden days - linking up with local groups	**Risks (Threats)** - green homes people could give scare stories	
Why and how does this engagement type lend itself particularly well to energy?	- focus on renewables in home - peer to peer works well with new technologies	
What are the resource implications?	- running network – getting people to sign up/offering them advice and support - getting people to come – advertising – linking up with local groups	
Duration?	1 hour to visit a house(s)	
Outcomes: What does this type of engagement typically achieve?	Run to EST – expect there will be evaluation - people more likely to take up renewables - getting lessons learnt	

11. Living Labs

Please describe the type of engagement you're discussing.	Co-production of solutions. Co-designed. Citizens science. Citizens define the issues and the solution. City Council (Edinburgh) Participatory techniques. Mixed methods	

Strengths	Weaknesses	
- testing the solutions - get feedback in the process from the users - solution based - cost-effective	- technology focused - doesn't go live, get from idea to actual implementation	
Opportunities - gain skills - test before going live/fix bugs - bring in expertise	**Risks (Threats)**	

Why and how does this engagement type lend itself particularly well to energy?	Smart meter and energy demand. What actions people can take.	
What are the resource implications?	Technological expertise. Data expertise needed.	
Duration?	Testing, trialling and piloting needed.	
Outcomes: What does this type of engagement typically achieve?	New ways of enabling. Brings together different groups. People learn new skills. Innovation process which opens up new relationships, new approaches. Acts as a bridge from local problems to big questions.	

12. Media

Please describe the type of engagement you're discussing.	Traditional (newspaper) and social media marketing/promotional advertising campaigns to help start the conversation amend why we need to change our behaviours. Engage the network of communication professionals across academia, climate groups and industry to help promote positive/energy schemes	
Strengths - reach wide audiences e.g. older audiences = local newspapers, younger audiences = social media - Broadcast (radio, TV) has a huge listener ship	**Weaknesses** - Journalist can interpret information (especially complex information) incorrectly. There needs to be close workings with journalists/media professionals - Can provide negative as much as positive?	
Opportunities Wide, cross sectorial messages e.g. renewables industry, academia, climate change companies,	**Risks (Threats)** Can spark anti-campaigns? May not be effective in terms of some media still aren't trusted by media.	

	potential parties, community groups, environmental groups all sharing messages and helping drive discussions.	
Why and how does this engagement type lend itself particularly well to energy?	Public polling clearly shows people are favourable to renewables and talking climate change. Fuel poverty agenda strong and would be considered in communication plans. Energy and Health.
What are the resource implications?	Very little It's about mobilising/engaging PR community that already exist.
Duration: How long does this type of engagement typically take?	Ongoing Telling out story never stops regardless of medium.
Outcomes: What does this type of engagement typically achieve?	Behaviour change is surely the product of information/conversations? That conversation can be enhanced by input from Communication professionals.

13. Climate challenge fund

Please describe the type of engagement you're discussing.	Each CCF project has to show the project and the group applying for funding is community-led and engages around climate change.	
Strengths - 500 groups had funding (reach is wide) - Support the varied climate groups around Scotland -		**Weaknesses** - Tokenism engagement for some projects - No systematic evaluation (of engagement)
Opportunities - Exploits strengths of existing community groups/empowers groups - Data collection for Scottish Government (but its hard) - Go back to pre-engagement groups re the strategy (because they are already energy literate)		**Risks (Threats)** - Tension around simply engaging around climate change may not have carbon impacts and vice versa. (How to joint up climate change conversations and energy change).
Why and how does this engagement type lend itself	Practical (Energy efficiency is at the core of the approach)	

particularly well to energy?	
What are the resource implications?	£8-10m per year (this is the programme costs – of which engagement is a variable small part)
Duration?	Varies by scheme but on a 1 year basis currently
Outcomes: What does this type of engagement typically achieve?	Carbon emissions reductions and additional (community cohesion) empowering people

14. Share schemes for renewables – co-ownership

Strengths - engages economically - gives ownership – their asset - can be done	**Weaknesses** - bribery accounting - cutting out those who cash to invest - investment from out with community
Opportunities - a route to engage different stakeholders	**Risks (Threats)** - profits go to individual and not community - is this engagement? – what kind? - Not for those that aren't interested in economy

Why and how does this engagement type lend itself particularly well to energy?	- money to be made from low carbon activities for locals
What are the resource implications?	- economic legality - for proper engagement it needs to be more than a share scheme
Duration: How long does this type of engagement typically take?	- individual – very little - organisations – long lead in

15. Large scale public participation through "Citizens Jury" style model but with decision-making power & responsibility

Please describe the type of engagement you're discussing.	Financial decision-making in large scale public participation through "Citizens Jury" style model but with actual power & responsibility Melbourne Citizens panel.

Strengths	Weaknesses
- backing of wider public - doesn't mean some politician must sabotage self/party	- expensive - resource intense - ensuring balance - evidence
Opportunities - can make decisions unwilling/government unable to make	**Risks (Threats)** - media portrayal - buying from range of stakeholders

Why and how does this engagement type lend itself particularly well to energy?	Please see full case study on participedia.net
What are the resource implications?	Its perhaps an good example of how decision makers can get help from citizens to make difficult decisions at large scale (5 billion financial plan)
Duration?	Half year

16. Compulsory, mandated engagement [or communication/awareness raising]
e.g. EPC ratings when buying/selling/renting

Strengths	Weaknesses
- very high involvement and uptake - (long term) acceptance as normal practise	- Interventionist - Do people actually use it? - 'playing the game' – people get used to the system rather than the goods - Inflexible?
Opportunities - one mechanism is embedded, can make policy changes - puts idea into people's heads for taking voluntary action	**Risks (Threats)** - Adds transaction cost - Difficulty in effecting change, need for secondary legislation - Forced engagement does not engage people with full context

Why and how does this engagement type lend itself particularly well to energy?	Matches end results to top-down policy goals
What are the resource implications ?	Large need for private assessment/enforcement Adds transaction costs
Duration?	During the buying/selling process – weeks/months

Outcomes: What does this type of engagement typically achieve?	Encourages consideration of options in energy efficiency and ensures compliance Substantive – direct improvements Instalment – enforced consideration within a financial context Normative – makes people consider

17. Open source energy modelling

Please describe the type of engagement you're discussing.	"Energy 2050" for Scotland Using a simple/cut-down version of the Scottish energy system model? Government-led initially, with academics involved.

Strengths	**Weaknesses**
Focuses public to thinks about the whole energy system – and can offer mass engagement.	Dealing with a highly complex social and technical system, economic implication of choices may be different to predict.
Opportunities Will offer more public legitimacy/engagement with the difficult choices facing Scottish Government on climate policy, energy policy and can be helped by bringing in academic experts on energy, modelling and systems	**Risks (Threats)** Might expose lots of differences across the public – may undermine Government policy? Feels risky?

Why and how does this engagement type lend itself particularly well to energy?	Energy is a complex social and technical system Government have already said they will make its energy system model publicly accessible.
What are the resource implications ?	Resource implications for government and academics but this is already part of government plans – maintenance and mediation costs may be more intensive than the government anticipates.
Duration?	Ongoing, but flexible – can be done with small focus groups or wider mass consultant events.
Outcomes: What does this type of engagement typically achieve?	Wider public understanding of the level choices and trade-offs involved in public policy making - More transparency for public policy making - Allowing expert based scrutiny of the assumptions and outcomes of the energy strategy analysis, getting academics on boards to help legitimise policy to the public

18. Overhearing (and taking part in?) conversation that have already started (e.g social media)

Strengths Get to hear what is out there/extend reach	Weaknesses Above! Backlash
Opportunities (EST now do this by googling chats on cavity wall insulation) Pepper facts into potentially uniformed discussions	Risks (Threats) Culture – anti expert/anti fact

Why and how does this engagement type lend itself particularly well to <u>energy</u>?	Everyone potentially interested on some level. Broaden reach & rise. Awareness of facts.
What are the <u>resource</u> implications ?	Not much resource involved.
<u>Duration?</u>	Ongoing commitment
<u>Outcomes</u>: What does this type of engagement typically achieve?	Very bitty. Small changes of opinion? Not entirely sure about this risk this could be "solution-driven" (bringing in with facts which could backfire). Would need to be done by <u>expert</u>. Communicators (Is this just another form of spin?)

Additional Ideas:

- Hack-a-thons
    - data driven
- Myth busting and follow up on EE installation failures (EST)
- Public events: Edinburgh Climate festivals
- Scottish Government climate change plan ISM workshops
- District heating consultation/project?
- Where/What is the theory of change for the energy strategy?
- Technology – everyone has smart phones & apps – huge resource for engaging
- Very diverse forms of engagement. How we engage is shaped by <u>why</u>
- Diverse rationales underpinning engagement as key
- For Scottish Government energy policy – providing an evidence-based and accessible/transport statement as a basis of engagement and using independent experts
- Other engagement routes
    - political parties
    - membership organisations particularly environmental organisations

- workplace activities
- through service providers e.g. waste collection
- can we engage more/wider through the engagement that's already happening? – use existing opportunities better
- media – local media, national media, specialist media, social media
- Clarity of distinction between engagement that persuades citizens and engagement that informs decision makers
- Fear–driven engagement (scare stories in the media – lights going off etc)?
- Schools & education packs
- Need for more purposeful engagement that is tied to decision making
- Spectrum of engagement very important – are we informing or truly engaging?
- E-learning model for introverts!
- Increase in online petitions e.g. change.org, 38 degrees etc
- Need to feedback in public what people say and continue the discussion beyond the consultation
- Intermediaries: link members environmental NGOs, development trusts
  - empowerment, inclusivity
- Need to communicate the wider story. E.g. green policy increases electricity bills/"greencrap" in order to decrease energy bills though insulation
- Old fashioned engagement Vs participation. Much of this conversation is framed from perspective of government 'engaging' population rather than bottom up
- Thinking about values – custodianship children/grandchildren, a good place to live, doing the right thing, independence
- "Why would I spend money to reduce CO_2 when Scottish Government wants to make flying cheaper?" Using Scottish Government policy contradiction to excuse inaction individually
- Might be space for neutral portal of info/fact sheets. (E.g. ECCI did this 3 or 4 years ago)
- Role of the media is critical in framing debates around these issues-research consistently shows the impact that the media has on awareness and behaviour about particular and general issues
- Research (on public engagement for windfarms) has demonstrated the critical importance of communicating that changes have been made on the basis of the engagement/consultation – so the process was worthwhile and matters – to improve trust in this process and processes more generally
- Research has demonstrated that there are groups, networks already in existence – who then became interested in energy (i.e. a re-existing community group who then takes on a community every project). Could a similar approach be used to disseminate and engage people with the Energy strategy? (i.e. reach out, actively, to existing groups and networks and asking them to submit a response?. Everyone uses energy, so the strategy matters to everyone, reaching out to existing non-energy related groups and telling them this…??
- Media: very important voice. Local press and BBC Scotland
- Area based EE schemes, SEEP – how to make this more 'enjoyable' and do wider engagement and visioning on energy? Allow messages to come back.
- ZWS – circular economy: engagement with businesses
- Membership organisations – to what extend are they actually engaging with their members. Engagement in the workplace.
- Political parties (as membership organisations)