



# e-Participation Canvas

A practical framework to build and maintain your engagement strategy

Launching a successful online engagement platform is not something that you should leave up to chance. It is essential that, even before the start of any consultation, all the stakeholders sit around the table to clearly state what their **expectations** are, as well as which levers are going to be used to reach these **goals**. Even if it sounds obvious, it is not always easy to find a common space and format to jot down all of this information. Our engagement experts developed a simple **framework** you can use while **setting up your engagement strategy**.

## The 3 goals:

**Be transparent and accountable:** the canvas helps make clear the purpose of your engagement platform, who is involved, and the goals you are trying to reach.

**Keep a high-level overview:** in the long run, and even weeks or months after launching your platform, it is always useful to be reminded at a glance of all the aspects of your strategy,, such as your engagement levers or planned risks and barriers. Use the canvas to share the progress with colleagues.

**Brainstorm together:** filling out or updating the canvas is a good moment for stakeholders to finetune your objectives or reorient and change the actions you are planning to take.

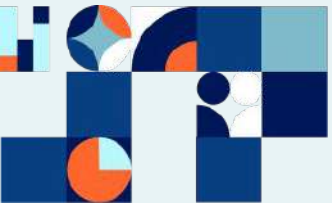
## The 3 building blocks:

The canvas allows you to define the different building blocks of your engagement platform, and by extension your strategy. Look at the canvas as a dynamic framework that you keep updated along.

**Defining objectives:** having shared goals throughout your engagement strategy is key. Define what you want to do and choose the relevant metrics that will be used to measure success.

**Engaging stakeholders:** Attributing clear roles within your organization helps gather support for your goals and projects. Having a core team will also improve efficient collaboration. Also define who you are involving externally and how you want them to engage.

**Planning communications:** Make sure to have a clear idea of how you will reach out to your targeted audience. Define the channels you will use during the launch but also to share results and feedback throughout the process.



# e-Participation Canvas

Define the building blocks of your engagement platform and strategy

Objectives

**Goals**



Stakeholders

**Organization**



Communication

**Communication**



**Audience**



**Calendar**



**Metrics**



**Risks**



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Define the building blocks of your engagement platform and strategy

## Objectives

### Goals



Do you agree on shared goals?  
What are the short and long term goals of your platform?  
What projects will be put on the platform?  
Which projects will be open for input on an ongoing basis?

## Stakeholders

### Organization



Who will lead the core team?  
Who are the operational and strategic stakeholders?  
Does each project leader know how to set up and follow up projects?

## Communication

### Communication



How will the platform fit into the overall communication strategy?  
Which channels will be used to communicate launches?  
How will feedback or follow-up be organized?

### Audience



Who is the target audience?  
Are there certain groups or organizations you should target?

### Calendar



Are there important dates to work toward?  
What activities or events are opportunities for involvement?

### Metrics



What is going to be measured and when?  
When will the platform be seen as a success?

### Risks



What is possibly blocking inside your organisation?  
What are the external factors to take into account?