

# APPENDIX

## CORE PRINCIPLES FOR PUBLIC ENGAGEMENT

Developed collaboratively by members of leading public engagement organizations (Draft 04-06-09, [www.thataway.org/2009/pep\\_project](http://www.thataway.org/2009/pep_project))

**THERE ARE MANY WAYS THAT** people can come together to deal with issues that affect their lives. We believe that public engagement involves convening diverse yet representative groups of people to wrestle with information from a variety of viewpoints, in conversations that are well facilitated, providing direction for their own community activities or public judgments that will be seriously considered by policymakers and their fellow citizens. It is our stance that quality public engagement must take into consideration seven core principles if it is to effectively build mutual understanding, meaningfully affect policy development, and inspire collaborative action among citizens and institutions.

The following seven principles overlap and reinforce one another in practice. They serve as ideals to pursue and as criteria for judging quality. Rather than promoting partisan agendas, the implementation of these principles generates authentic stakeholder engagement around public issues.

### THE SEVEN CORE PRINCIPLES

1. *Planning and Preparation*: Plan, design, and convene the engagement specifically to serve both the purpose of the effort and the needs of participants.
2. *Inclusion and Diversity*: Incorporate diverse voices, ideas, and information to lay the groundwork for quality outcomes and democratic legitimacy.
3. *Collaboration and Shared Purpose*: Support organizers, participants, and those engaged in follow-up to work well together for the common good.
4. *Listening and Learning*: Help participants listen, explore and learn without predetermined outcomes—and evaluate public engagement efforts for lessons.

5. *Transparency and Trust*: Promote openness and provide a public record of the people, resources, forums, and outcomes involved.
6. *Impact and Action*: Ensure each participatory effort has real potential to make a difference.
7. *Sustained Participation and Democratic Culture*: Promote a culture of participation with programs and institutions that support ongoing quality public engagement.

This list represents a consensus in the field of dialogue and deliberation, but most practices tend to emphasize or apply these principles differently or to reach beyond this basic consensus in one way or another. To learn more about such diverse understandings and applications, consult the online version of these guidelines at [www.thataway.org/2009/pep\\_project](http://www.thataway.org/2009/pep_project).

Finally, we believe the use of technology should be generally encouraged whenever appropriate to enhance and not impede these seven values—and also that these seven principles apply to both online and offline efforts. However, there is not yet consensus in our field on standards for the use of technology that would warrant the inclusion of specific online or electronic guidelines in this document.

The National Coalition for Dialogue and Deliberation, the International Association of Public Participation, and the Co-Intelligence Institute are leading this collaborative effort to develop a standard set of principles that, we hope, organizations in the field of public engagement can agree on. With new attention and emphasis on collaboration, participation, and transparency thanks to the leadership and vision of the Obama administration, we feel it is more important than ever to provide clarity about what we consider to be quality public engagement.