



CabinetOffice

Extending Digital Engagement across Government

Andrew Stott

Director for Digital
Engagement

**Making
government
work better**

What do we mean?

New media

Changing the way we receive and process information

- growth in use of the internet
 - more accessible (Digital Britain)
 - more portable (iphone/blackberry/netbooks)
 - different uses (podcasts, youtube, discussions)
- Decline in traditional media
 - Print journalism struggling
 - Broadcast changing – TV on demand/through pc
 - Instant news culture



New Audiences

Information is available to anyone who can find it

- Redefine traditional views of audience groups:
 - Global not just local
 - New communities of interest
- People have valuable knowledge they want to share:
 - netmums
 - Wikipedia



New Methods

It's a rapidly changing world

- Social media is a global phenomenon
 - Facebook/Twitter/YouTube/Bebo/Linkedin
- Blogs are a mainstream media now (even viewed as out of date by some)
- Widget economy is real
 - 23% of all social media users have ins application



So What?

We need to embrace this new world and within it



- 6 in 10 web users have used government sites to access information and services
- Democratic awareness and participation is being promoted online
- Other 'competitors' are already active in this space
- Increasing expectation that Government will be engaging online = Digital Engagement

Digital Engagement

- Government/public sector engages with citizens through digital media

The real capability of social media is the ability to gather feedback and opinions, have discussions. It is easier than ever before for the government to listen and gather feedback as well as communicate but we must be ready to engage with those replies

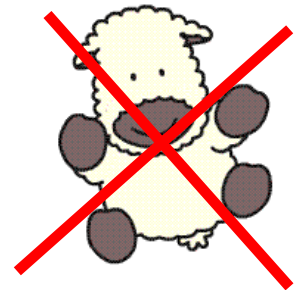
3 Components to my role:

- Embed the use of digital techniques and online channels into the way we (UK Civil Service) operate in public policy development and service delivery
 - Moving how we interact with the public from communicating to collaborating to enthusing
- Freeing up “public data” – non-personal non-sensitive data collected as part of government operations – in order to:
 - increase transparency
 - improve public services
 - release new economic and social value and growth
 - make UK a global hub of skills in the future of the Web
- Champion modern digital tools and methods within government to break down our traditional silos and so to allow us to share knowledge and information and collaborate effectively with each other

Communication to Collaboration through “social media”

The term social media refers to :

- to online technologies and practices that are used to share opinions and information, promote discussion and build relationships.
 - involve a combination of technology, telecommunications and some kind of social interaction
 - use a variety of different formats, for example text, pictures, video and audio.
- It allows you to **create, connect and share** more easily
 - Fundamental to engaging digitally
 - It is “social” as in society, not as in leisure - does not mean spending all day throwing sheep at people or fighting them in Zombie wars



Progress + Next Steps: Open Information



Free our data:

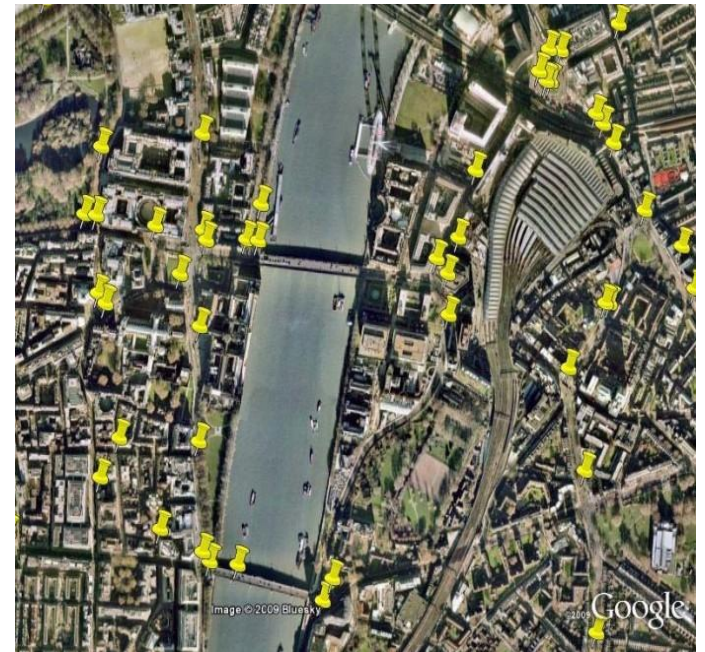
- Citizen as consumer
 - *Information rich public services - 'data mashing'*
 - *Choice in public services – information asymmetry*
- Citizen as shareholder
 - *Openness and transparency - Information to hold services to account and drive change*
- Working with Sir Tim Berners-Lee and Professor Nigel Shadbolt to make this happen

“Mash-ups”, Victorian & Modern

Within 24 hours
of release of data



Cholera cases



Bicycling traffic accidents

Commission

“So that Government information is accessible and useful for the widest possible group of people, I have asked Sir Tim Berners-Lee who led the creation of the World Wide Web, to help us drive the opening up of access to Government data in the web over the coming months”.

Prime Minister, 10 June 2009

Calling open data developers: we need
your help <http://bit.ly/QfiLQ>
[#opendata](#) [#gov20](#)



1:33 PM Sep 30th from web



DirDigEng
Director Dig Engmnt

Open Innovation:

Show Us a Better Way:

- Over 450 entries with topics ranging from curry to CCTV
- 14 winners
 - Jenny Ingram suggested a website for finding out where your local postbox was, something that even the Post Office cannot tell you!
 - Claire Harkin suggested a one-stop-shop website covering all a cyclists needs for route planning

The Winning Topics

<http://www.showusabetterway.co.uk>

And the winners are:

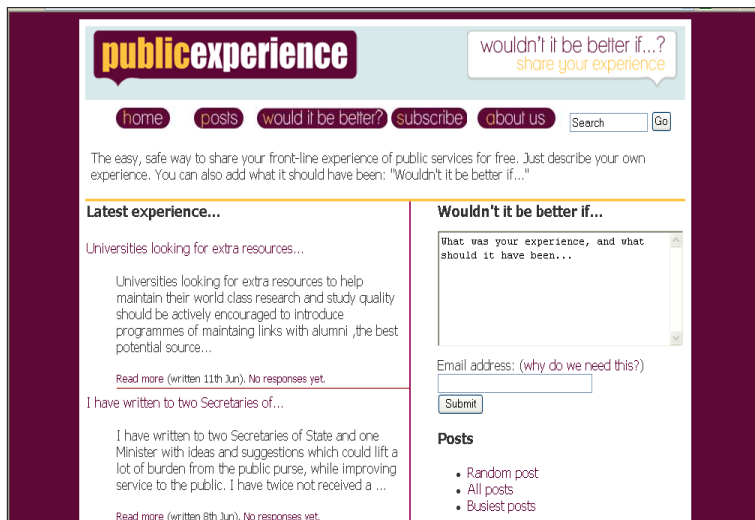


Free



Open Innovation: Fostering and learning from innovation – the Innovators Council

- In May – the Public Service Reform Group in the Cabinet Office launched the Innovators Council and invited the public and those delivering public services to send in ideas for public service reform.
- By end of June – the Innovators Council had received over 300 ideas.



- The website is still very active so take a look and continue to submit your ideas:

www.publicexperience.com

- The Innovators Council meets regularly to consider the list of ideas and identified four areas to be taken forward for rapid development and testing.

To keep up to date on developments please go to:

<http://www.hmg.gov.uk/innovation.aspx>

Open Discussion

- promote greater engagement with the public through more interactive online consultation and collaboration

Social Media in Communications : RAF Campaign

The screenshot displays a Bebo social media page for the Royal Air Force. The main banner features a blue silhouette of a jet flying over a red landscape, with the text "THE MOST EXCITING LIFE BY FAR" and "The Royal Air Force <theroyalairforce>". Below the banner is a video player for "Rocks in a Hard Place - Episode 14" showing a soldier in a desert environment. The right side of the page is divided into two sections: "Fans" and "Comments".

Fans Section: A grid of 16 member profile pictures with names: Mark Beacock, Monica Barlen, Evabo Macauley, Ian C, Lisel Barrett, Enfs Wwn, Eddie Lismore, D, Nail-Bruw, Warren B, Ace Of Spades, Pasa Mustafa, Tom, Rachel, Leianne, and Dewi Jones.

Comments Section: A list of user comments with timestamps:

- Snoon:** RAF! RAF! RAF! RAF! Defiantly joining! 13 hours ago
- Harrison:** Im only 13 i have already join the raf and im 3MCs i am there youngest member 13 hours ago
- Smaller Buckett:** I go to air cadets (atc) and I lloooooooovee it!!! I want to be a pilot when i am older!!! 13 hours ago
- You Have Bad Breath:** RAF pft british army i soo much better x Joinin in january x 14 hours ago
- Stryderman:** how do i get the qualifications to be an engineer in the royal air force? 15 hours ago
- Ashley McKenna:** any more questions keep em coming, im already in the raf. 19 hours ago

At the bottom of the page, there is a "Forum" section with a post titled "Love for the RAF" by Naomi Pinchen-Bovall, dated 18 hours ago, and another post titled "What makes the RAF better than the Army?" by Pete Mont, dated 19 hours ago.

Engaging and enthusing

DFID Department for International Development

JOBS | PRESS | CONTACT US | SITE MAP

UKaid With the Department for International Development

HOME | ABOUT DFID | GLOBAL ISSUES | WHERE WE WORK | MEDIA ROOM | WORKING WITH DFID

GETTING INVOLVED

You are here: Home > Media room > News stories > Surviving against the odds: photostory from Bangladesh

PRESS

- NEWS STORIES
- PRESS RELEASES
- CASE STUDIES
- SPEECHES AND ARTICLES
- PUBLICATIONS
- SIGHTS AND SOUNDS: VIDEOS AND MULTIMEDIA
- STAFF BLOGS
- DVD SPEAKER SERIES


Surviving against the odds: photostory from Bangladesh

Coping with flooding has already become a way of life for the resilient people living in Satkhira, southern Bangladesh.

22 SEPTEMBER 2009

Surviving against the odds - photostory


These pictures were taken just a few days ago in Satkhira, southern Bangladesh. They show the Bangladeshis' resilience and determination to survive against the odds - whatever the weather brings...



Going shopping, by boat

Streets in the district of Satkhira, in southern Bangladesh, are flooded after months of heavy rain - people travel by boat to reach the local shop.

Notes | Link | »



1 2 3 »

PictoBrowser

It's still monsoon-time in Bangladesh - and the rain continues to fall. Coping with flooding has already become a way of life for the resilient people living in Satkhira, southern Bangladesh, who are learning to live with the increasing impacts of climate change.

RELATED LINKS

- What the UK is calling for at the UN
- More about our work on climate change
- Where we work: Bangladesh
- More on the UN climate change events
- View these photos and more on Flickr
- Action Copenhagen [UK Government website]

Engagement and conversing

Food 2030 beta

Defra online discussion



About this site

Home: Food 2030
About Food 2030
Project background
Terms of use
Comments Policy
Contact us

Sections

The Food System
Discussion Topics
A thriving food economy
Access and affordability
Climate change
Diet-related chronic disease
Food-borne illness
Living within environmental means
Research and innovation
Sustainable farming
Waste
Action Plan

Home: Food 2030

A number of challenges are facing the food system – rising population, diminishing natural resources and climate change. Alongside these, diet-related ill health continues to put a burden on the economy and society. These web pages provide an opportunity to discuss the challenges and other issues affecting the food system. They also provide a place to discuss the shape of the future food system. Food 2030 looks both at the food we produce and consume in the UK, and how global food production can be increased in a sustainable way.

We would like to hear your views on these issues so that we can make the food system better for the economy, for our environment and for our health and wellbeing. **This forum will stay open until 16 October 2009.** See [About Food 2030](#) for information about how we will use your comments, also information [about the project background](#).

Alongside Food 2030 [we have also published:](#)

- A 'one-year-on' progress report on Food Matters;
- The UK Food Security Assessment; and
- A consultation on a draft set of sustainable food indicators.

In this video, Hilary Benn speaks about the challenges of secure and sustainable food supply.

Update: 16 October 2009

The Food 2030 consultation closes today. Thank you for all your contributions whether through this website, by e-mail or at meetings that we've attended. Next week we will be analysing all your comments to feed into our food strategy which we aim to publish early next year.

We will be shutting down the comments function across the forum over the weekend, so you won't be able to leave any more comments on the website once that happens. We will, of course, accept any further contributions made before that happens.

You will still be able to contact us by e-mail using the address on the [contacts page](#). However, we cannot promise to consider any submissions sent by e-mail after the weekend, though we will do our best.



Open Consultation

Already published some commentable reports:

Innovation Nation, DIUS :

<http://interactive.dius.gov.uk/innovationnation/>

Power of Information Taskforce Report:

<http://poit.cabinetoffice.gov.uk/poit/>

Working Together Cabinet Office:

<http://www.hmg.gov.uk/workingtogether.aspx>



Don't forget there are discussions elsewhere

Noticeboard Nearly new Household help Childcare	What's on Places to go Things to do Parties	Food & Recipes Holidays Work & Money Shop window	Coffee house chat Local meet-a-mum Support for you Postnatal depression	Pregnancy & Birth Baby Preschooler Older child & school
---	---	--	---	---

You are in: [Home](#)

About Netmums


Netmums is a unique local network for Mums (or Dads), offering a wealth of information on both a national and local level. Once you have registered on your local site you can access details for all kinds of local resources, from child-friendly cafes to childminders, places to go and much, much more. In just a few clicks you chat with local mums in our coffee house, read other mums local recommendations and check out information on pre-schools or schools in your area - it's all here, under one roof.

[Find out more about Netmums...](#)


Are you outside the UK? Click here
To get the best out of Netmums, find your local site and register free.

Enter the first part of your postcode...
or choose from the map opposite

Today on Netmums


 **Your local toddler groups**
Active, sociable and fun, parent and toddler groups are a great way to meet other mums and babies in your area. Use your local listings to find groups in your area.
[More..](#)

Brown boot Autumn Fashion
Want to inject a serious dose of style into your Autumn wardrobe? Our fashion page includes all of the latest trends and where to shop online or in the high street to find them. Here are the top 9 wardrobe must-haves.
[More..](#)

 **Count down to Halloween**
With Halloween just around the corner we have loads of print offs.

Use our map below or use our [index](#).

Or enter the first part of your postcode here



Toddlers to Ten:
Your Common Parenting Problems Solved with our guide to the challenges of childhood

How to be a Happy Mum
The latest Netmums book - solutions, strategies and a new way of looking at life.

Register for free | Help
Our patron
John Bird, MBE

Open Feedback

The screenshot displays the Patient Opinion website interface. At the top left, the logo reads "Patient Opinion" with a blue circular icon of hands. To its right is the slogan "this is our NHS... let's make it better" and three small images of healthcare professionals. Below the logo is a "Login" link and a search bar with the placeholder text "Please enter search text" and a green "Search" button. A navigation bar contains links for "Home", "Your story", "Find stories", "Find services", "Help", "About", and "Blog".

The main content area features a large heading "Your story can change the NHS" with three sub-links: "Tell people what happened", "See what others are saying", and "Find out how patients are changing the NHS". To the right, a "Your story" section includes a description: "Patients, service users, carers, relatives, friends, staff. This is for everyone..." and a green "Share your story" button.

Below the main heading is a "Latest Patient Opinions" section with four entries:

- "Injection made me jump!"** (19 hours ago) by Long399 on Nottingham University Hospitals NHS Trust - City Campus (Cardiology)
- "My grandma was given privacy and dignity"** (21 hours ago) by Nigh904 on Royal Hallamshire Hospital (Clinical haematology)
- "Very happy with the level of care"** (22 hours ago) by Piper395 on Springwood Care Home
- "New service is so much better"** (23 hours ago)

On the right side, a "Services near you" section prompts users to "Find stories about health services near your postcode" and includes a "Your postcode" input field, a "Find services for...(optional)" input field with the example "e.g. diabetes or eyes", and a green "Search" button.

Open Feedback


MOD home | defence for... | about defence | defence news | A-Z index | contact us | help

Ministry of Defence

Search defence...

top choices
popular pages in defence
[Review of acquisition](#)
[Manual of services law](#)
[Cadet 150](#)
[Britain's reserve forces](#)
[Employing us army force](#)

Defence News 10th October 2009



Bomb disposal heroes given Afghanistan medals
Just days after returning home to a heroes welcome, bomb disposal specialists were honoured yesterday on the parade ground for their arduous work over the last six months in... 16 Oct 09

Vikings complete training for Afghan deployment
In preparation for their deployment to Afghanistan, three companies from 1st Battalion The Royal... 16 Oct 09

Ainworth on Afghanistan: essential steps made in the right direction
Finishing a military debate on Afghanistan in the House of Commons yesterday, Defence Secretary Deb... 16 Oct 09


Swine Flu vaccine for UK forces in Afghanistan
16 Oct 09

Princess remembers those lost in Royal Navy WWII tragedy
16 Oct 09

[more defence news](#)

Elections 2009
UB in AFGHANISTAN

[Defence News Blog](#)




Operations in Afghanistan

Royal Navy
Navy operations
Navy community
Navy equipment
Navy news

British Army
Army operations
Army community
Army equipment
Army news

Royal Air Force
RAF operations
RAF community
RAF equipment
RAF news



Providing for our people

Page rated 2000 times
★★★★☆

131
Plain English Campaign

Accessibility | Freedom of Information | Copyright | Your Privacy | Security Policy | Directgov



Open Feedback

UserVoice :

<http://digitalengagement.uservoice.com/pages/12758-ideas>

Customer Feedback & Ideas for digitalengagement - Microsoft Internet Explorer provided by CABWEB

Address: <http://digitalengagement.uservoice.com/pages/12758-ideas>

Go to [digitalengagement](#) powered by **USERVOICE**

CIVIL SERVICE (not officially)

Ideas Feedback Forum Log in or Sign up | English

The UK Government is about to hire a new Director of Digital Engagement (<http://is.gd/jlpw>). What should he/she do when they start work?

I'd like the Director of Digital Engagement to...

- enter your idea (policy priority, quick fix, barrier to remove) -

top ideas hot new 1 accepted completed

227 votes **open a base in Stoke-on-Trent**

To really deliver in a complex, disconnected UK, you need a base where you can access a flexible workforce with high-speed rail links back to Westminster and to other cities and where the issues of inclusion and exclusion really can be felt and engaged with. More reasons here: <http://whitelama.b...> **more**

4 comments | by [clarewhite](#)

192 votes **Promote the procurement of small, creative suppliers**

Small agencies and freelancers are more innovative, cost-effective and flexible than large IT outsourcers. And yet government procurement frameworks discriminate against them. The new Director should look at how creative small firms can be brought into government more easily.

6 comments | by [civil service](#)

165 **experiment wildly - small bets, learn lots, kill failure.**

10 votes left
[What happens if I run out?](#)

Want your own forum like this?

Ideas activity feed

Contact Support

Done Internet

start Microsoft Out... 2 Microsoft Po... Customer Feed... estewart's Pictures untitled - Paint 1330-2 Mon Mart... 13:53

Issues

- For discussion audience needs to be informed
 - Open data, access to information
- 33% of the UK still not on line so this activity must be complemented by non-internet methods
- Internet is a major resource – many ways to find information so:
 - need to be clear what is the official information
 - need to be clear in what capacity we are participating



Follow me:

- On Twitter:
 - @DirDigEng
- On the blog:
 - <http://blogs.cabinetoffice.gov.uk/digitalengagement/>
- On Civil Talk
 - andrewstott

@dirdigeng

