



THE **EUROPAEUM**  
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# EUROPE, LISTEN AND RESPOND

EUROPAEUM SCHOLARSHIP PROGRAMME – COHORT JANUARY 2018 / NOVEMBER 2019

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ENHANCING THE EUROPEAN COMMISSION'S ONLINE PUBLIC CONSULTATION TOOL

# MIND THE GAP!

- The EU and its citizens are **driving apart**.
- **Populism** is on the rise.
- **Disconnect** between governor and the governed

**How can the EU keep its citizens engaged?**

# PUBLIC CONSULTATIONS



## Consultations

Through public consultations you can express your views on the scope, priorities and added value of EU action for new initiatives, policies and laws.

# PUBLIC CONSULTATIONS

...are not a **vote**

...are a means of **political participation and engagement**

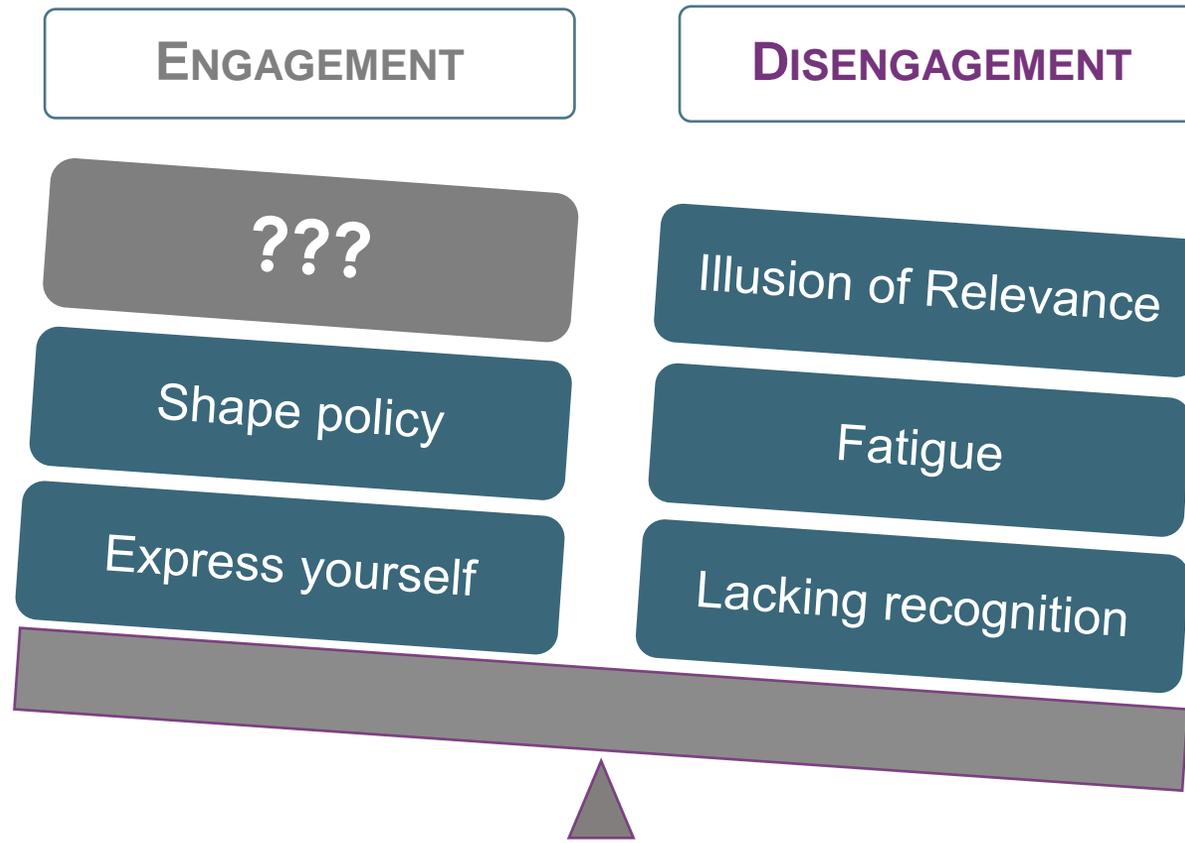
...have the potential inform **better policies**

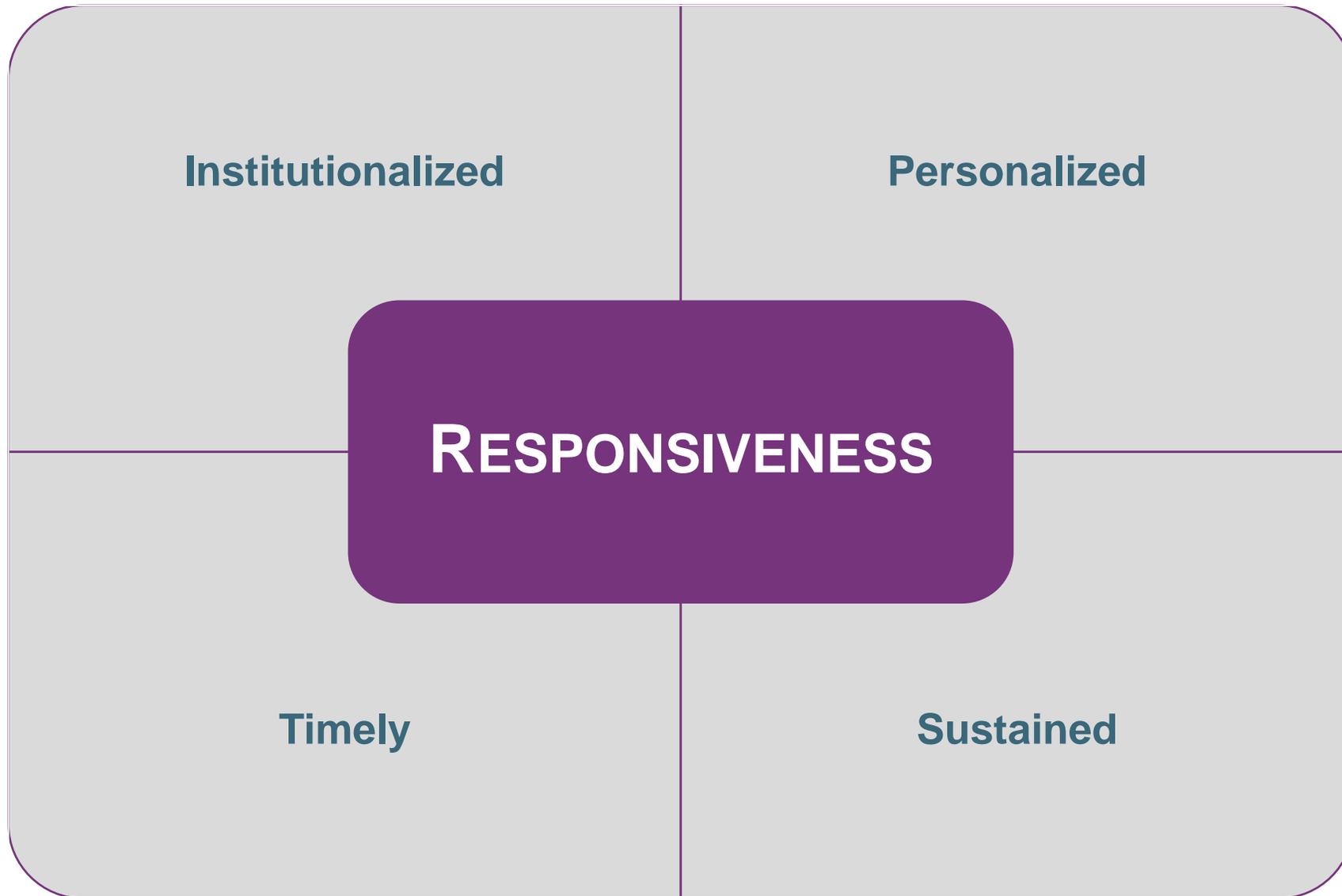
# THE EU COMMISSION AND PUBLIC CONSULTATION

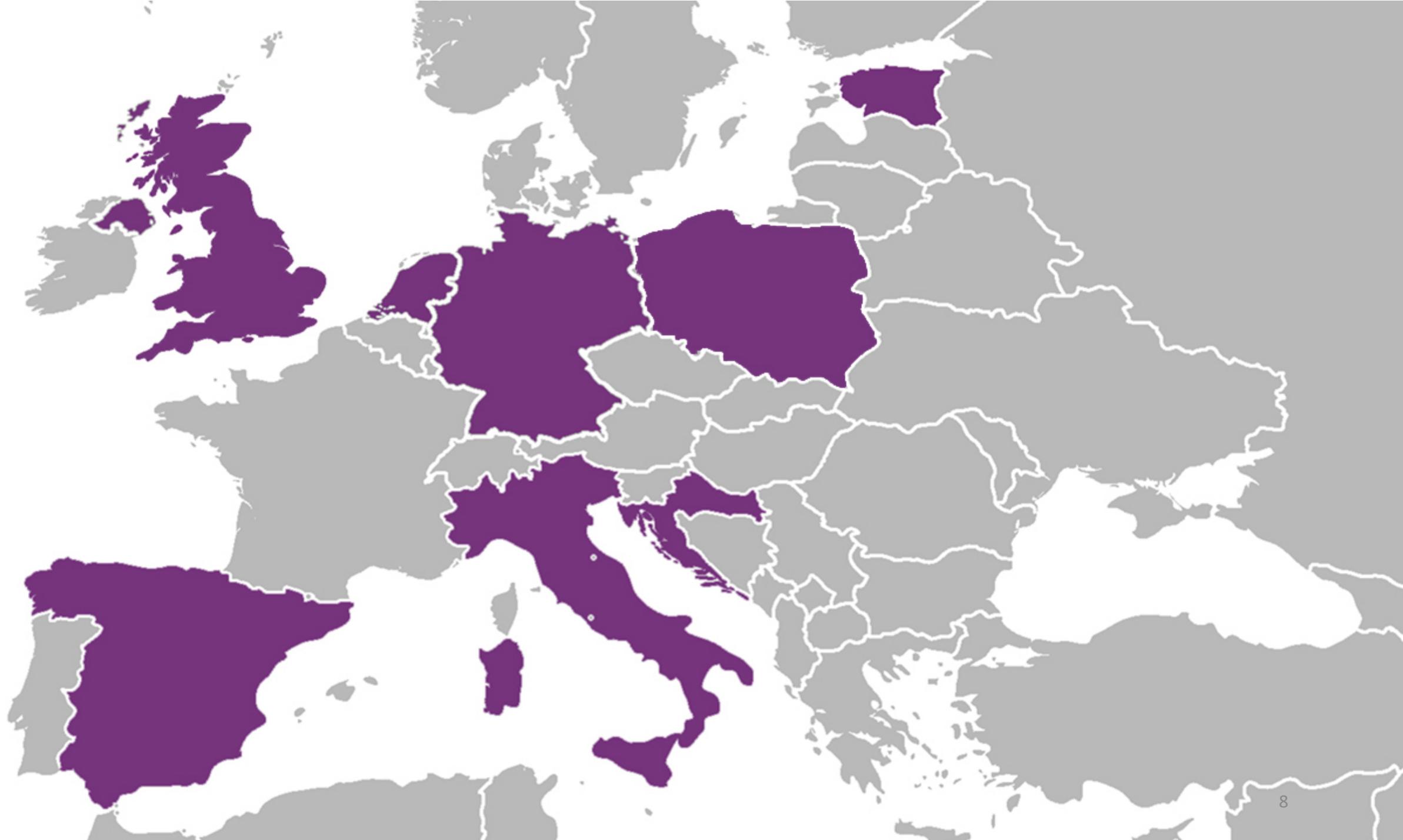
EU COMMISSION	2015	2016	2017	2018
Public Consultations	105	120	112	80
Opinions received per Public Consultation	461	565	1838	2091

**80%** of participants contribute **only once**

# THE EU COMMISSION AND PUBLIC CONSULTATION









# LESS IS MORE

In order to achieve a desirable quality of responsiveness, **the amount of consultations** should neither **overburden** citizens nor the Commission staff.

# INSTITUTIONALIZATION

Good governance principles as necessary condition for public engagement

## Recommendation 1

**Responsible executing bodies**, a supervisory body, a complaints mechanism, and **minimum standards** have to be clearly defined and enshrined in **law**.



# INSTITUTIONALIZATION

- Diagnosis: unpredictable and unaccountable EPCs.
- Institutionalisation ≠ complexification.
- “Office for the EPCs”.
- Independent supervisory body.
- EU Directive on EPCs.

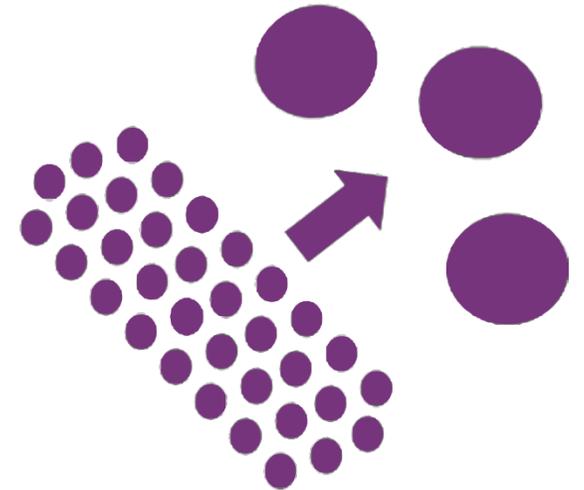


# PERSONALIZATION OF FEEDBACK

Trade-off between quality of feedback and cost

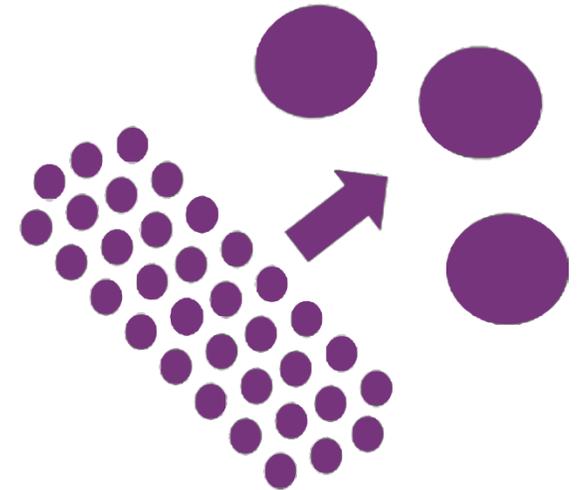
## Recommendation 2

**Semi-personalized feedback** is the silver bullet of responsive consultations. **Automatization** should only be used to identify relevant categories.



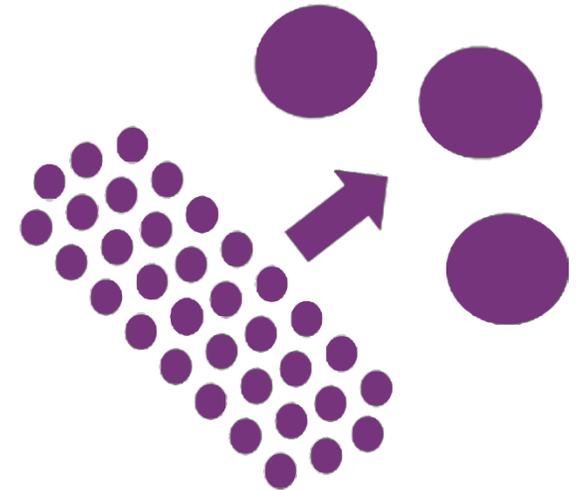
# PERSONALIZATION OF FEEDBACK

- Diagnosis: Trade-off between quality of feedback and cost.
- Policy makers should make categories based on a representative sample of 100-200 responses.
- Software uses “machine learning to categorize” other responses.
- Answers are provided to your concerns.
- Example ‘Advance Passenger Information directive’.



# PERSONALIZATION OF FEEDBACK

1. Common patterns in data streams – semi-personalized feedback.
2. BIG Data Analysis.
3. Stylometry – 24 official EU languages.
4. Interface designed according to “User Experience” principle.
5. 9 examples of platforms (cost varying 5000 USD - 56 mln USD):
  - “Census Data”.
6. Further research:
  - Prof. Flasiński prefeasibility study.
  - Create small testing platform for applying it on the bigger scale.



# TIMING

“Long absent, soon forgotten”

## Recommendation 3

Consultations, the responses on opinions, and the communication of final results should **follow a clear timetable**, which needs to be **abided by**.



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# TIMING

- Diagnosis: Trade-off between quality of feedback and timeliness.
- The European Commission committed to four weeks.
- No consensus among case studies.

Examples:  
Croatia e-Consultation  
Decidim, Barcelona



# SUSTAINED DIALOGUE

“Thank you” is not enough

## Recommendation 4

Consulting bodies should provide their **feedback in a sustainable and engaging way.**

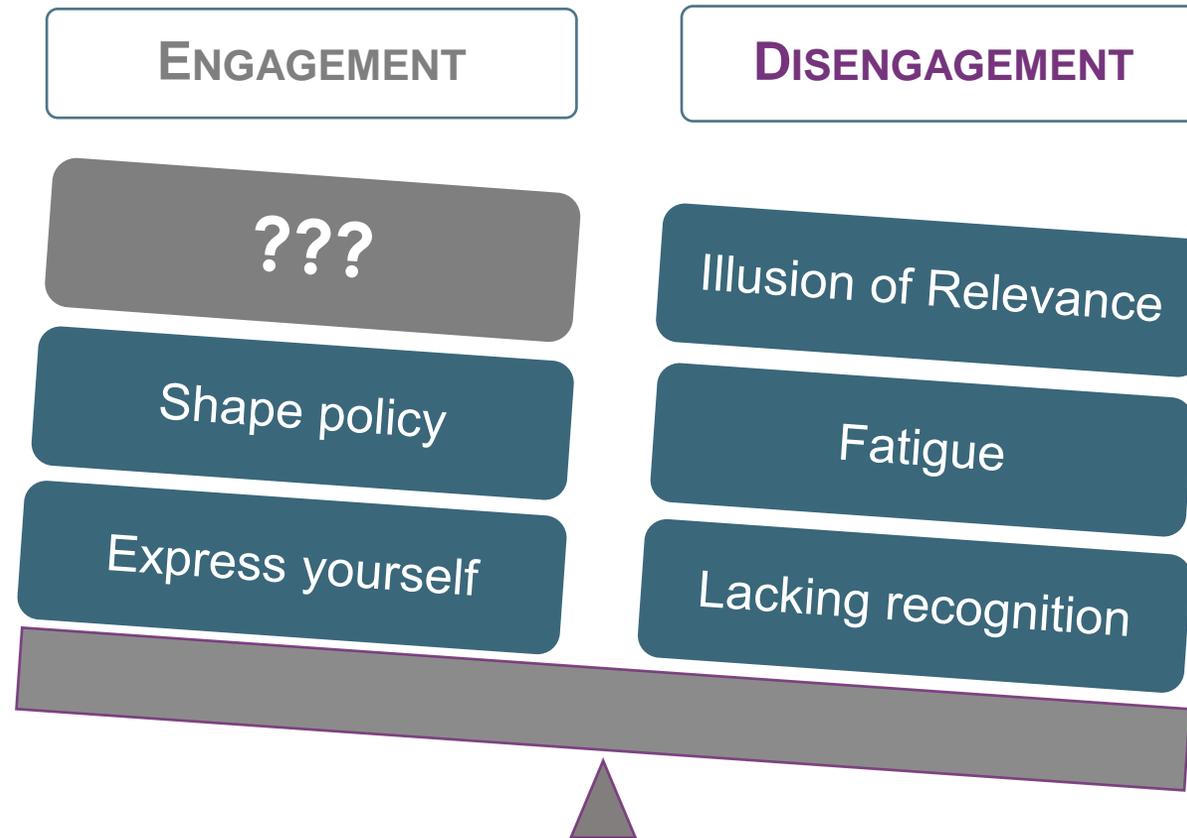


# SUSTAINED DIALOGUE

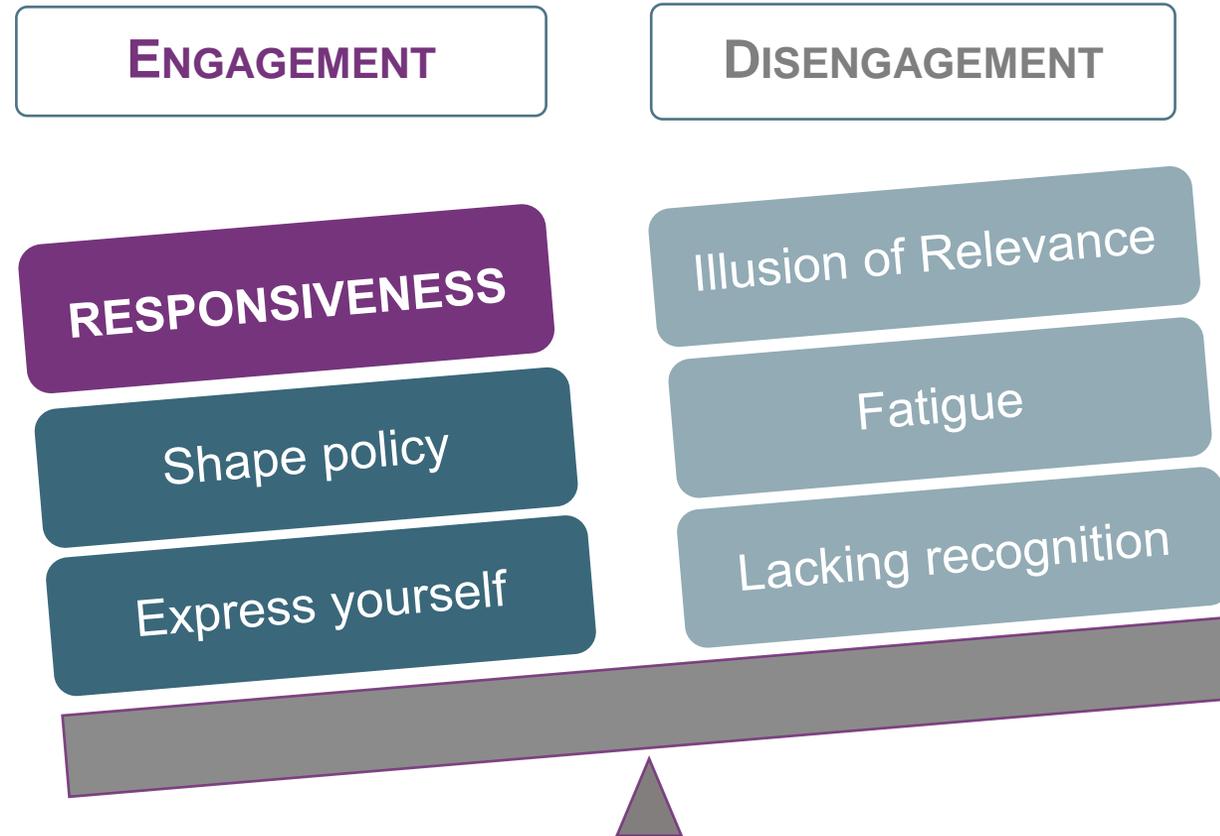
- Diagnosis: Trade-off between neutrality and re-engagement.
- Voluntary sign-up for newsletters.
- Possibility to select thematic preferences.
- Advertising related consultations, legislative procedures.
- Pointing to participatory possibilities beyond consultations.



# CONCLUSION



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**WE ARE HAPPY TO  
LISTEN AND  
RESPOND**

# Europaeum Scholarship Programme

Cohort January 2018 / November 2019

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