



**e-DEMOCRACY**

ICT - A DRIVER FOR IMPROVING DEMOCRACY

# INNOVATIVE WAYS TO INCREASE CIVIC PARTICIPATION IN PARLIAMENTS, GOVERNMENT AND CIVIL SOCIETY

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*Vice-president Assembly Republic of Macedonia*

nextsense



# The Internet as a political tool

- Ease
  - Anyone can launch campaign
  - Participants are equal
- Speed
  - Law, information, email, bloggers, journalists
- Reach
  - Internet span the globe, cluster by interest not location, campaigning supporters that you will never meet in the physical world
- Interconnection
  - Network effect, links between people create web of relationships

# The big picture - 3 basic function

- Recruiting
  - Volunteers, donors, potential voters
- Mobilization
  - To do something
- Messaging
  - Sending Political themes

# Key political tools for 2012

- CRM platform
  - Stay in touch with thousand people at once, DB
- Fundraising
  - "Donate" button -> half billion \$ online
- Advertising
- Mobile field
  - Mobile apps, mobile optimized websites, mobile fundraising
- Video
  - Rapid response video
- Facebook
  - Mobilization
- Twitter
- Email



- New people
  - The Pirates were the first party in Sweden among 18-21 year-olds (24%)
  - They were third party among 22-30 year-olds (17%)
- New constituency
  - Social media

- For a generation of so-called digital natives, a mobile phone is often the first thing you touch in when you wake up in the morning and the last thing you touch when you going to bed





# Social media

- Social media are a new and effective way for parliaments to connect with public, particularly young people;
- Less respectful of position, tradition and privilege and conversations evolve much more quickly;
- Challenge for formal institutions like parliaments;

Pros

Pros

Cons

Cons

Create a space for dialogue

Real time monitoring

Reputation risks

No guarantee for productive dialogue

Closer to the public

Reduced time for information

Carefully tailored content

Potential to move rapidly and beyond control

Cost effective

Can become core part of communication

Etiquette, protocols different to other media

It's not short cuts to efficacy

Better understanding public opinion





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The European Parliament is the only directly-elected EU body. Members of the Parliament represent you, the citizen.

#### Fans

6 of 54,780 fans

[See All](#)



Kurt H Hoffman



Zona G Gamonal



Daniela Lanzotti

## European Parliament

[Become a Fan](#)

Wall

Info

Boxes

RSS/Blog

Reviews

Discussions



European Parliament

Just Fans



**European Parliament elections turn-out analysis: "Out of the 57% who abstained, one third did so at the last minute". This an other insights at:**



EUROBAROMETRE

#### European Parliament opinion polls

Source: [www.europarl.europa.eu](http://www.europarl.europa.eu)

Post-electoral survey: This survey was conducted one week after the European elections of June 2009, between 12 June and 6 July. 26.830 European citizens were interviewed face-to-face. The survey was carried out in order to clarify the reasons for European electors voted or abstained in these electi...

July 29 at 4:41pm · [Share](#)

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**Ana Nurmawatie Chrost** Thats very interesting Teresa  
Fri at 11:37am · [Report](#)

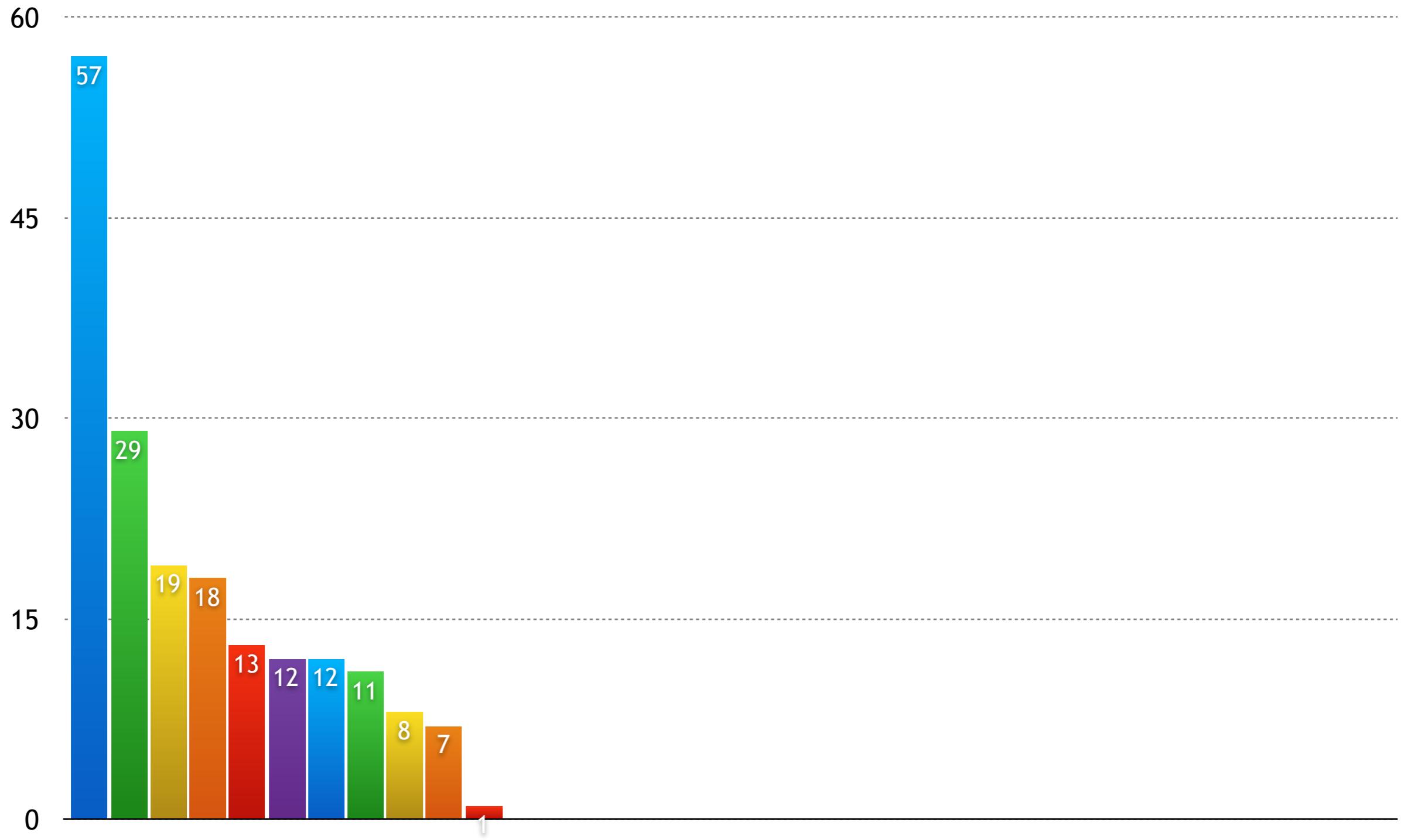


**Teresa Chaunia** most citizens do not realize or do not know each EU state has its own Constitution which is the first. then are other laws. and are these laws that are

- 17,930 tweets
- 14,547 followers on Twitter
- 3,826 followed on Twitter?
- 18,662 preference votes in 2009 election (third D66 candidate)



- voting election
- initiative
- write to MP
- write to institution
- social media
- NGO
- trade union
- consumer assoc.
- none
- don't know
- other



# European Commission

- **Objectivity** - which means presenting any situation in a reasoned and unprejudiced manner (Staff Regulations, Article 11).
- **Impartiality** - which means weighing opinions in a balanced manner and without taking a position: for example, explaining the reasons behind a Commission position, while acknowledging differing views (Staff Regulations, Articles 11a and 17).
- **Loyalty** to the Institution - which means presenting the Commission's views within your field to the best of your ability and clearly in line with the views previously expressed by the Commission and the Commissioner responsible (Staff Regulations, Articles 11 and 17a).
- **Discretion** - which essentially means non-divulgence of any information that has not yet been made public (Staff Regulations, Article 17).
- **Circumspection** - which means exercising caution, carefulness, moderation and a due sense of proportion and propriety.

# Summary

- If openness and transparency means: listening, responding, sharing, participation -> social network
  - But
    - Be prepared to experiment
    - Without barriers
    - Without Over-regulation
    - Of course you will need:
      - Crisis strategy
      - Benchmarks





# Јани Макрадули

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**Јани Макрадули**

Jul 7 · 🌐

Прекрасен завршеток на еден прекрасен победнички ден во Крива Паланка... — with [Adrijana Stojkovska Stojanovska](#).



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**Јани Макрадули**

Jun 24 · 🌐

Ера sinoto e vo moda...

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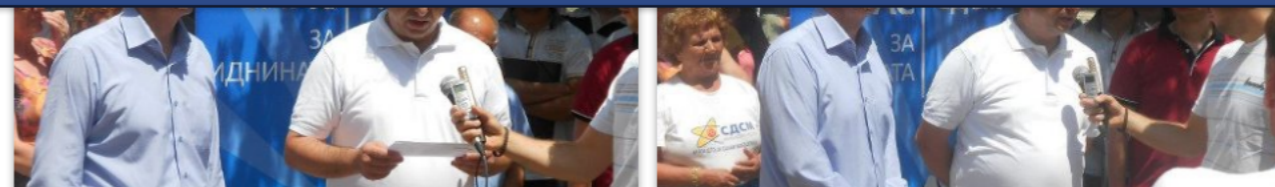
👍 139 💬 8



**Dina Spirovska**

Jun 10 · 🧑

Велес крева глас!!!! — with [David Gerovski](#) and 23 others at Велес.



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👍 2



**Јани Макрадули**

Jun 27 · 🌐

Sredba vo Bukuresht so izvestitelot za Makedonija vo EU parlamentot, Richard HOWITT.



Like · Comment

👍 41 💬 1



**Јани Макрадули**

Jun 20 · 🌐

