

Principles for Public Engagement

#1 Careful Planning and Preparation - Through adequate and inclusive planning, ensure that the design, organization, and convening of the process serve both a clearly defined purpose and the needs of the participants.

#2 Inclusion and Demographic Diversity - Equitably incorporate diverse people, voices, ideas, and information to lay the groundwork for quality outcomes and democratic legitimacy.

#3 Collaboration and Shared Purpose - Support and encourage participants, government and community institutions, and others to work together to advance the common good.

#4 Openness and Learning - Help all involved listen to each other, explore new ideas unconstrained by predetermined outcomes, learn and apply information in ways that generate new options, and rigorously evaluate public engagement activities for effectiveness.

#5 Transparency and Trust - Be clear and open about the process, and provide a public record of the organizers, sponsors, outcomes, and range of views and ideas expressed.

#6 Impact and Action - Ensure each participatory effort has real potential to make a difference, and that participants are aware of that potential.

#7 Sustained Engagement and Participatory Culture - Promote a culture of participation with programs and institutions that support ongoing quality public engagement.

- Created collaboratively in Spring 2009 by dozens of leaders in public engagement.

learn more at <http://www.nccd.org/pep>