

## Core Principles for Public Engagement a collaboration, including the National Coalition of Dialogue and Deliberation (NCDD)

### The Seven Core Principles

In practice, people emphasize or apply these principles in many different ways, and often embrace additional principles. These seven principles reflect the common beliefs and understandings of those working in the fields of public engagement, conflict resolution, and collaboration.

#### 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 demographic legitimacy.

#### 3. Collaboration and Shared Purpose

Support and encourage participants, government and community institutions, and others to work together to advance the common goal.

#### 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.

The Public Engagement Principles (PEP) Project was launched in mid-February 2009 in response to several unrelated discussions about how the broad dialogue, deliberation, and public engagement fields of practice could or should support Barack Obama's January 21st memorandum on transparency and open government.

NCDD's Director, Sandy Heierbacher, initially posted about a dozen sets of principles, and another dozen were soon added by others. Tom Atlee, of the Co-Intelligence Institute created a draft document integrating all the

statements and comments that were posted to the forum, which was subsequently critiqued by dozens of professionals and revised numerous times under the guidance of the core working group.

For more information see: [www.ncdd.org/pep/](http://www.ncdd.org/pep/)

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