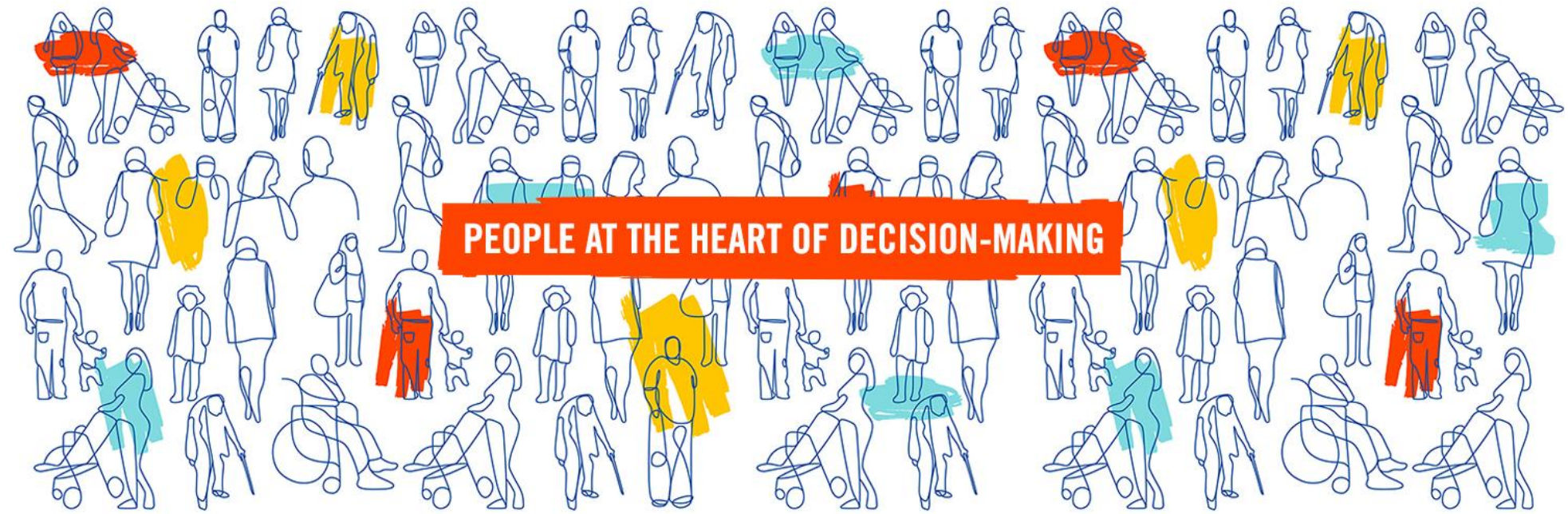




# STRATEGY

March 2020



# 01. INTRODUCTION

Involve is the UK's leading public participation charity. We develop, support and campaign for new ways to involve people in decisions that affect their lives.

Since 2003, we have been working with governments, parliaments, civil society, academics and the public to create and deliver new forms of public participation that re-vitalise democracy and improve decision-making.

We are realistic about the challenges faced by democracy, but optimistic about how to overcome them. We are committed to ensuring our democracies are vibrant and fit for the future by putting people at the heart of decision-making. We work across the UK and internationally, with offices in Belfast, Edinburgh and London.

By involving people at the heart of decision-making, we hope to create healthier, more vibrant democracies that are fit for the future.

Although we have made good progress towards increasing and improving the practice of open, participatory and deliberative democracy, we know that more work needs to be done to translate this positive progress into long term sustainable changes to our democratic norms and institutions.

During 2019/20 we refreshed our strategy to further focus our work.

# 02. STRATEGY

## 2.1. Vision

We have a vision of a vibrant democracy, with people at the heart of decision-making.

We believe that decision-making in the UK needs to be more:

- **Open** – so that people can understand, influence and hold decision-makers to account for the actions and inactions of their governments;
- **Participatory** – so that people have the freedom, support and opportunity to shape their communities and influence the decisions that affect their lives; and
- **Deliberative** – so that people can exchange and acknowledge different perspectives, understand conflict and find common ground, and build a shared vision for society.

## 2.2. Mission

Our mission is to develop, support and campaign for new ways of involving people in the decisions that affect their lives.

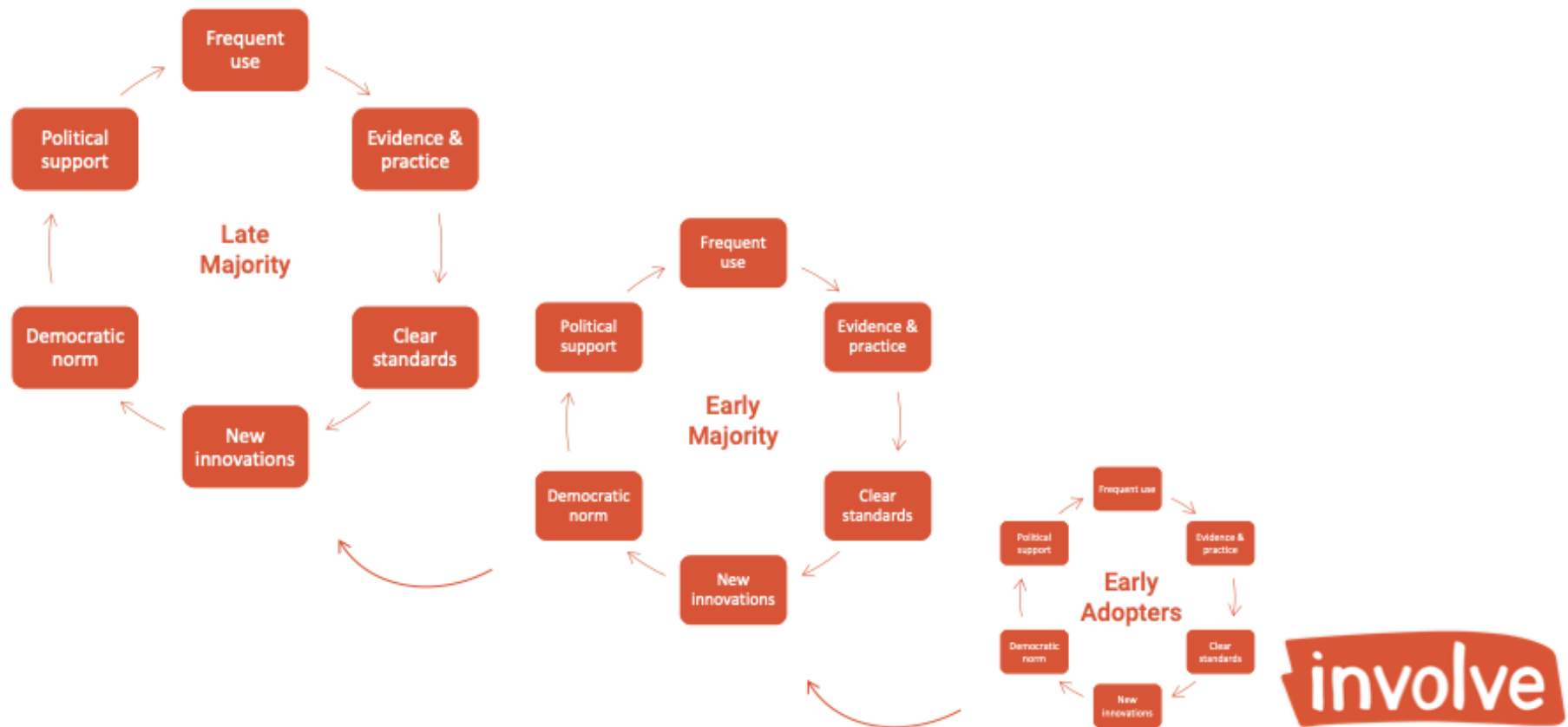
## 2.3. Strategic aims

Through refreshing our strategy, we identified six new criteria for success to guide our work in creating healthier more vibrant democracies and achieving long term political and democratic reform:

1. **Democratic norms** – Participation and deliberation are recognised as essential features for a healthy modern democracy by the public, society and decision-makers;
2. **Political support** – People in positions of power and influence across society and the political spectrum understand and actively support the use of participatory and deliberative decision-making;
3. **Frequent use** – There is frequent use of participatory and deliberative processes supported by the right resources (people, budgets) both inside and outside of political institutions;
4. **Evidence and practice** – There is an accessible and well-communicated body of evidence and practice that demonstrates the impact of our vision and how to achieve it;
5. **Clear standards** – There are clear principles and standards that support good practice in delivering and embedding participatory and deliberative processes, which are widely understood and followed;
6. **Democratic innovations** – There is continuous learning and innovation to improve democracy and related practice.

## 2.4. Theory of change

Our strategy is based on the idea of developing a virtuous cycle of innovations, norms and institutions that support openness, participation and deliberation. Innovations give the practical demonstrations of an alternative system, which can be used to shift how people think (i.e. norms) about democracy and decision-making. These changing norms create the opportunity to reshape how our institutions function. And these reshaped institutions open up the space for further innovations. This is an ongoing and dynamic process of building support and momentum – from the early adopters, through the early majority, to the late majority – for our vision.



## 2.5. Vision to outcomes

<b>Vision</b>	<b>A vibrant UK democracy with people at the heart of decision-making</b>					
<b>Principles</b>	<ul style="list-style-type: none"> <li>● <b>Openness</b> – so that people can understand, influence and hold decision-makers to account for the actions and inactions of their governments;</li> <li>● <b>Participation</b> – so that people have the freedom, support and opportunity to shape their communities and influence the decisions that affect their lives; and,</li> <li>● <b>Deliberation</b> – so that people can exchange and acknowledge different perspectives, understand conflict and find common ground, and build a shared vision for society.</li> </ul>					
<b>Mission</b>	<b>To develop, support and campaign for new ways of involving people in the decisions that affect their lives</b>					
<b>Functions</b>	<b>Advocacy and Communications</b>		<b>Innovation and Practice</b>		<b>Capacity Building and Standards</b>	
<b>Outcomes</b>	<p><b>Democratic norm:</b> Open, participatory and deliberative processes are recognised as a core and expected part of democracy by the public, society and decision-makers</p>	<p><b>Political support:</b> People in positions of power and influence across society and the political spectrum understand and actively support the use of open, participatory and deliberative decision-making</p>	<p><b>Frequent use:</b> There is frequent use of open, participatory and deliberative processes supported by the right resources (people, budgets) both inside and outside of political institutions</p>	<p><b>Democratic innovations:</b> There is continuous learning and innovation to improve democracy and related practice</p>	<p><b>Clear standards:</b> There are clear principles and standards that support good practice in delivering and embedding open, participatory and deliberative processes, which are widely understood and followed</p>	<p><b>Evidence and practice:</b> There is an accessible and well-communicated body of evidence, thinking and practice that demonstrates the impact of our vision and how to achieve it</p>