GLOBAL CITIZENS' DIALOGUE
We, the Internet

UN75
2020 AND BEYOND | SHAPING OUR FUTURE TOGETHER

RECRUITEMENT KIT

MISSIONS PUBLIQUES
Bringing citizens into policy

wetheinternet.org / June 24, 2020

We, the Internet

HELP US TACKLE DIGITAL CHALLENGES *WITH THE CITIZENS*

This communications toolkit will give you the keys to promote Global Citizens' Dialogue to the general public in your respective countries. It includes rules and visuals to help you relay the information as widely as possible.

The dialogue being decentralized, your mission in terms of communication will be to recruit a group of ca 100 citizens. They should be:

- **Ordinary citizens aged 16+,** from all backgrounds, all walks of life. They are not experts and have little knowledge of Internet policy issues.

- **Representative** of the diversity of your country.

- **Internet users and non-Internet users** (because they live in a region with poor access to the network, they lack computer literacy, they don't trust service providers, etc.).

To help you do so, this communications toolkit will equip you in order to recruit at your national, regional and local level.

HOW TO COMMUNICATE AROUND *COVID-19*

The level of virus circulation differs from one region to another, so each situation is different and has to be dealt with accordingly.

It is essential to provide participants and professionals with all the information they need beforehand so that they are aware of the measures applied to welcome them in completely safe health conditions. The following 'Good Practice Guide' can be downloaded and shared.

Please download and read the Conditions for the resumption of citizens' dialogues after the lifting of COVID-19 lockdown measures.

Strategy

WHY DO CITIZENS ATTEND A DIALOGUE?

A study led on citizens' participation showed that citizens attend a dialogue along five motivations:

Enjoy a sociable moment	Be implicated in politics/discussion	Learn something new	Defend a personal interest	Direct incentives

If citizens are motivated, it is because they are sure they will have a good time, they will participate in the political life of their country, but also because they come to learn something and defend a personal interest.

If you plan to offer direct incentives to citizens, do let your attendees know. Here are a few examples: transport fees, prize-winning, certificates, cocktail reception post event, etc.

You must activate these five goals and make them come to you.

HOW MANY CITIZENS DO YOU NEED TO RECRUIT?

In order to make sure to have 100 citizens in the room , you would need to confirm 140 citizens as a certain percentage of people do not come finally (expect 30~40% of "no-show").
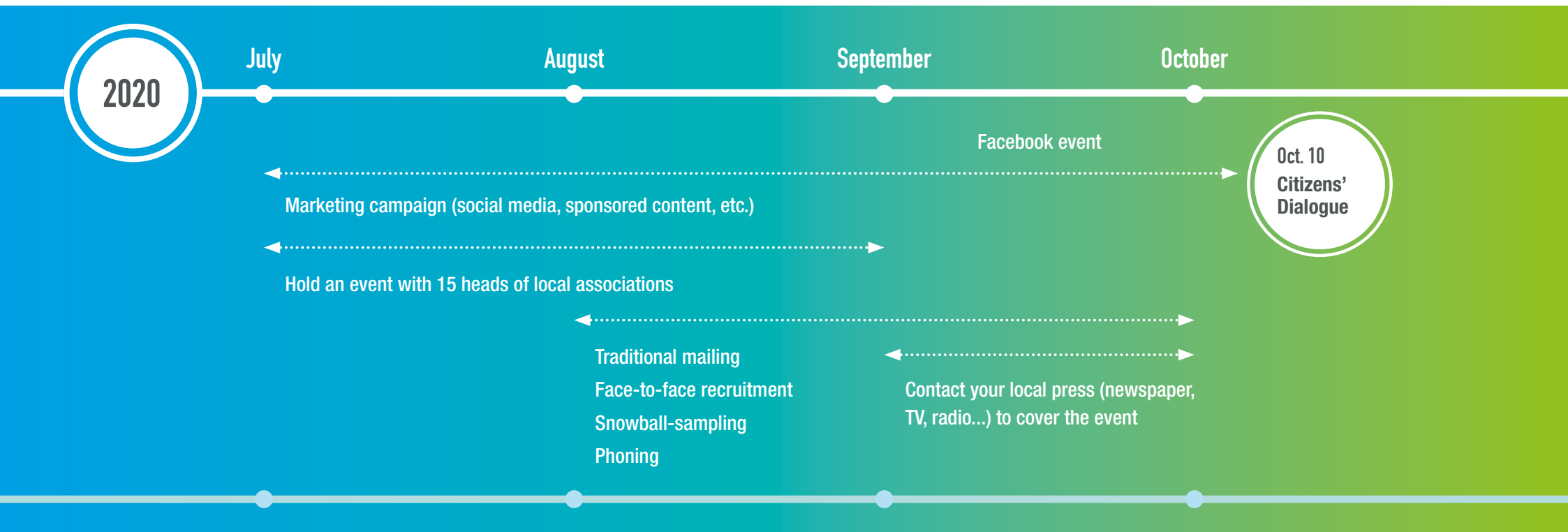
In order to make sure that you will get a varied group of citizens according to the parameters mentioned above you will need to get around 200 citizens registered for the citizen consultation. This means that you need to contact much more citizens to have about 200 citizens registered. In Missions Publiques we usually contact between 5,000 and 10,000 persons, plus many associations and organizations, to end up with 200 citizens registered.

100 citizens in the room

140 confirmed

200/300 registered

~10,000 contacted
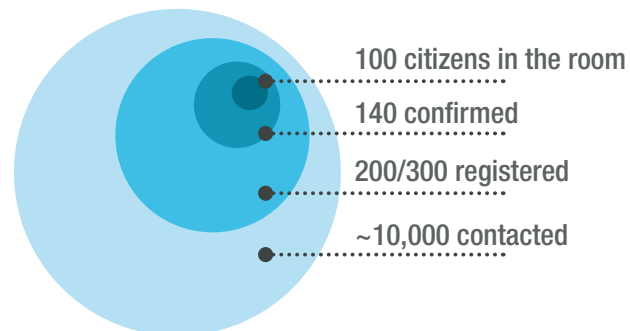
RECRUITEMENT *TIMELINE*

Here's an overview of your recruitement plan from July until after the Citizens' Dialogue. Keep in mind that we will send you these two following documents **in September:**

• A Communications Kit for October 10th.

• An Impact Kit for communicating on the dialogue's results.

2020

July · August · September · October

Facebook event

Marketing campaign (social media, sponsored content, etc.)

Hold an event with 15 heads of local associations

Traditional mailing
Face-to-face recruitment
Snowball-sampling
Phoning

Contact your local press (newspaper, TV, radio…) to cover the event

Oct. 10
Citizens' Dialogue

HOW TO CONTACT *NON-CONNECTED CITIZENS?*

Nearly half the world's population doesn't have access to the internet. We need to reach out to these citizens and include their voices in the discussions. To ensure inclusivity during the dialogue, people who are not connected to Internet and who lack internet access must be listened to.

PRESS RELEASE

We invite you to advertise the event in your local or/and national media.

On page 19, you will find a press release to adapt to your situation. Also find photos page 18, and the link to our "Citizens' Dialogue" videos which you can share with journalists.

ORGANISE AN EVENT

Hold an event with 15 heads of local associations/networks. This is very effective to target specific groups of people. This can be achieved as part of the local design meeting.

PHONING

This is a very effective method for securing final confirmations. We advise you to directly phone people in the two weeks prior to the event.

FACE-TO-FACE RECRUITMENT AT LOCAL EVENTS

Universities, markets, churches, townhall events are great places to reach people from diverse demographics.

TRADITIONAL MAILING

You can print an invitation letter (see message p. 20) to distribute randomly in selected neighbourhoods. Please consider both privileged and underprivileged areas.

SNOWBALL-SAMPLING

You can invite one person and tell them to invite 3 other people or a family. This works with confirmed participants.

HOW TO REACH *CONNECTED CITIZENS?*

The other half of the world's citizens, those who are connected to Internet, must also have a say. According to what works best in your country, you can use specific digital tools.

SOCIAL MEDIA

Twitter

The hashtag to use is #WeTheInternet. We invite you to follow Missions Publiques_EU, where you can share content or get inspired. Feel free to comment directly and share! You will find key Twitter messages on page 17.

Facebook

Create an event on Facebook (see editorial messages on page 10) or buy some space on the plateform. Publicity on Facebook is cheap. You can boost a publication at a price starting around US$10~15.

The best way to engage ordinary people around an upcoming event is to create an online event on Facebook. You can keep participants regularly informed of the terms and conditions and convince them to join the dialogue all along the coming months.

You can find a description for a Facebook event on page 18.

E-MAILING

Emailing is an effective way of sharing information and managing work across a large organisation.

Email signatures (p. 21) are the perfect opportunity to create brand recognition for every person to whom your employees send emails.

You can also attach the invitation visual (p. 21) to illustrate your message.

REACH YOUR COMMUNITY VIA SOCIAL MEDIA

#WETHEINTERNET

One month before the event, we invite to share with your Facebook community live stories, which attract a huge number of viewers. You can use the photos on page 19.

Keep in mind the 5 motivations citizens want to attend a dialogue: learn something, be part of a democratic experience, defend a personal interest, have a nice sociable time and receive something.

WHAT WILL THEY LEARN?

Regularly, you can raise citizens' awareness on key subjects around internet issues. Please keep the term "internet governance" when speaking to stakeholders only, since the term doesn't speak to ordinary citizens.

Make it clear that their recommendations will help at a local level. By mentioning your area and local digital issues, citizens will be able to identify better to the subject of the dialogue. The best way to invite them is to tell them that their/our lives can be affected by this, so prove it!

- Have you ever wanted an Internet-free world? Come and join the discussion on October 10th.
- How can we end digital divide in 20XX?
- Did you ever think that artificial intelligence has gone too far? This is the chance to make your voice heard.
- Have you ever faced cyberthreats? Join the discussion and let's get our ideas out for a safer internet!
- What are fake news? Come to the Global Citizens' Dialogue. Best way to meet new people, make new contacts and learn new things.

Visual identity
guidelines

OUR *VISUAL IDENTITY*

Visual identity is key in creating trust. By using the same graphic elements globally, we're making sure that the We, the Internet brand becomes recognizable everywhere.

The logo should appear prominently on all We the Internet communications. It can be found in different sizes and colors, to be used either on large and small media, on neutral or contrasted backgrounds (see p. 13).

The brand color palette comprises different hues: a dark and a light blue that will be the most often used colors on your compositions, and secondary colors which will lighten them up. You will also find two grays, one for your font characters, and one for neutral backgrounds.

You will also find **a link to different fonts** page 14. They are free, so don't hesitate to download and use them whatever your needs.

This is how we look, so let's keep this identity on all global communications.

Visual identity guidelines

HORIZONTAL LOGO WITH BASELINE

Color version

GLOBAL CITIZENS' DIALOGUE
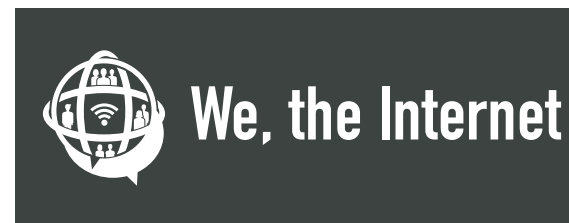**We, the Internet**

Black and white versions

GLOBAL CITIZENS' DIALOGUE
We, the Internet

GLOBAL CITIZENS' DIALOGUE
We, the Internet

HORIZONTAL LOGO WITHOUT BASELINE

Color version

We, the Internet

Black and white versions

We, the Internet

We, the Internet

VERTICAL LOGO WITH BASELINE

Color version

GLOBAL CITIZENS' DIALOGUE
We, the Internet

Black and white versions

GLOBAL CITIZENS' DIALOGUE
We, the Internet

GLOBAL CITIZENS' DIALOGUE
We, the Internet

FONTS: OPEN SANS

Titles: Light + Extrabold

THIS IS
A TITLE

This is
a title too

Body font: Regular + Bold

Lorem ipsum dolor sit amet, consectetur adipisicing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

COLOR CHARTS

PRIMARY COLORS   **SECONDARY COLORS**   **FONT COLOR**   **BACKGROUND COLOR**
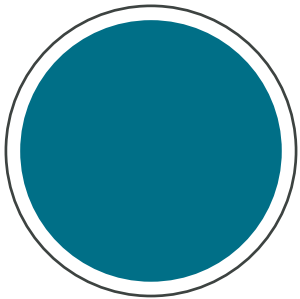
Dark blue

CMYK
89 · 35 · 32 · 19

RGB
000 · 111 · 135
#006e87
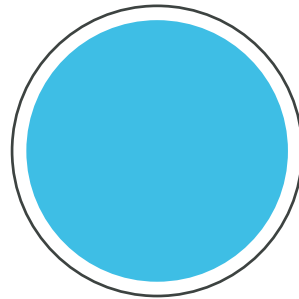
Light blue

CMYK
66 · 0 · 7 · 0

RGB
62 · 190 · 220
#3ebee4
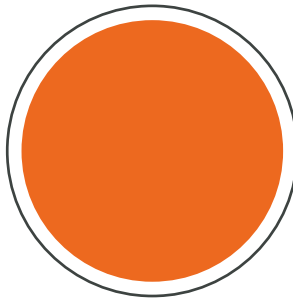
Orange

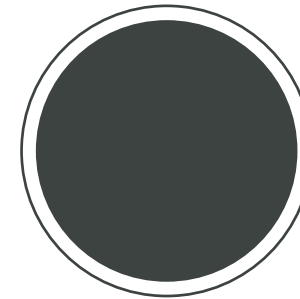**CMYK**
0 · 69 · 93 · 0

RGB
237 · 105 · 31
#ec691e
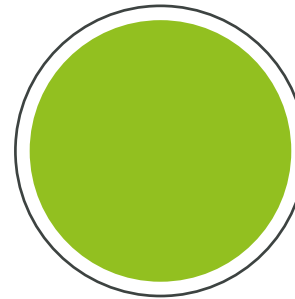
Apple green

CMYK
51 · 0 · 100 · 0
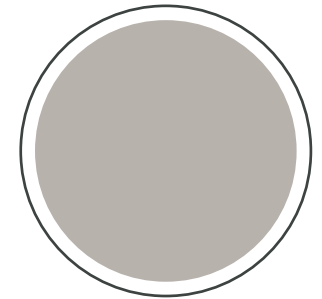
RGB
146 · 192 · 32
#92c020

Dark gray

CMYK
50 · 33 · 38 · 72

RGB
61 · 67 · 65
#3c4240

Light gray

CMYK
27 · 23 · 26 · 10

RGB
174 · 178 · 183
#b7b2ac

Media library

KEY MESSAGE

On October 10, thousands of citizens around the globe will meet in their country to discuss the future of internet. You are invited to be one of them.

How can we ensure digital humans' rights? How can we control the limits of artificial intelligence? Don't miss out on this unique opportunity to meet fellow citizens from all walks of life and directly influence the digital developments of [your own city and region].

For diversity and inclusivity, citizens who do not have access to Internet are warmly invited to attend and to speak their mind.

Sign up now, and make your voice heard for a safer Internet access for all.

TWITTER MESSAGES

📣[SAVE THE DATE]

Citizens around the globe will meet on October 10th in their country to discuss the future of #internet. You are invited to be one of them. 🌍

Join us and become a decision-maker for one day! #wetheinternet

⚡This is what #democracy looks like! How will the #Citizens Dialogue on the future of #internet work? Be impactful, make your voice count and join us on October 10th #wetheinternet

👉https://www.youtube.com/watch?v=-E9MMZWLuco

⏰One week to go before the Citizens' Dialogue on the future of #internet! #citizens from around the #globe are getting ready to discuss #artificialintelligence, #digitalrights and more with #wetheinternet
👉Are you? Join us now and make your voice count!

FACEBOOK EVENT DESCRIPTION

📣On October 11, thousands of citizens around the globe will meet in their country to discuss the future of internet. You are invited to be one of them.

By taking a seat at the Global Citizens' Dialogue on Internet, you will become a decision-maker and directly influence the digital developments of [NAME OF CITY OR REGION OR COUNTRY].

Do you know the stakes around your digital identity? How can we put an end to today's digital divide? How can we limit the risks of digital identity? How can we ensure digital humans' rights? How can we control the limits of artificial intelligence? These are subjects that we, as citizens, need to discuss now. This dialogue is an opportunity for us to get together and provide important recommendations to be implemented by the decision-makers near you.

🌍This process is coordinated by a coalition of global partners such as governments, UNESCO, European Commission, Council of Europe, Internet Society, World Economic Forum, Wikimedia Foundation, World Wide Web Foundation, and private sector (Google, Facebook).

This is a great opportunity to meet new people, to learn about internet, to share your thoughts with others and to make your voice count among decision-makers.

👉Seize this unique opportunity and sign up now!

All citizens are welcome, so feel free to share the invitation with your communities.

#Wetheinternet

Media library

PRESS

To reach out to your local or national media (newspaper, TV, radio...), you will find some links to videos and photos, as well as a press release on the next page.

Our website **wetheinternet.org** is also a good source of content.

Videos

"The Citizens share their views during 2019 We, the Internet Citizens' Dialogue." These videos can be shared on social media for reaching out to citizens but also to the press, to give them an authentic feedback on last year's dialogues.

"How does a citizens dialogue work? This is how we do democracy." This video is a good piece of information for sharing with the press.

Pictures

PRESS RELEASE

Citizens come together to shape the future of internet

On October 10th, [NAME OF PARTNER] will organize a Citizens' Dialogue on the future of Internet in [PLACE]. The objective is to give voice to citizens on internet governance issues and build recommendations to submit to decision-makers at a local and regional level.

For one day, whether in Europe, Africa, South America, North America or Asia, citizens all over the world will gather in their respective countries to discuss the future of internet. The global participatory consultation will engage citizens from all walks of life in one of the most pressing and significant issues of our time. It will deliver first class qualitative and qualitative data to support bold, legitimate decision making. Citizens' recommendations will be collected and synthesized into key recommendations that will be submitted to decision-makers. This is a chance for citizens to become the decision-makers of their own digital life.

This process is coordinated by a coalition of global partners coming from Governments (French Government, German Federal Foreign Office), international organizations (European Commission, European Council, UNESCO, World Economic Forum, Wikimedia, Internet Society…), civil society and the private sector (Google, Facebook…).

The topics discussed:

"Internet and me"
How do we navigate our digital world? Has COVID changed everything? Can we live without Internet? What are the main risks linked to digitalization?

"Building a strong digital identity"
More and more of our life is taking place online. The COVID outbreak has drastically accelerated this movement. How should we handle our data? Who should own them? What about the balance between individual privacy and collective security?

"Creating an inclusive digital public sphere"
The traditional channels of information and the way citizens make their mind have changed profoundly in the past 10 years. Access to information has grown

exponentially. At the same time many challenges have arisen like Disinformation ("fake news") or cyber bullying. How can we ensure a high quality of the online discussion? Do we need to moderate the contents?

"Governing artificial intelligence"
More and more decisions are being made by computer programs: Artificial Intelligence brings a series of tremendous opportunities for society. But what are the limits of this development? How to make sure that it is beneficial for all?

Who is organizing this event?
The initiative is launched by Missions Publiques (missionspubliques.com), an impact driven organization aiming at improving governance for the 21st Century. As a French high-impact social entrepreneur founded in 1998, their objective is to improve governance and decision-making processes by organizing citizens' dialogues that involve the stakeholders concerned. They act at the local, national and global levels.

Media library

EMAIL SIGNATURE

EMAIL INVITATION CARD

MESSAGE (TO COPY)

Title: Make a change and join Global Citizens' Dialogue on October 10

Attached: Invitation card

Dear XXXX

On October 10, thousands of citizens around the globe will meet in their country to discuss the future of internet. You are invited to be one of them.

By taking a seat at the Global Citizens' Dialogue on Internet, you will become a decision-maker and directly influence the digital developments of [NAME OF CITY OR REGION OR COUNTRY].

Do you know the stakes around your digital identity? How can we put an end to today's digital divide? How can we limit the risks of digital identity? How can we ensure digital humans' rights? How can we control the limits of artificial intelligence? These are subjects that we, as citizens, need to discuss now. This dialogue is an opportunity for us to get together and provide important recommendations to be implemented by the decision-makers near you.

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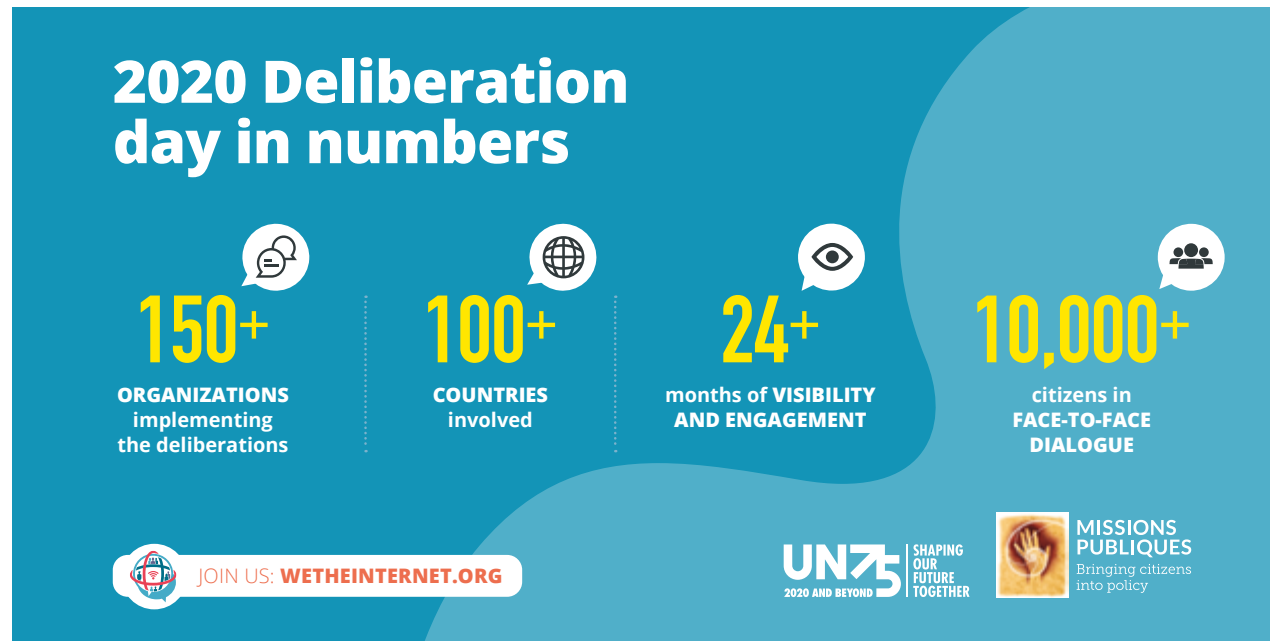
Seize this unique opportunity and sign up now!

All citizens are welcome, so feel free to share the invitation with your communities.

Missions Publiques and [XXX] are looking forward to engaging in this global discussion with you.

We, the Internet

INFORMATIVE LEAFLET

INFOGRAPHICS

2020 Deliberation day in numbers

150+
ORGANIZATIONS implementing the deliberations

100+
COUNTRIES involved

24+
months of **VISIBILITY AND ENGAGEMENT**

10,000+
citizens in **FACE-TO-FACE DIALOGUE**

JOIN US: **WETHEINTERNET.ORG**

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POSTER

Posters are one of the most cost effective forms of advertising on the market. They allow you to spread your message to a wide audience in public places (markets, churches, townhalls, shopping centers...) but also in your company's meeting areas. This is a good way to reach non-connected citizens.

We dedicated a specific place for you to ad your logo to the poster, as you can see here.
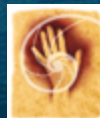
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Thank you!

QUESTIONS?

Regarding the Citizens' Dialogue, please contact:
antoine.vergne@missionspubliques.com

For communication guidelines:
maria.tazi@missionspubliques.com

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