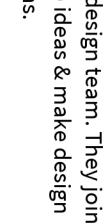
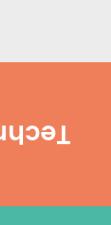
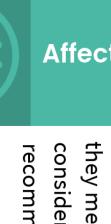


|   |  |   | Affected communities   |   |  |
|---|--|---|--|---|--|
| Expert Advisory Panel   |  |   | Comment Box  |   |  |
| Technical experts   |  |   | Civic Journalism   |   |  |
|  2                        | We invite a small expert group to provide technical advice and recommendations based on their in-depth knowledge.                                    |  2 | We invite stakeholders to submit their comments on the project. One team member regularly reviews feedback and provides a summary to the rest of the project team. |  7♣                | We give 'citizen reporters' access to learn more about the project, ask questions and write-up what they find out.   |
|  Desk Review             | We look for evidence about how our plans will affect people, particularly reports from relevant public engagement that other organisations have run. |  1   |  Collective Intelligence Process  |  6♦               | Through an online platform stakeholders create and vote on statements about the project. The platform shows where views cluster, and helps discover consensus solutions. |
|  1                        | Inclusive  | One-off   |  1   |  General public    |  1♠   |
|  Data Governance Clinic  | We send stakeholders to a 2 hour meeting with a data ethics expert who provides mentoring support on data governance decisions we need to make.      |  2  |  2  |  Technical experts |  2  |
|  2                       | Affected communities   |  2 |  2  |  General public    |  3  |
|  Co-creation Workshops | Stakeholders join a series of workshops with our product or service design team. They jointly develop ideas & make design decisions.                 |  2 |  General public   |  3               | We randomly select 12 representative stakeholders and they meet over 3 weekends to consider evidence and make recommendations to the project.                            |
|  1                      | Invite only  | One-off   |  3  |  3                 | Collaborate  |
|  1                     | Research   | Co-design   |  3  |  3                 | Deliberation   |
|  1                     | One-off  | Small group   |  3  |  3                 | Ongoing  |
|  1                      | Research   | Small group   |  3  |  3                 | Self selecting   |
|  1                     | One-off  | Ongoing   |  3  |  3               | Oversight  |
|  1                      | Small group  | Collaborate   |  3  |  3                 | Consult  |

## **Methods:**

who will you engage and how?

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### **CONNECTED BY DATA**

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| Affected communities |   | Opinion Polling       |  |   | Governance Board   |   |
|----------------------|---|-----------------------|--|---|--|---|
|                      |   | People's Review Panel |  |   | General public   |   |
| 3                    | Co-design   | 2                     | Collaborate  | 2 | 4  | 2 |
| 3                    | Involve   | 3                     | Deliberation   | 3 | 2  | 1 |
| 3                    | Small group   | 3                     | Small group  | 3 | 2  | 1 |
| 2                    | 2   | 2                     | Opinion  | 2 | 2  | 1 |
| 2                    | Affected communities  | 3                     | General public   | 4 | 2  | 1 |
| 2                    | Technical experts   | 2                     | General public   | 4 | 2  | 1 |
| 2                    | Affected communities  | 3                     | Affected communities   | 3 | 2  | 1 |
| 2                    | Affected communities  | 3                     | Affected communities   | 3 | 2  | 1 |
| 2                    | Technical experts   | 2                     | General public   | 3 | 3  | 1 |
| 2                    | Affected communities  | 3                     | Affected communities   | 3 | 2  | 1 |
| 2                    | Technical experts   | 2                     | General public   | 3 | 3  | 1 |
| 4                    | Participatory Futures Workshop  | 4                     | Online Consultations   | 3 | Focus Group  | 6 |
| 4                    | We bring together 15 people with a futures workshop facilitator to consider possible outcomes from our project over the next 10 - 20 years. | 4                     | We create an online forum and set out questions for participants to respond to over the next two months. Participants can see how others have responded. | 3 | We pay market researchers to recruit a representative group of 10 people and discuss their opinions together for 2 hours. We will review the report. | 1 |
| 4                    | Large group   | 3                     | Consult  | 3 | Inform   | 1 |
| 4                    | One-off   | 3                     | Opinion  | 3 | Large group  | 2 |
| 4                    | Opinion   | 3                     | Self-selecting   | 3 | Research   | 2 |
| 6                    | Legal Action  | 6                     | Field Experiment   | 5 | Field Experiment   | 1 |
| 6                    | We instruct our lawyers to take action against groups who have been opposing our project.   | 6                     | We run an experiment to understand how design decisions in the project might affect different communities.   | 5 | We run an experiment to understand how design decisions in the project might affect different communities.   | 1 |
| 2                    | Affected communities  | 2                     | Affected communities   | 2 | Affected communities   | 1 |
| 2                    | Collaborates  | 2                     | Collaborates   | 2 | Affected communities   | 1 |
| 2                    | Opinion   | 2                     | Opinion  | 2 | Opinion  | 1 |

## Methods:

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| General public  |   |                | Customers  |            |                      | Affected communities  |             |                      |
|---|---|----------------|--|------------|----------------------|---|-------------|----------------------|
| 1   | 2   | 3              | 1  | 2          | 3                    | 1   | 2           | 3                    |
| Consult   | Opinion   | Self selecting | Consult  | Opinion    | Self selecting       | Empower   | Invite only | Oversight            |
| The project lead will hold an online Q&A about our work. We'll monitor what people say about the project on social media.                               |  Social Media Chat<br>7 <span style="color:red;">♥</span>  | Customers      |  Survey<br>4 <span style="color:red;">♥</span>        | Colleagues | Affected communities |  Smarter Crowdsourcing<br>7 <span style="color:red;">♦</span>                     | Colleagues  | Affected communities |
| We run a survey to collect the views of stakeholders about the project. We'll accept responses online, and on paper forms.                              |   |                |  |            |                      | We put a clearly defined problem to a large group of outside experts using an online crowdsourcing platform.  |             |                      |
| The project lead will hold an online Q&A about our work. We'll monitor what people say about the project on social media.                               |  Public Hearing<br>7 <span style="color:spades;">♠</span> | Customers      |  Prototyping<br>5 <span style="color:red;">♦</span> | Colleagues | Affected communities | We open up the process of creating design sketches, models and mock-ups in order to collect feedback on how the final product should work.                          |             |                      |
| We hold a formal open meeting where we present our plans and attendees put forward their questions and comments. The project board are there to listen. |   |                |  |            |                      | We bring together a mini-public of 30 people to discuss the project over two days. The project team attend the final decision to hear the themes that have emerged. |             |                      |
| 1   | 2   | 3              | 1  | 2          | 3                    | 4   | 5           | 6                    |
| Consult   | One-off   | Self selecting | Inform   | Oversight  | Small group          | Deliberation  | Involve     | Sortition            |

## Methods:

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|  |                   |   |  |  |
|  |                   |   |  |  |
|  |                   |   |  |  |
|  2 | Technical experts |  Workers' Council<br>2 |  Colleagues |  |
| Empower  | Oversight         | Small group   |  |  |
|  2 |                   |   |  |  |

## Methods:

who will you engage and how?

### CONNECTED BY DATA



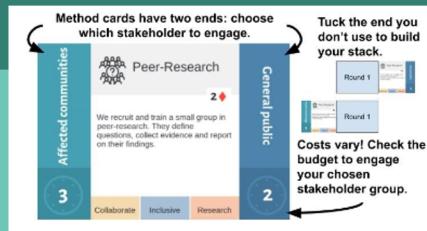
## 4: How to play

### A cooperative game played in four rounds.

You are the governance and public engagement committee. You meet each round to decide which engagement activities will help deliver your project and maintain public trust.

#### Each round has four stages:

1. **Suggest:** The chair reads the scenario card for this round and asks everyone to propose an engagement method: players choose one method card from their hand and place it face down. When everyone has played a method card, the chair turns them over and each player explains their choice and which stakeholder they plan to engage with this approach.
2. **Select:** All discuss, and choose, which set of methods to play. The chair has final choice if there is disagreement. Tuck your chosen method cards under the left or right of the round card showing which stakeholders you've engaged, and how. Methods played, but not chosen are discarded.



3. **Score:** Subtract the budget cost of your chosen methods, and add/subtract trust and delivery points. Players might use special skills from their person card to update the score.
4. **Surprise:** Draw a challenge and change card, read it out, and follow the instructions.

**Move to the next round, appointing someone else to the chair, and repeating stage 1 – 4.**

**You can win as a team by reaching the end of the game without running out of budget AND achieving delivery and trust scores of at least 7.**

## 1: The Good Governance Game

### Data and AI are changing our world. But who gets to decide how?

In this game you work as a team to create a governance and engagement strategy for a digital project. Can you find a mix of methods that give voice to the right people, at the right time?

Visit the website or scan the QR code for more information about giving communities voice in the governance of data and AI.



We would love to hear how you get on with the game. Drop us a line:  
hello@connectedbydata.org

When you are ready to play, turn this card over to track your budget.

## 2: Preparing the game

1. Deal the method cards equally between players.
2. Place the challenge and change cards face down on the table.
3. Shuffle the role cards and hand each player one face down for them to read.
4. Choose your scenario and place the cards face up on the table.

Before you play, take a moment to read your role card and introduce yourself based on the description. Role play as much as you like!

Appoint one player as chairperson.

## 3: Scenarios

This box contains two playable scenarios. Find more or design your own at [ConnectedByData.org/game](http://ConnectedByData.org/game)

### Scenario 1: AI Strategy

You are developing a new AI strategy and need to hear from affected groups.

Start with 12 budget and 3 trust points.

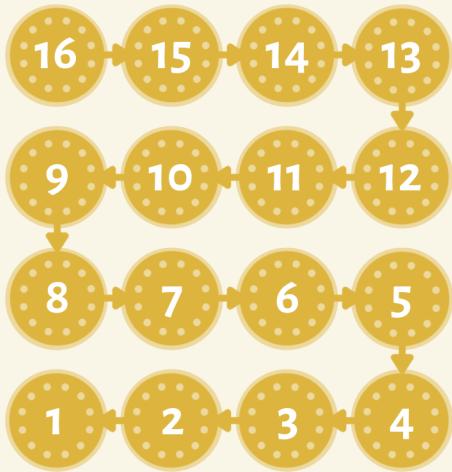
### Scenario 2: Smart Data Collaborative

Your team are setting up a new data project using loyalty card data to give people early warning of possible health problems.

Start with 15 budget, and 2 trust points.

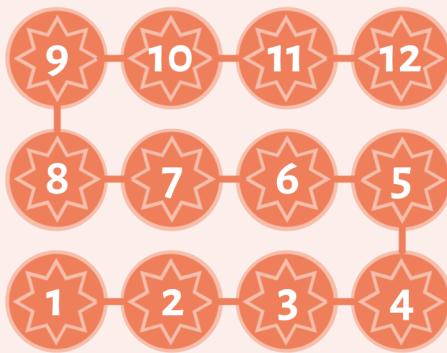
When you are ready to play turn this card over to track your trust points.

## Budget Tracker



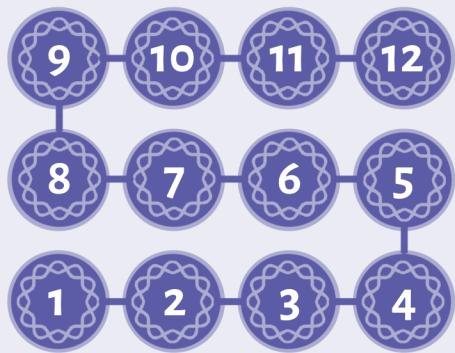
## Delivery Tracker

During the game, your score may go up or down. Pay careful attention to the points awarded each round.



## Trust Tracker

During the game, your score may go up or down. Pay careful attention to the points awarded each round.



|   |  |  |
|---|--|--|
| <h3>Technology &amp; Data Lead</h3>  <p>You are responsible for representing the technology teams working on the project ... and keeping them happy.</p> <p><b>Once per game, you may take this action</b></p> <p>Use your geek whispering powers. When a method you propose to engage with technical experts is chosen, get it free: no budget cost.</p>  |  |  |
| <h3>Head of Legal</h3>  <p>Everyone thinks you just like to slow things down and say no: but you just have an eye on the rules, and keeping risks to the organisation under control.</p> <p><b>Once per game, you may take this action</b></p> <p>If you have to pick up a chance card, you can pick up and look at two, before deciding which one to use, and which to discard.</p>                               | <h3>Product Owner</h3>  <p>You listen to everyone's input... and then make sure there's a prioritised list of what needs to get done. You thrive in combining inputs from different groups.</p> <p><b>Once per game, you may take this action</b></p> <p>Find a way around. For one round where you risk losing delivery points, you can use your skills to hold onto progress and cancel the points loss.</p> | <h3>Project Leader</h3>  <p>You are responsible for keeping project delivery on track... but make sure you don't undermine trust by pushing ahead without engagement!</p> <p><b>Once per game, you may take this action</b></p> <p>You can play out of turn for one round. Wait until you have seen everyone else's cards before choosing which method to propose.</p>  |
| <h3>Board Member</h3>  <p>The buck stops with you. You draw on your experience to ask the tough questions when needed.</p> <p><b>Once per game, you may take this action</b></p> <p>Do over. In one round, after you have seen everyone's suggested methods, you can ask them to choose again. Everyone retrieves up the cards they played and chooses again (they can repeat the same choice if they want).</p> | <h3>Diversity &amp; Inclusion Lead</h3>  <p>You are responsible for making sure everyone's views are taken into account. You thrive interacting with communities, and in creative processes.</p> <p><b>Once per game, you may take this action</b></p> <p>Bring back the good ideas. Swap a card in your hand for a card in the discard pile if you have seen an engaging method thrown away too soon.</p>   | <h3>External Communications</h3>  <p>Everything you do is 'on brand'. You make sure every opportunity is taken to promote the positives of the project.</p> <p><b>Once per game, you may take this action</b></p> <p>Once in the game you can Run a paid communications campaign (lose 2 budget but gain 2 trust) or Use your contacts to monetise user data for marketing (gain 2 budget but lose 2 trust)</p> |
|   |  |  |



## Technology & Data Lead

After you take your action, flip your card so that this side is face up.



## Project Leader



## Product Owner



## Head of Legal

After you take your action, flip your card so that this side is face up.

After you take your action, flip your card so that this side is face up.

After you take your action, flip your card so that this side is face up.



## External Communications



## Diversity & Inclusion Lead



## Board Member

After you take your action, flip your card so that this side is face up.

After you take your action, flip your card so that this side is face up.

After you take your action, flip your card so that this side is face up.

## National AI Strategy

### Round 3: Draft

You need to write the first draft of the strategy.

Who will be involved, and how?

|   |   |
|---|---|
| <b>+1 Delivery</b><br>for each method that engages with a large group in this round         | <b>+1 Trust</b><br>for each method this round engaging affected communities or the general population   |
| <b>-1 Delivery</b><br>if you have no technical experts or colleagues involved in this round | <b>-1 Trust</b><br>if the only people involved are technologists or internal stakeholders in this round |

National AI Strategy

### Round 2: Background Paper

You are developing a background paper that brings together evidence for the strategy.

Who will you engage with, and how?

|   |  |
|---|--|
| <b>+1 Delivery</b><br>for each process gathering research in this round                             | <b>+1 Trust</b><br>if you have at least one inclusive process in this round                              |
| <b>+1 Delivery</b><br>for each process gathering opinions from the general population in this round | <b>-2 Trust</b><br>if the ONLY methods this round are self-selecting, invite-only or with usual suspects |

National AI Strategy

### Round 1: Scoping

You need to prepare a high level outline of the topics the strategy will address.

Who will you invite, and how?

|   |   |
|---|---|
| <b>+1 Delivery</b><br>for each method that is consultative, collaborative or empowering in this round | <b>+1 Trust</b><br>for each method involving affected communities in this round               |
| <b>-3 Delivery</b><br>if you have no longer group engagement in any round                             | <b>+1 Delivery</b><br>for each process involving co-design or empowering methods in any round |

You need to gather feedback, adapt the final draft, and present it for approval.

### Round 4: Review

You need to gather feedback, adapt the final draft, and present it for approval.

Who will you invite, and how?

|   |   |
|---|---|
| <b>+1 Delivery</b><br>for each method that is consultative, collaborative or empowering in this round | <b>+1 Trust</b><br>for each method involving affected communities in this round               |
| <b>-3 Delivery</b><br>if you have no longer group engagement in any round                             | <b>+1 Delivery</b><br>for each process involving co-design or empowering methods in any round |

## Smart Data Collaboration

## Round 3: Scaling Up

You need to decide whether the pilot is ready to roll-out nationally.

Who will be involved, and how?

|  |  |
|--|--|
| <b>+1 Delivery</b><br>for each method that provides research in this round   | <b>+1 Trust</b><br>if you have at least one method that engages with a large group in this round                   |
| <b>-1 Delivery</b><br>if you do not have any research findings in this round | <b>-1 Trust</b><br>if no methods in this round provide opinions from the public, affected communities or customers |

## Smart Data Collaboration

## Round 2: Pilots

You need to decide when, where and how, data & messages will be presented and how to evaluate its impact.

Who will you engage with, and how?

|   |  |
|---|--|
| <b>+2 Delivery</b><br>for each process involving co-design in this round            | <b>+1 Trust</b><br>having at least one oversight process in this round                       |
| <b>+1 delivery</b><br>for each process involving affected communities in this round | <b>-1 Trust</b><br>if you do not have any engagement with affected communities in this round |

## Smart Data Collaboration

## Round 1: Agreements

You need to develop the partnership and set up your data sharing agreements.

Who will you hear from, and how?

|   |  |
|---|--|
| <b>+1 Delivery</b><br>for each instance of engaging technologies or colleagues in this round                      | <b>+1 Trust</b><br>for each process that provides oversight in this round  |
| <b>+1 Delivery</b><br>for each process involving background research to understand potential issues in this round | <b>-2 Delivery</b><br>if you have not involved colleagues or technical experts at least twice in all the previous rounds |

## Round 4: Monitoring

You need to agree how the project will be monitored in future.

Who will play a role, and how?

|  |
|--|
| <b>+1 Trust</b><br>for each method this round with customers, the general population or affected communities |
| <b>-3 Trust</b><br>if you are not involving affected communities at all in this round                        |

| Challenge  | Challenge  | Change  |
|--|--|---|
| <b>Storm disruption</b><br>  | <b>No-one showed up!</b><br>   | <b>Increased reach</b><br>  |
| A storm knocked out transport and internet connections on the day we were planning our largest engagement. We will need to re-arrange for a later date or re-plan your strategy.   | There was a mess up in marketing and the dates were wrong on all our invites. We spent the time working instead on other project tasks.                              | By engaging with affected communities, and understanding their needs, the reach of the project could increase, perhaps unlocking new funding too.   |
| Choose to: (a) Spend 1 extra budget to re-schedule your existing plans and score based on your current chosen methods or (b) Spend 2 extra budget to rethink your plans and you can get two cards out of the discard pile to use as well | Gain 1 delivery point but lose 2 trust points.   | If you have involved affected communities in this round gain 1 budget.  |
| <b>Reconvene</b><br>   | <b>New insights</b><br>  | <b>Community impact</b><br>   |
| Good engagement is not just linear: it involves going back to review progress, to learn and adapt.   | Gathering views from a broad public can provide valuable insights into how our project will work in practice, and can reveal new opportunities to make it a success. | An online newspaper has just published an expose on how our work could impact two different marginalised groups.  |
| In addition to the methods chosen, you can choose to also repeat a process from a previous round for a budget cost of just 1. Bring the card forward into this round and include it in your score.                                       | If you have chosen methods that involve customers or the general public in this round, gain 1 extra delivery point.  | If you have already have two or more affected communities method cards on the table, you can use what you have learned to respond to the report with no impact on your points. If not, you have to choose whether to: (a) Carry on regardless and lose 2 trust point or (b) Pause & take stock and lose 2 delivery points |
| <b>Pitfalls avoided</b><br>  | <b>Job satisfaction</b><br>  | <b>Community backing</b><br>  |
| Engaging those who might be affected in questions about project design lowers the risk of messing up and ruining our reputation, or project success.   | Feeling listened to, and feeling connected to the communities that a technology is for can be really motivating.   | When stakeholders feel they have been meaningfully involved, there is a greater chance they will give their backing to a project.   |
| If you have any methods that co-design with affected communities or customers on the table then gain one delivery point and one trust point.   | If you have chosen to involve both colleagues and customers or affected communities in this round, then gain 2 delivery points.                                      | If you have involved, empowered or collaborated with the general public, customers or affected communities in this round then gain two trust points.  |

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| Challenge<br><b>Strong feeling</b><br>! | There are a lot of strong feelings against the project coming up from the general public and affected communities. Technology colleagues are feeling hurt by this.<br><br>If you have not already engaged technical experts in this or past rounds then you need to: (a) Cheer them up and lose 2 budget to buy a lot of pizza or (b) Take the hit and lose 1 delivery point and 1 trust |  |

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