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## Partner search

Date (02-12-20)

- (\*) Indicate numbers of relevant topics for Green Deal call:

LC-GD-10-1-2020

- Quick description of the project

Make.org is very engaged and has a strong experience, based on an innovative methodology and efficient tools, in citizen engagement in the field of environment and climate action. Our initiative “Great Cause *How can we act together for the environment ?*”, launched in France in 2019 with a large coalition of stakeholders, as well as our citizen consultations on sustainable fashion or on the “World after Covid-19”, have given us strong insights on citizen expectations on this major issue and confirmed our will to engage them furthermore in the sustainable transformation of our society. These citizen consultations have reached several millions citizens and engaged more than 800 000 participants.

We are seeking to join an existing consortium to answer the 10-1 green deal call.

As we have, so far, limited Horizon 2020 experience, we would rather take part as participants and not coordinators. However, we have all the resources and field experience to ensure a very active participation within the project, as Work Package Leaders for example.

Our digital solution deals with at least four of the 6 expected impacts of the 10-1 call :

- participatory identification of solutions contributing to the European Green Deal ;
- enhanced involvement of citizens in the implementation of the European Green Deal and of the future Horizon Europe missions ;
- commitment and buy-in from a broad spectrum of social groups across Europe ;
- feeling of ownership and engagement through citizen deliberation and participation across Europe.

Once integrated into a broader project with other types of partners such as university labs, associations or local collaborative solutions, we can provide strong and unique assets to the proposal.

In addition, we have a good knowledge of European institutions and privileged contact with most of them, which could strengthen the project in terms of communication and impact towards policy makers.

Thanks to our 2019 WeEuropeans consultation ([www.weeuropeans.eu](http://www.weeuropeans.eu)), we are the only Civic Tech that has already conducted a citizen deliberation and participation mobilisation at the European level in 27 Member States (38 millions citizens involved, 1.7 million participants, 11.3 million votes, 24 languages). As such, we already have experience in establishing contact with many European citizens.

Our experience is mostly linked to the field of citizen engagement, data analysis and action towards policy makers, so we are looking for a consortium where these skills are needed.

- (\*) Do you intend to apply as ? :

Coordinator: No

Participant: Yes



**(\*) Either Description of the expertise requested (up to 1000 characters) - *specify which points of the "expected impact" of the call you are targeting***

**Or Description of the expertise proposed (up to 1000 characters) - *specify which points of the "expected impact" of the call you are targeting***

We offer a unique digital consultation tool allowing massive citizen participation on an open question, with clear and actionable results focusing on consensus. Our online consultations can be complemented by deeper concertation phases aimed at turning these consensuses into concrete actions.

Our platform is anti trolling / open source / inclusive / monitored by a specific Ethical council / GDPR compliant / using Europe based servers.

Concretely, through a very simple experience, citizens from all European countries can vote on other citizens' proposals and / or directly submit their own concrete solutions (**participatory identification of solutions contributing to the European Green Deal**). Each proposal is carefully moderated by a dedicated team to respect our ethics charter. Thanks to its algorithms, the Make.org platform can statistically identify the proposals that set themselves apart based on the votes of citizens, also ensuring that each proposal has an equal chance at success. To rank the proposals, Make.org keeps track of the "pro" and "against" votes. Each vote can be labeled by citizens who can choose between "I love it", "Definitely not!", and overqualified by "Trivial" and "Realistic". These comments allow for more precise analysis and ranking of the propositions, highlighting the consensus and the oppositions.

At the end of the consultation, we can identify the top proposals that create the strongest consensus amongst European citizens. Our Citizen Insights team, composed of sociologists and data scientists, analyses results in depth, and produces a clear and thorough final report including a mapping of consensuses, controversies and rejected proposals.

In the scope of the 10-1 call, we could for example use our tool to ask European citizens one single open question, such as "What are your priorities to build a more sustainable Europe?". This would result in an in-depth appropriation of green deal objectives by citizens (**enhanced involvement of citizens in the implementation of the European Green Deal and of the future Horizon Europe missions**).

The potential outreach allowed by our solution (38 millions citizens involved, 1.7 million participants, 11.3 million votes on our last paneuropean consultation) can result in **commitment and buy-in from a broad spectrum of social groups across Europe**. Our consultation tool is inclusive by design, and we have solutions to target specific social groups if needed.

To go a step further, based on the result of the European consultation, we can organize online and onsite debates at local / regional / national / European level, focusing on the top consensus (**feeling of ownership and engagement through citizen deliberation and participation across Europe**). For example, after our WeEuropeans consultation, top 10 European propositions were presented by their authors and debated, in the European Parliament, with political parties and NGOs.

In a less practical and more research based approach , our solution can also be deployed only in selected territories (specific countries / cities / ...).

**+key words : Citizen engagement, taking action, policy makers, digital tool, consultation, surveys.**



## Organisation information

<b>Organisation and country:</b>  Make.org SAS FRANCE
<b>Type of organisation:</b> <input checked="" type="checkbox"/> Enterprise <input type="checkbox"/> SME <input type="checkbox"/> Academic <input type="checkbox"/> Research institute <input type="checkbox"/> Public Body <input type="checkbox"/> Other: Association
<b>Former participation in FP European projects?</b> <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
<b>Web address:</b> <a href="https://make.org">https://make.org</a>
<b>Description of the organisation:</b>  <p>Make.org is an independent, non-partisan and transparent European civic tech. With our open source platform and innovative methodology, we created a genuine way to engage millions of citizens in consultations and participatory democracy.</p> <p>We have developed a unique digital consultation tool allowing massive citizen participation on an open question, with clear and actionable results focusing on consensus. Our online consultations can be complemented by deeper concertations phases aimed at turning these consensuses into concrete actions.</p> <p>Make.org was founded in 2016 by Axel Dauchez. Paris based, the company employs 40 people dedicated to bringing our vision to life. Our independent Ethics Committee ensures our neutrality and transparency.</p> <p>In 2019, Make.org launched with Civico Europa the largest online public consultation ever carried out in Europe, aiming at highlighting citizens' expectations and proposals for Europe in the run-up to the elections.</p> <p>More than 30 000 proposals were made by citizens from all around Europe, allowing us to identify 10 paneuropean consensuses that were presented by participants themselves at the European Parliament.</p>

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(\*) –Mandatory