

11 Nov 2022

Workshop on Participatory Approaches

New European Bauhaus

Summary + Workbook: Incentives for Participation

with

Dr. Vera Köpsel

University of Hamburg · FutureMARES Project
Stakeholder Engagement & Communications
Marine Social Science



What are incentives?

"A thing that *motivates* or *encourages* someone to do something."

Oxford Dictionary (2022)



Fig. 1: Incentives for Participation - intrinsic and external.

based on Weibel (2016), own research (unpublished)

Incentives are means to encourage a person to conduct a specific action. In the case of the NEB projects, we want to incentivise our stakeholders to participate in the project activities that we design. An incentive can be intrinsic (= coming from within someone) or external (= coming from the outside world). An intrinsic incentive is also called an internal motivation. When thinking about incentives, we therefore ask ourselves: what could motivate this person or group to participate in my participatory event? The incentives listed in Figure 1 are briefly explained below - these are only some examples.

→ Intrinsic Incentives

General interest · A person might be generally very interested in the focus topic of your project and therefore join your event simply to learn more about it.

Personal affectedness · If someone is personally affected by your project's focus topic or outcomes, they might participate in your event to learn if/how their lives could change through what you do and share their views on the issue.

Professional knowledge gain · A person who works in a field related to your project might join your event to improve their professional knowledge on the topic as this could make their work easier in the future.

Networking Opportunity · Your event might be viewed as a good opportunity to build and enhance one's network, either for personal or professional reasons.

Image Improvement · Especially for politicians your event could be a chance to improve their image, show themselves to the voters, and advertise their agenda.

Interactive exercise: Incentives for different groups



Citizens

Tangible outputs

Tackle a local everyday problem

Enhance sense of belonging to local cultural heritage

Personal fulfillment of contributing to community improvement

Community attention to a specific problem/issue

Cultural & social engagement opportunities (e.g. for elderly)

Restore local pride (acting as experts, asked for their opinion)

Share their expert knowledge

Feel connected with their neighbours

Specific topic of personal interest

Keep youngsters from leaving rural areas

Access to a technology/platform that allows citizens to pursue their own interests

Have a creative outlet

Opportunity to educate the 'professionals'

Design urban spaces in their city

Possibility to express frustration in a constructive way

Join a forum of others interested in the same topic

Improve their daily life and environment

Compensation: free tickets for theatre, cultural activities

Interactive exercise: Incentives for different groups



Businesses

Gain professional knowledge

Win to win (reaching the business + social environmental objectives)

Access to specific networks

Empower local economy in rural areas

Improvement of the innovation environment

Marketing and exposure to possible new clients

Compulsory ESG reporting

Networking opportunities

Reaching new audiences

Opportunity to respond to the company's social responsibility

Possible new business models and opportunities

Save money in the long term

Shaping of frameworks and regulation

Team building activity

Direct access to information

Upskilling and reskilling themselves and their colleagues

Become more aware of their end-users' needs

Media exposure

Collaborative planning sessions of the built environment

Interactive exercise: Incentives for different groups



NGOs

Expanding
their network
(professional
motivation)

Expanding
membership
base

NGOs can
act as enablers

Advocacy

Be the
innovators of
tomorrow's
society

...

...

...



Marginalised Groups within Society

Feeling heard
and expressing
their situation

Feeling of
belonging to
the whole
society

See new /
different
perspectives

Have their
claims heard

Be visible

Compensation:
could be in the
form of goods

Interactive exercise: Incentives for different groups



Municipalities

Stop young people from leaving the area

Empower the local economy

Diversify cultural offer

Make up for lack of staff

Give citizens new opportunities with crafts

Rediscover local assets

Create sense of belonging among local population

Design human-centred experiences in cities

Foster social cohesion

Ground their proposals on collective knowledge

Collaboration between different participants - cross sectional

Learn from the citizens

Get more data (e.g. generated by the citizens in participatory projects)

Valorize crafts representatives of local identity

Create a positive city identity

Positive impacts for local economy and tourism

Real image of innovative and smart city

Small towns can get results they could never pay for

Connect with other municipalities

Be a prototype for a future city

Interactive exercise: Incentives for different groups



Politicians

Be involved
in projects
dealing with big
policy issues

Come closer to
the possible
voters

Making flat
hierarchies
(ideally)

Dialogue
with citizens

Policy
innovation

Next step in
their career

Push their own
political action
plan with the
citizens

Gain ideas on
new policy
requirements

Support
democratic
innovations - in
collaboration

Travel and
networking

Foster
local
democracy

Simplify
management
processes

What other incentives for politicians can you think of?

Would you consider them intrinsic or external incentives?



Interactive exercise: Incentives for different groups



Schools & Education

Bridge-building
between
education and
professional life

Teach participa-
tory methods as
inclusive +
democratic
practices

Involve
families in
school activities

Rethink
education in
general, more
linked to Green
Deal etc.

Engage the
students for
better results
for them

Make your
voice heard to
municipalities

Participative
design = new
learning skills,
transdisciplinary
approach

Move
the
future

From theory
to real life /
even more
interesting

Participatory
democracy
learning
in school

More context
and connection
to real life

Practise
empathy

Emotional
and practical
learning

Create a
personal bond
with the school's
built environment

Increase the
rate of students
choosing a
sustainable
career

Improve
pedagogical
conditions

Be active actors
in shaping the
school
environment

Increase the
collaboration
between
different groups
in schools

Students feel
and are
empowered

Provide
equipment to
school

Interactive exercise: Incentives for different groups



Youth

It's fun,
it's cool

Learn
new skills

Crafts are
alternative
career path

Be actors
of local
sustainability

Expansion of
the worldview

Sharing the co-
responsibility
of local
development

Other friends
are doing it

Get good
marks in
school or some
useful paper

They can
hear my voice

Change
something
and form the
future

Learn
something for
their future
career

Meet other kids
with same
interests - a
group/gang

Build strong
communities /
feeling safe

I'm an
actor of my
local economy

Be taken
seriously

Be actors
and make
decisions for
their future,
be an activist

Go beyond the
formal existing
organisations

Make new
friends!

Learn how to
create your
own business

We can discuss
things even if
we do not agree
- and you can
take part

Interactive exercise: Incentives for different groups



Migrants & Refugees

Feel heard and
express their
situation

Inclusion
into the
community

Integration

Improved
living
conditions

New skills and
employment
possibility

Visibility for
their claims

Intercultural
exchange -
new knowledge

Forget about
their current
situation

Language
exchange

Active
place-making

Empowerment

Community
bonding

Equally
distributed
support

Improve
interaction
between locals
and migrants

Transfer of
knowledge and
know-how

Take tangible
action in their
new space

Foster
community
cohesion

Improve
equality

Be more
self-sufficient

Anyone can
contribute in a
different way -
no pressure!

Now it's time to formulate tangible incentives for different groups for *your* project!



Citizens

Example: "Come and join our workshop to re-design your local park together with your neighbours and help us implement what's most important to you!"



Businesses

Useful Resources



Toolkits for Participatory Processes

UNEP & Enreda (2022): CONSUL - Free software for citizen participation. [Access here.](#)

EU Smart Cities (2021): Solution Booklet Citizen Engagement. [Access here.](#)

PartiCipate (2020): Citizen Participation Toolbox - Methods, Case Studies, Tools. [Access here.](#)

UNEP & AccountAbility (2005): From Words to Action - The Stakeholder Engagement Manual. Volume 2: The Practitioner's Handbook on Stakeholder Engagement. [Access here.](#)



Monitoring & Evaluation

Bergmann, M., Brohmann, B., Hoffmann, E., Loibl, M.C., Rehaag, R., Schramm, E. & J.-P. Voss (2005): Quality Criteria of Transdisciplinary Research. A Guide to the Formative Evaluation of Research Projects. [Access here.](#)

Cradock-Henry, N. (2013): Evaluating a collaborative process. Landcare Research Policy Brief No 2. [Access here.](#)

UK Government Communication Service (2021): Ensuring Effective Stakeholder Engagement. A Best Practice Guide for Civil Service. [Access here.](#)



Scientific Publications

Hsieh, G. & R. Kocielnik (2016): You Get Who You Pay for: The Impact of Incentives on Participation Bias. - Proceedings of the 19th ACM Conference on Computer-Supported Cooperative Work & Social Computing February 2016, 823–835. [Access here.](#)

Nyden, P. (2003): Academic incentives for faculty participation in community-based participatory research. In: Journal of General Internal Medicine volume 18, pages 576–585. [Access here.](#)