Excerpt from Appendix 2 of the 'DEAR Projects: Achievement & Impact Report 2018'.
For the full text of the Appendix see pp 60-66 of the report which is available at
https://europa.eu/capacity4dev/dear/documents/dear-projects-achievement-impact-2018-report

The problem of quantifying public engagement

"There are three kinds of lies: lies, damned lies, and statistics"
Quotation attributed (probably incorrectly) to Benjamin Disraeli,
British Prime Minister, 1868 & 1874 to 1880

Most reviewed projects use detailed monitoring tools enabling the recording of what appear to be very precise figures related to particular types of engagement. The remainder uses more generic descriptions of audience groups and/or approximations of the number of people engaged in an activity. Some projects only report on numbers of 'direct targets', while others include estimates of those indirectly contacted or influenced by their work. In the absence of a standardised system of enumeration, used by all projects, *the different numbers of people engaged are therefore not readily comparable across the different projects*.

In making the available data comparable and give a sense of the number of people engaged across the projects various assumptions have had to made. In the first instance figures given by the projects were allocated to the different audience groups based on those used in the 'Project Fiches' on www.dear-programme.eu. Fortunately, most projects used broadly the same or similar audience groupings and this re-allocation did not give too many problems, although the number to be allocated to 'Not specified' was rather large!
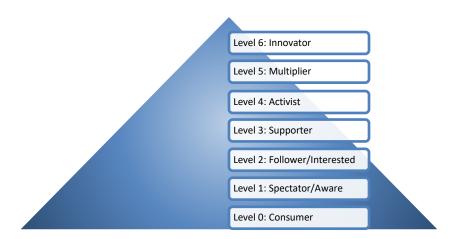
The numbers that such an allocation gives are principally meaningless, since they say nothing about *the depth of engagement of the people enumerated*: reading a newspaper article resulting from a project's activity is not the same as signing a petition and taking part in a training workshop is not the same as being a long-term advocate-multiplier for the project or its ideas.

An attempt was therefore made to allocate the numbers of each audience group across a range of levels of engagement. Particular types of activity as described in the reports were taken to imply a sense of the level or depth of engagement. Although from some reports it was straightforward to do this allocation (because they already identified different levels or intensities of engagement), in other cases assumptions had to be made based on activity descriptions contained in the reports.

To explore the intensity of engagement, reference was made to sources mentioned in the Notes and References, in particular to Gideon Rosenblatt's 'Engagement Pyramid'.[i] The result was an adaptation of Rosenblatt's ideas and terminology giving a triangle in which Level 0 (Consumer of information) is at the base and Level 6 (Innovator) at the top.

The application of the figures given in project reports to each of the suggested levels (and the boundaries between adjoining levels) are open to interpretation: given that projects did not report against these levels and given that project quantitative reports are not easily comparable, *the figures shown are at best indicative*. They also include duplicates, i.e. people at for instance level 4 are likely to be also counted if they have taken part in a level 3 action, and someone who has taken part in multiple level 3 actions is likely to have been counted multiple times.

The following page gives details of the different level descriptors.

LEVEL 0: CONSUMER (OF INFORMATION ABOUT THE PROJECT OR ITS ISSUES)
- o   Consumes/is exposed to information about the action
- o   Contact with the action is by chance, through coming across it e.g. via * a media report, * a public/street event, * promotional materials, * an advert, * a lesson or session in school.

LEVEL 1: SPECTATOR/AWARE
- o   Is aware of the action and the issue it is concerned with
- o   Engagement is erratic, e.g. through occasional, possibly a one-off, visit to a project website, blog, or Facebook page, or through access to a report

LEVEL 2: FOLLOWER/INTERESTED
- o   Is interested in the action/the issue and keeps, or agrees to be kept, up to date, without further commitment
- o   Contact is via direct communications from the project or one of its multipliers (e.g. via email subscription, Twitter follower, Facebook likes). However, beyond possibly attending a free public event (such as an exhibition, theatre performance, public discussion), a free one-off briefing or other event, this may not lead to further follow up.

From level 3 upwards individuals are actively involved in providing support to the action.

LEVEL 3: SUPPORTER
- o   Agrees with and expresses support for (parts of) the action
- o   Agrees to carry out a simple action after contact/invitation from the project, e.g. * signs a petition, * endorses and forwards an electronic message or link about the project, * joins in an event that has an entrance fee, * takes part in a discussion meeting of the project, * attends a one-off workshop, seminar, or conference session, * changes purchasing behaviour relating to one or a similar range of items

LEVEL 4: ACTIVIST
- o   Is committed to (parts of) the action
- o   Participates, for example in * a series of workshop-seminars or a conference, * helping at a project event, * attending a public hearing, * trying out ideas or resources from the project, * making a public statement of personal support (e.g. writes a letter), * changing purchasing behaviour relating to a wide range of items.

LEVEL 5: MULTIPLIER
- o   Is committed to the action and promotes it to others
- o   Systematically promotes the issues raised by the project in his/her own social or work environment, for example * promotes involvement in the project's issues and ideas to friends and acquaintances, to people in the local community or in the workplace. * Takes part in a study tour and disseminates the experience

LEVEL 6: INNOVATOR
- o   Is committed to the action/the issues and develops and implements (new) ideas for its promotion
- o   Works with and targets others to develop and implement new ideas for actions (e.g. introduces whole-school approaches, initiates creative activities/media events, initiates lobby meetings with decision-makers, develops new policy formulations, etc.)

[i] G Rosenblatt (2010): *The Engagement Pyramid: six levels of connecting people and social change*, publ. Groundwire:
http://groundwire.org/blog/groundwire-engagement-pyramid/

Also see, for example:

- T Kingham and J Coe (2005): *The Good Campaigns Guide*, publ. NCVO London, and
- J Rowe and LJ Frewer (2008): *A Typology of Public Engagement Mechanisms*, publ. SAGE Publications: http://citeseerx.ist.psu.edu/viewdoc/download?doi=10.1.1.546.7172&rep=rep1&type=pdf