









SDC TYPOLOGY OF ENGAGEMENT

	Aim	Typical Methods	Characteristics			
			Response	Power	Frame	Resource
Inform	to provide stakeholders with balanced and objective information to help them understand a problem, alternative, opportunities and/or solutions	Letters, legal notices, press/media notices/adverts, verbal announcements, public meetings	REACTIONS  OPINIONS  NEEDS	WITH INITIATOR   SHARED	CLOSED   OPEN	LESS   MORE
Consult / Info-Gather	to understand stakeholders' views and gain feedback on analysis, alternatives and/or decisions	Social / market research, opinion polls, questionnaires, focus group discussions, , citizen panels, citizen juries, online and written consultations				
Involve	to work directly with stakeholders to ensure concerns and aspirations are consistently understood and considered throughout the process	Advisory bodies, liaison groups, 1:1 relationships, deliberative workshops, web-based dialogue				
Partnership / Collaborate	to partner with stakeholders in each aspect of the decision , including the development of alternatives and the identification of the preferred solutions	Citizen advisory committees, Consensus building, Participatory decision-making, partnerships, dialogues				
Empower	to place the final decision-making in the hands of all stakeholders	Citizen juries, ballots, giving grants, providing training and education				

* NB the *same* methods may be used for *different* aims depending on the framing of the engagement process