

## STEP 4

### Public Consultation



## STEP 4 PUBLIC CONSULTATION

### Outputs

- ⇒ General characteristics of public consultation and participation
- ⇒ Public consultation activities and planning for EPP establishment

### Resources

Needed for **Step 4** include information on organization structure (stakeholders) and structure of Goods and Services to design the template and direction of Public Consultation mainly from **Step 1 & 2**. The elements of this step should harmonize with **Step 6**

### Activities

**Step 4** consists of 2 main activities:

- ⇒ Reviewing the general characteristics of public consultation and participation
- ⇒ Selecting the public consultation methods for EPP implementation

### EPP principles

- **Applicability**
  - ⇒ Public consultation planning framework should be realistic and flexibility.
- **Validity**
  - ⇒ Public consultation planning should be able to monitor be the selected indicator from **Step 6**.
- **Communicability**
  - ⇒ Public consultation method should be easily understandable by avoiding technical words.
  - ⇒ Public consultation method should be attractive to convince people to participate the project

There are diverse methods to allow stakeholders to participate in project that affects to their living. One of the most well-known methods that usually applied in Commonwealth Countries such as the United Kingdom, Canada, New Zealand and other democratic countries is **Public Consultation**. It allows public to input the matters affecting them which cover *notification, consultation and participation* in order to complete the project. The level of difficulty to execute this method is considered intermediate level. Therefore, in this guideline, we applied Public Consultation because it is easy to implement and we can obtain effective results. However, in some developed countries, the developer may increase the level and complexity case by case based on framework and available resources. This is a tool

implemented to enhance transparency, efficiency and public involvement in a large-scale. It is one of the most important steps towards successful EPP implementation. The consultation is a two-way communication actively acquiring opinions of the interested and affected parties to ensure that the EPP being developed will be inclusive, transparent, and relevant to the specific context, communicable, applicable and valid. Involvement of the public at the early stage and throughout the whole process of EPP development will reduce misunderstanding as well as possible conflicts because the opinions of the public are taken into account. Best practice recommendations for public consultation based on Open Government Partnerships (OGP Civil Society Coordination Team 2014). This refers to diverse mechanisms for public or stakeholders to express their opinion on matter affecting them. However, we should remember that *“Consultation should be used as tool to obtain certain goals not be the goals itself”*.



**Figure 4.1:** Significance of Public Consultation

## **4.1 Reviewing of the general characteristics and method for Public Consultation Participation**

The review of the general characteristics of public consultation and participation is divided into 2 parts; characteristics of public consultation and participation and public consultation method.

### **4.1.1 The characteristics of public consultation and participation**

**Public consultation** is one method in public participation which is part of many public planning activities. Public participation is an organized process for involving the public in decision making and consists of has several levels called “A ladder of citizen participation” (Arnstein 1969). The characteristics of public participation are summarized into 5 levels as illustrated in **Figure 4.2**.

Level	Characteristics
<b>Manipulation</b>	This level is the lowest of citizens' participation .The objective is to convince citizens to agree with the program that already decided by authorized person.
<b>Informing</b>	This level is a very important step towards public participation .The information will be distributed to citizen .However; there is no feedback process.
<b>Consultation</b>	This level can be a valid step towards the full participation of citizens because they can involve in decision making or planning process.
<b>Partnership</b>	This level is negotiation between citizens and authorized person to joint processes of analysis, decision making and control.
<b>Delegated power</b>	This step, citizens or public has dominant decision making on plan or program and authorizes enter to initiatives as required.

**Figure 4.2:** Levels and characteristics of public participation  
(Arnstein 1969 & Kørnø et al. 2007)

#### 4.1.2 Public consultation method

There are an abundance of methods available to consult people or stakeholders. These methods have continuously applied in both public and private sectors in recent years. In general, we can classify the methods into 2 types, Quantitative and Qualitative as follows:

- **Quantitative:** This type of method provides statistical information through samples of people. It also supports the answer of “How many” or “What” type-question i.e. surveys.
- **Qualitative:** These methods are applied to gain a deeper detailed understanding. They provide more interaction among stakeholders to answer “How” and “Why” type questions. However, they can only lead us a better understanding of people’s attitudes and/or opinions. The examples of Qualitative method are Interviews, Focus group and etc. The examples of Consultation toolkit are described below in **Table 4.1** and **4.2**.

**Table 4.1:** Quantitative Methods (Source: West Berkshire Council)

Technique	Strengths	Weaknesses	When to use it
<b>Focus Group</b>	<ul style="list-style-type: none"> <li>• Specific interest groups can be targeted</li> <li>• People can feel more confident in groups</li> <li>• Discussion can stimulate thinking and speak ideas within the group</li> </ul>	<ul style="list-style-type: none"> <li>• May need an experienced moderator</li> <li>• Analysis is time consuming and complex</li> <li>• Dominant participants might shout other more inhibited members of the group down</li> </ul>	<ul style="list-style-type: none"> <li>• When you need to understand the reasons for altitude, behavior and generate new ideas</li> <li>• Before a survey to investigate results in greater depth</li> <li>• Test opinion of interest groups</li> </ul>
<b>Individual interviews</b>	<ul style="list-style-type: none"> <li>• In-depth and detailed, personal information</li> <li>• Can obtain a wider range of responses</li> <li>• Good for consulting excluded groups</li> <li>• Can identify new issues</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive</li> <li>• Time consuming-especially data analysis</li> </ul>	<ul style="list-style-type: none"> <li>• To get a feel for issues</li> <li>• To gain expert views</li> <li>• Before a survey to investigate results in greater depth</li> </ul>
<b>Paired Interviews</b>	<ul style="list-style-type: none"> <li>• As per individual interviews</li> <li>• Good for less confident people e.g. younger people</li> <li>• Offers people and degree of privacy to express views</li> </ul>	<ul style="list-style-type: none"> <li>• As per individual interviews</li> </ul>	<ul style="list-style-type: none"> <li>• As per individual interviews</li> </ul>
<b>Service User Group</b>	<ul style="list-style-type: none"> <li>• Regular dialogue</li> <li>• Build positive relationships with users</li> </ul>	<ul style="list-style-type: none"> <li>• Can become dominated by particular issues and groups</li> <li>• May not be typical of the views of users</li> <li>• Can become “institutionalized” to see the service from a provider’s point of view</li> </ul>	<ul style="list-style-type: none"> <li>• To get regular feedback</li> <li>• To engage users in service development</li> <li>• To find out what people want/need; test options for change and views on conflicting priorities; and support bids for resource</li> </ul>
<b>Public Meeting</b>	<ul style="list-style-type: none"> <li>• Opportunities for people to comment on matters that directly or indirectly affect them</li> <li>• Can demonstrate public consultation/build up good relationships</li> </ul>	<ul style="list-style-type: none"> <li>• People may find it difficult to contribute through a lack of knowledge; greater interest in local, topical or personal concerns</li> <li>• Can be very complex and unpredictable</li> <li>• Can be intimidating and be hijacked by interest groups or vocal individuals</li> </ul>	<ul style="list-style-type: none"> <li>• Its most useful purpose may be simply to provide information rather than any more meaningful consultation</li> </ul>

**Table 4.2: Qualitative Method (Source: West Berkshire Council)**

Technique	Strengths	Weaknesses	When to use it
<b>Electronic</b>	<ul style="list-style-type: none"> <li>• Large numbers of people can be contacted at low cost</li> <li>• Relatively quick and easy to conduct</li> <li>• Easy to survey people over a wide area</li> <li>• Response rate are quicker</li> </ul>	<ul style="list-style-type: none"> <li>• Not everyone has access to the internet</li> <li>• People can find on-line form daunting</li> <li>• Little control over who fills in the questionnaire</li> <li>• Need to publicize the survey more and maintain clear web links</li> </ul>	<ul style="list-style-type: none"> <li>• Relatively cheap- although consider hidden costs such as printing and data input</li> <li>• Before a survey to investigate results in greater depth</li> <li>• Test opinion of interest groups</li> </ul>
<b>Telephone</b>	<ul style="list-style-type: none"> <li>• Relatively quick and easy to conduct</li> <li>• More complex issues are can be tackles</li> <li>• Easy to survey people over a wide area</li> <li>• Easy to reschedule interviews to more convenient times</li> </ul>	<ul style="list-style-type: none"> <li>• Biased sampling</li> <li>• Have high refusal rates and cold calling can often annoy the people</li> </ul>	<ul style="list-style-type: none"> <li>• Moderate expensive</li> </ul>
<b>Face-to-Face</b>	<ul style="list-style-type: none"> <li>• Longer and more flexible questionnaires</li> <li>• More complex routing of questions</li> <li>• Question can be more probing and complex</li> <li>• Can ensure you interview the right person</li> <li>• Can use visual rates</li> <li>• High response rates</li> <li>• Better data quality</li> </ul>	<ul style="list-style-type: none"> <li>• Expensive</li> <li>• Time consuming, labor intensives and require trained interviews</li> </ul>	<ul style="list-style-type: none"> <li>• The most expensive</li> <li>• Trained interviewers are usually paid for each interview they complete-plus travel expenses</li> <li>• Very labor intensive and involves lengthy timescales for completing and analyzing the interviews</li> </ul>

## 4.2 Selecting the Public Consultation method for EPP implementation

Before selecting appropriate public consultation method, the EPP office should know how to run the public consultation effectively. Therefore, studying in each Public Consultation method will offer the EPP officer the way to select suitable method for this project. This topic is divided into 2 parts; Guidance for effective public consultation and Recommended public consultation method for the EPP implementation.

### 4.2.1 Guidance for Effective Public Consultation

The outline of guideline for Public Consultation is adopted from “The OGP Articles of Governance: Guidelines for Public Consultation on Country”. These guidelines were developed to encourage relevant organization such as government to follow for effective consultation.

1. **Availability of process and timeline:** To make the details of the public consultation process and timeline available (online at minimum) prior to the consultation.
2. **Adequate notice:** To consult the population with sufficient forewarning to ensure the accessibility of opportunities for citizens to engage. The consultation should presuppose and support access to information. It should not focus on individual’s opinion or direction.
3. **Awareness rising:** To undertake awareness raising activities to enhance public participation in the consultation. It should cover all levels of stakeholders not only “Top-down approach “consideration.
4. **Multiple channels:** To consult through a variety of mechanisms—including online and through in-person meetings—to ensure the accessibility of opportunities for citizens to engage. Mechanisms for complaint, conflict resolution and compensation should be considered during the consultation process.
5. **Breadth of consultation:** To consult widely with the national community, including civil society and the private sector, and to seek out a diverse range of views.
6. **Documentation and feedback:** To make a summary of the public consultation and all individual written comment submissions available online. Consider positive and negative impacts from diverse stakeholders at various levels. It is very important to consider on “feedback loop” to collect all necessary information for policy design and decision making process.
7. **Consultation during implementation:** To identify a forum to enable regular multi-stakeholder consultation on EPP implementation—this can be an existing entity or a new one.

In this EPP guideline, the public consultation activities can be integrated by using various approaches. The channels and frequency of the activities depend on the available resources which should be handled by the EPP office. **Section 4.2.2** presents recommended public

consultation activities which shall be organized in coherence with the best practice recommendations.

#### 4.2.2 Recommended Public Consultation Method for EPP

The examples of guidance for public consultation for EPP program are described in **Table 4.3**. The public consultation is targeted primarily at those who have a role in EPP. The method should be selected based on type and scale of engagement and the keys mentioned above

**Table 4.3:** The public consultation activities for EPP establishment.

Activity	Description
<b>Focus Group Meeting (FGM)</b>	<p>FGM is a meeting with the key stakeholders who can contribute to EPP development and implementation. These stakeholders consist of policy makers &amp; local administrators, goods and services providers. The FGM for policy makers has the objectives to remove barriers and finding the support from central and local governments while the FGM on goods and services providers have the objectives to promote the EPP scheme and expect to have feedbacks and opinions for the program.</p>
<b>EPP Forum</b>	<p>EPP forum is an on-line system to share experiences and knowledge on EPP and existing low carbon technologies among APEC member economies. EPP Forum for APEC is recommended to be implemented through Energy Smart Communities Initiative Knowledge Sharing Platform (APEC ESCI-KSP).</p> <p>The important step to set up the EPP Forum includes coordination with web-master (<a href="http://esci-ksp.org/">http://esci-ksp.org/</a>) to get accessible permit to manage and maintain the forum. The forum registration for subscribing members will be assigned for who are interested in sharing experience and knowledge among the APEC economies. This forum will assigned in several topics for exchanging specific experience such as policy, technologies, products or services that can be integrated into the EPP.</p> <p>The advantages obtained from EPP Forum are gathered information, recommendations, and comments from all parties prior to the development of final EPP. The forum will be specifically designed for targeted groups who have interested in sharing knowledge and experiences relevant to EPP or similar programs. The direct e-mails to experts for inviting to join the Forum are highly recommended to ensure that valuable feedbacks could be received.</p>
<b>Seminar</b>	<p>Seminars can be used to get public opinions instead of FGM if the targeted audiences are broader.</p> <p>Alternatively, seminars can be used for disseminating the EPP scheme to share experiences and ensure the EPP adoption.</p>