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The WWViews Alliance structure

The global citizen participation project 'World Wide Views on Global Warming' has been organised in a structure called the WWViews Alliance. This paper describes the structure and the different roles inside it.

The term alliance has been chosen, since it signals a group who join efforts in order to reach common goals. Also, it signals a more open structure than, for example, a consortium.

In the WWViews Alliance the partners join forces and resources to realise a global citizen participation on climate change with the largest possible global coverage and political impact.

The DBT (Danish Board of Technology) is managing the WWViews Alliance. A **Coordination Group** between DCI (The Danish Cultural Institute) and DBT has been set up. The Coordination Group takes the major decisions on the management of the project.

Management includes:

- Coordinate the project and the cooperation with National Partners
- Manage contacts to the Steering Committee, the Scientific Advisory Board, Ambassadors and Support Partners
- Install the necessary infrastructure – web site; intra-net; mail lists etc.
- Develop the methodology and training of the partners
- Lead the production of questions and information materials for the citizen participation meetings
- Coordinate international press activities and the relation to the COP15 meeting in Copenhagen 2009

Partners join the WWViews Alliance with different roles. The roles will be labelled to the partner on the WWViews website.

- 1) DBT and DCI as coordinators. DBT as manager of the project.
- 2) National Partners join to execute national WWViews meetings. It is possible for countries, in which the regional/state structure is prominent (for example Belgium/USA) to take part with partners on a region/state level.
- 3) Supporting Partners. Networks, funds, institutions, etc. can join as supporting partners, meaning, for example, that they can contribute in work groups, with funding and sponsorships, or as Ambassadors for the project.

Joining the WWViews Alliance means contributing. This means that there will be no 'sleeping partners' – neither at the point of becoming partner nor during the work of the WWViews Alliance. There will be different levels of activity, but being part of the WWViews Alliance means to support the goals of the alliance actively.

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WWViews

- Global citizen consultation on climate change
- National citizen meetings around the globe, connected and communicated on the Net
- Up to the UN conference on climate change COP15 in Copenhagen, November 2009
- Initiated and coordinated by the Danish Board of Technology and the Danish Cultural Institute
- National citizen meetings coordinated by partners all over the world

The **partners can join on invitation only**. Interested partners should contact the Coordinators and apply for partnership. The application should include indications of the qualities of the partner and the contribution of the partner to the work and efforts of the WWViews Alliance.

The World Wide Views on Global Warming needs to be a highly coordinated activity in order to ensure comparability of results across the globe and to avoid confusion about the status and composition of the WWViews Alliance. The structure of the WWViews Alliance aims at delivering the needed coordination, transparency and effectiveness. All partners who join the WWViews Alliance accept the rules for partnership.

The partners can on their own expenses join **Work Groups**, of which the following at the moment are envisaged:

- Work Group on Widening the Alliance: Finding partners – lead by the DBT
- Work Group on Funding: Finding funds and administering funding contracts with partners – lead by the DCI.
- Work Group on Methodology and Training – lead by DBT
- Work Group on Content - Questions and information material to the citizens – lead by DBT
- Work Group on Media Relations – leader?

A **Steering Committee** will be set up, comprising representatives from 5-6 partners worldwide, who have methodological and institutional experience, a reputation as professionals in policy analysis, or other qualities necessary for managing a global project. The Steering Committee will be nominated by the Coordinators. The committee will be consulted on methodology, project management issues, and in difficult decisions, such as for example the need to exclude partners from the project.

A **Scientific Advisory Board** will be established, comprised of experts on the issues involved in climate change decision-making. The main role of the board will be to ensure the quality and balance of questions and information materials.

A group of **Ambassadors** will be invited, who will by their personal status help the project to find sponsors, receive media attention, and to have impact at the COP15 meeting. Besides the ambassadors, support from important persons and groups will be sought, in the form of support letters.

The Alliance is based upon a **pay-for-yourself principle**, in which partners find their own funding – this being from their own budget or from external sources. This principle is to ensure that the project will be brought to effect and project execution can continue, no matter if large common funds can be established. The Work Group on Funding, however, is dedicated to raising common funds. These should primarily be used for the following:

- To support National Partners from low-income countries.
- Global activities - for example the training course, the information material, the web-tool, etc.
- Events in connection to the COP15 – for example visibility in Copenhagen during the summit.

- Expanding the activity scope of the project – for example by supplementing the methodology with global Internet discussions, polls etc. Or by bringing some of the involved citizens to Copenhagen in connection to the summit activities.

The working mode of the **WWViews Alliance will be low-CO₂**. This means that

- Internet coordination will dominate. We will use Skype-type IP-phone meetings; intra-net with groupware etc.,
- We will minimise air miles by keeping coordinating meetings down to an absolute minimum – only a method workshop and a training seminar are envisaged,
- The citizens will meet nationally only - no global citizen meeting. During the COP15 process, though, it may be considered to involve a small group of citizens from different parts of the world to present the results of the project.

The organisations behind the WWViews Alliance

During 2007, two Danish organisations have independently and without knowing of each other's initiatives been establishing projects about global citizen participation in connection to the COP15 meeting on climate change in Copenhagen, end of 2009. In February 2008 these organisations became aware of the redundancy in the initiatives and a process of integrating the projects began.

The challenge was to establish a structure for the common project that made the best use of the efforts already made in the projects and combined the strengths to create synergy. The organisational structure should be effective with a maximum of coordination and a minimum of administration. The structure should make it possible for the National Partners to concentrate on implementing the project nationally. The WWViews Alliance was constructed to deliver these qualities.

A Contract of Cooperation has been established between the two institutions behind the WWViews Alliance. The contract ensures clarity about the decision-making structure, economic relations, and conflict resolution.

The two organisations can briefly be described as follows:

The Danish Cultural Institute (DCI)

DCI is an independent and privately initiated institution with the mission of establishing cultural exchange and dialogue. During 2006-7 DCI was involved as partner in the European project 'European Citizen Consultations' (ECC), in which partners from all 27 EU member states were present. This project was coordinated by the King Baudouin Foundation in Belgium and methodology was developed by the consultancy firm IFOK in Germany. In 2007, DCI suggested to this consortium that they found it worthwhile to establish a project on climate change in connection to COP15, and the consortium backed up this initiative.

The Danish Board of Technology (DBT)

The DBT is an independent institution, which makes technology assessment and foresight, and advises political decision-makers in Denmark and the European Parliament. It receives a grant from the Danish public budget. The DBT has its main expertise in interactive advisory processes and makes use of a wide methodology for citizen consultation, stakeholder involvement and cross-

disciplinary expert processes. It has been involved in several cross-national citizen consultations (European awareness workshops; PRISE interview meetings, Meetings-of-minds), in which methods have been partly based upon DBT methodology. The DBT started its initiative on global citizen consultation on climate change in spring 2007, as a follow-up activity of a series of projects on energy and climate change.

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