

Government 2.0 Taskforce Request for Project Proposal

Project 11: Hypotheticals - Ethical and Cultural Challenges of Digital Engagement by Government

Scope:

Facilitate “hypotheticals” to explore the ethical and cultural challenges of different digital engagement methods for Government. The themes for the workshop will be based on the draft principles for Government 2.0 digital engagement as provided by the Taskforce.

Context:

It's widely acknowledged that Web 2.0 digital engagement techniques such as blogging, twittering, social/professional networking and user generated content raise difficult ethical and cultural issues for public sector organisations and their staff. To assist Government agencies and employees to navigate their way through the complex and constantly changing landscape of Web 2.0, we need to establish new principles to provide guidance, new normative behaviours to set good examples, and new boundaries to define unacceptable behaviours for public servants engaging with the general public and stakeholders via these new channels.

The Taskforce intends to generate a set of high level principles for Government 2.0 Digital Engagement as a starting point for this process. One or more facilitated “hypothetical” workshops could then be conducted to road test these principles and expose them to vigorous debate and scrutiny from a variety of stakeholders including Members of the Taskforce and representatives of the media and the public, private and not-for-profit sectors.

Objectives:

- Identify an appropriate “hypotheticals” format that will encourage frank and open discussion of complex and sensitive ethical/cultural issues and ensure that the views of relevant stakeholders are adequately represented (including senior and junior public servants)
- Make appropriate use of Web 2.0 tools to enhance and extend the “hypothetical” approach
- Facilitate at least two “hypothetical” sessions (at least 1 must be held in Canberra) to road test the Taskforce’s draft principles for Government 2.0 digital engagement using realistic scenarios

Deliverables:

At least two facilitated and recorded ‘hypotheticals’ by 30 October 2009.

As part of the project, the successful contractor may be asked to provide services to further inform the Taskforce or assist with researching/authoring/editing sections of the Taskforce report.

Cost Estimate:

Estimated budget for this research is \$5,000 - \$30,000 GST inclusive.