



ECLIC



Making European Policy Popular through Challenge, Learning, Innovation, Cooperation.

An Experiment on the Landscape Convention

What is E-Clic?

A project co-funded by the European Commission through the Lifelong Learning Programme, Transversal Measures, ICT

Implemented in 7 countries with a pan-European scope, by 9 organisations

- Estonian University of Life Sciences/EestiMaaulikool (Estonia)
- PRISMA Centre of Development Studies (Greece)
- University of Valencia (Spain)
- PAN Parks Foundation (Netherlands)
- Notranjski Ecologic Center (Slovenia)
- University of Kassel (Germany)
- The James Hutton Institute (UK)
- 6th Gymnasium of Petroupolis (Greece)
- European Academy for Sustainable Rural Development (EU)

Objectives

- We try to build a methodology/model for making European policies better known to people, helping the average person in the street understand what the policy is about
- Our model is built on the principles of open democracy: we include all ages, but have a special focus on the young, starting from schoolchildren, aiming to win the youngsters before they grow old
- We selected a policy to try out our methodology that is demonstrably beneficial for society – so that we can encourage people to take action in favour of it: **The European Landscape Convention**

E-CLIC Methodology

- Use the possibilities of **ICT** for visualisation and problem solving, non-withstanding its enormous capacity for opening access to information for all
- Use tools/media that are fun and **challenging**
- Build on **learning**, aiming also to take the teachers on our side, especially in secondary education
- Encourage **innovation** in combination with the use of ICT, to stress the need for new solutions
- Stress the need for **cooperation** among citizens and between different interest groups

Test the methodology

- Engage citizens in policy implementation in a novel way, taking the ELC as an example
- Organise competitions based on challenges that are posed by the ELC in the different project countries
- Invite participation from both education institutions (schools, universities) and other individuals who are familiar with IT and challenged by the competition
- Offer symbolic awards and publicity for the winners at national and EU level through national and international conferences

Define the challenges

- Assess the distinct characteristics of a place – its character
- Identify external pressures placed upon the landscape
- Assess the extent to which the public has participated in decisions concerning the landscape

Create resources

- Build a library of “best practice” examples of implementing the ELC
- Build a library of ICT resources – examples of computer or mobile phone tools that can be used to visualise landscape “challenges”
- Develop learning material informed by the above process, to be used by schools and provide guidance to any interested parties for applying this methodology in other policy fields

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Thankyou!



The James
Hutton
Institute

