

## Examples of citizen recruitment strategies and methods for co-creation events

This document is an excerpt from the GoNano Methods and manuals for the pilot studies. It describes the citizen recruitment strategies and the different used recruitment methods for the citizen workshop and the online consultation in the GoNano project. These examples are meant to inform you about some of the possibilities and inspire you to develop your own recruitment strategy for your co-creation event(s).

### 2.1. Recruitment strategies and methods for Citizen Workshops

Each pilot partner has developed individual recruitment strategies, through which it aims to recruit a sufficient number of citizens, with respective demographic and socio-economic characteristics ensuring a sufficient diversity of participants at the citizen deliberation and envisioning workshops.

The actual recruitment process should be initiated in a sufficient time before the workshop starts, depending on the selected approach to the recruitment and capabilities of an individual pilot partner. The Technology Centre CAS (TC) will recruit citizens through a specialised agency, RMIT University (RMIT) and University of Twente (UT) will apply a wide range of methods for recruitment (see Table 1).

**Table 1** Provides an overview of the recruitment strategies of the GoNano pilot partners

	RMIT	TC	UT
<b>In-house activity</b>	X		X
<b>Recruitment agency</b>		X	
<b>Recruitment methods</b>			
Invitation letter/email	X		X
Buying addresses from a market research company			
Telephone recruitment	X		
Face-to-face recruitment	X		X
Snowball-sampling	X		X
Advertising (Posters/flyers/video)	X		X

As long as the criteria described in each recruitment strategy are followed, the selected methods of recruitment can acquire the following features:

#### 2.1.1. INVITATION LETTERS/EMAIL

Next to in-house resources, addresses may be obtained from a national (or regional) central registration office. The office can draw out a large representative set of civil registration numbers and addresses. It is very important to ensure that the addresses are random since this will be key to obtaining a sample as diverse as possible. Furthermore, it is important to pay attention to the fact that only a small part of the invited citizens will actually agree to participate in the end.

Another option is to recruit via social networks (in combination with Advertising below), where online enrolment form is provided for a range of potential participants.

### 2.1.2. TELEPHONE RECRUITMENT

If it is not possible to obtain a random sample of addresses from the civil registration office, you could also contact citizens by telephone if a national telephone register is available. In order to obtain a good sample you should think carefully about which phone numbers you pick. An efficient solution would be to pick numbers at random – you could, for instance, pick 50 random pages in the phone book and then call 50 random citizens on each page. You should also think through what could. It is noteworthy to point out that this approach is very time-consuming (especially in case of calling random people): do you have enough staff, such as (inexpensive) student helpers, for this exercise?

### 2.1.3. FACE-TO-FACE RECRUITMENT

If you choose this method, you should again think very carefully about how you execute the recruitment process. It is very important that you ensure diversity in your sample. One example can be based on quotas in geographical clusters – i.e. you select different recruitment areas around your country/region – you could for instance pick 5 different geographical regions and within each region you pick e.g. 2 random schools, 2 random hospitals, and 2 random shopping malls. For each setting you aim at getting as many people as possible to sign up for the citizen consultation.

Instead of aiming at maximising the amount of citizens signing up for the consultation you could also aim more specifically for different “types”. You could, for instance, create different profiles of whom to invite, placing different “emphasis” on your recruitment criteria. This could be coordinated and calculated in advance so that when you undertake the recruitment in each geographical area you would then know that you are looking for e.g. a male in his 50s with low educational level, an elderly female with mid-educational level and working in the public sector, a female student etc.

Again, in order to obtain the right distribution of citizens (to ensure a variety of citizens) you will need a sufficient number of citizens to sign up for the citizen workshop in order to be able to confirm at least 40 % of citizens. Similarly to the telephone strategy, this recruitment strategy is also very time-consuming: do you have enough staff such as (inexpensive) student helpers for this exercise? If this is not the case it might be more economical to hire a private company to undertake this task.

### 2.1.4. SNOWBALL SAMPLING

This recruitment procedure could be used in a geographical area where you do not know how to get in touch with target group citizens needed for the citizen consultation. You invite three people and ask each person to make three copies of the invitation letter for them to give to three people they know, who will then do the same (make three copies, etc.). Using this method, the sample group appears to grow like a rolling snowball. The snowball strategy has the disadvantage that citizens might only invite the same kind of people, therefore, you need to stress the importance that your participants should invite citizens with backgrounds/characteristics different to their own.

### 2.1.5. ADVERTISING

Advertising in different media (newspapers, radio, social media etc.) is another way of recruiting. Citizens would be encouraged to send their applications to the national partner and selection could be made in line with the recruitment criteria. If choosing this recruitment strategy, pay special attention to the fact that advertising is often expensive but that you can reach different target groups by advertising in different kinds of media and media that covers different groups of the population.

## 2.2. Recruitment strategy for online consultation

Recruitment strategies for online consultations utilise the same tools as the face-to-face meetings. For the online consultations however, it can be harder to achieve a representative sample of participants. The pilot partners must therefore carefully consider the sample of participants they aim to reach and choose to develop their recruitment strategy accordingly.

For recruiting younger participants, social media like Facebook and YouTube are important tools. One strategy is to enlist a number of young ambassadors to help you spread your invitation to their followers. For Facebook pilots should consider using the apps feature for targeted advertising to reach the groups they would like to recruit for the online consultation. Table 2 provides a table for the pilot partners to reflect on the adaption of their recruitment strategies for the online consultation.

Table 2 provides an overview of the options for recruiting participants to the online consultation

	RMIT	TC	UT
<b>In-house activity</b>	X	X	X
<b>Recruitment agency</b>			
<b>Recruitment methods</b>			
Facebook			
YouTube			
Website or other social media			
Invitation letter/email			
Buying addresses from a market research company			
Telephone recruitment			
Face-to-face recruitment			
Snowball-sampling			
Advertising (Posters/flyers/video)			