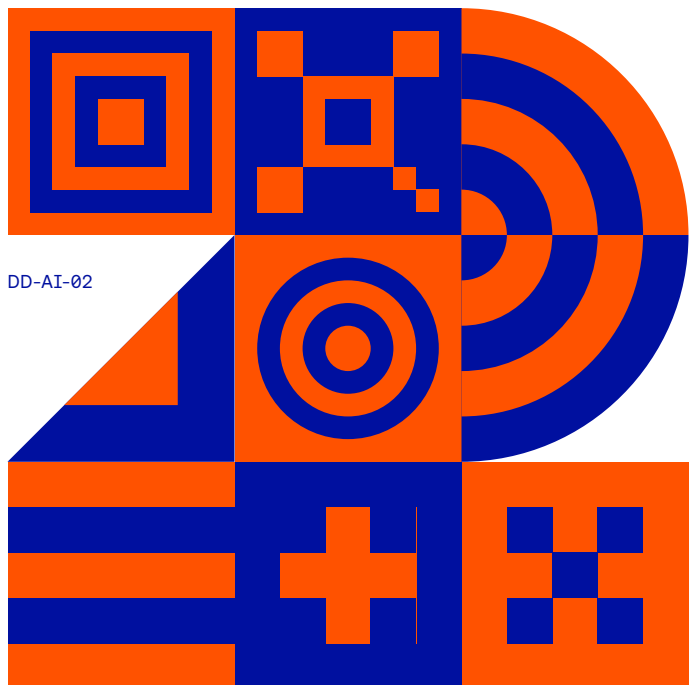




Basic recommendations for designing effective engagement efforts



DD-AI-02

**Public Policies and Artificial Intelligence:
Basic recommendations for the design
of effective engagement efforts**

This publication was prepared by the Derechos Digitales team, under the “Artificial Intelligence and Inclusion” project, coordinated by Jamila Venturini, Juan Carlos Lara and Patricio Velasco. This edition has been reviewed, updated and translated.

For more information on this project, visit <https://ia.derechosdigitales.org>

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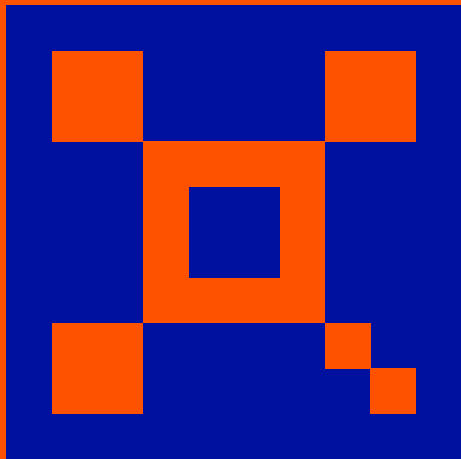
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Social engagement is a tool that enables the process of public policy making to be endowed with legitimacy, especially when the interests of diverse actors need to be addressed. Thus, the inclusion of citizens' interests in the design and later implementation of a public policy act as a counterweight to state power, democratizing the process.

Below we present a set of basic recommendations for the design of participatory efforts, especially targeting the creation, implementation and use of Artificial Intelligence systems in the public sector, with the goal of fostering the adoption of best practices that can guarantee greater and better engagement.



Participation in public policy design



The incorporation of engagement mechanisms in the design of public policies, as well as in the other stages of their implementation, enables citizens to be part of the policy from the beginning, promoting understanding and lending the policy legitimacy.



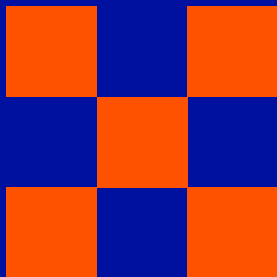
Diversity



Effective engagement must include all people who could be affected by a public policy, especially those who might find their opportunity to express their opinions, fears and recommendations limited. It is essential to generate mechanisms that promote the participation and representation of people belonging to historically marginalized groups, people of different genders and those who live far from urban centers.

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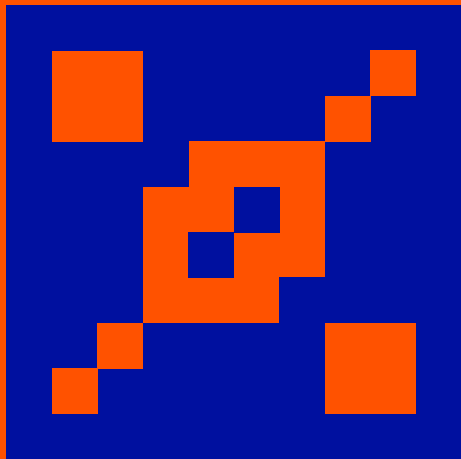
**Online/offline
complementarity**



It is important to consider the scope of digital gaps. Thus, it is necessary to incorporate offline mechanisms that complement online tools in publishing relevant information, disseminating announcements, delivering documents and contributing comments. Having online and offline mechanisms can generate greater engagement.



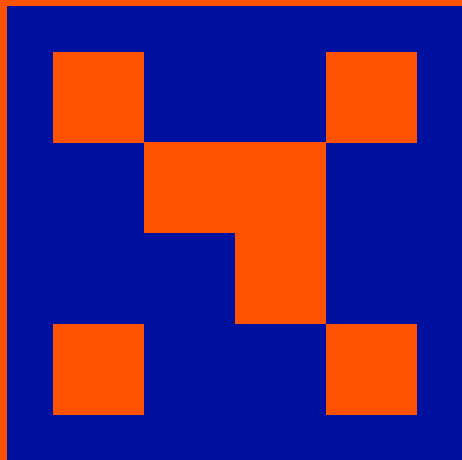
Internal evaluation



It is important to conduct a review of the internal processes for implementing public consultations that makes it possible to identify errors in communication of the objectives, the rules of the process and the stages it comprises. This way, stakeholders will have more information about the consultation and will be able to contribute more efficiently.



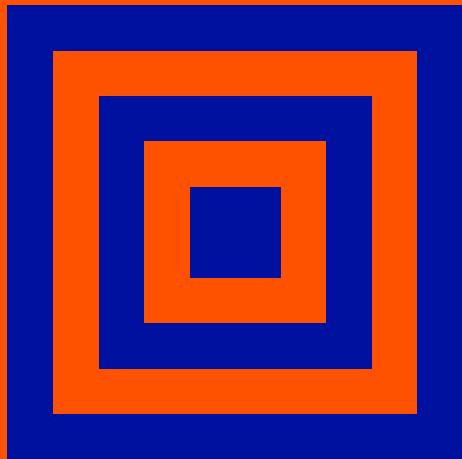
Sustained external evaluation



It is important to incorporate phases for dialog and evaluation in the different stages of implementing the public policy, to foster the detection and correction of errors, particularly as regards emerging situations that have not been contemplated in the design stages. This is particularly important in public policies that involve the application of technologies that, by nature, tend to change constantly during implementation and operation.



Accountability and comment traceability



It is essential to generate mechanisms guaranteeing accountability and the traceability of what happened with the comments received during the public consultation. Transparency in handling comments ensures trust in the process and avoids disappointing those who participated in the consultation as a result of the uncertainty caused by not knowing the fate or impact that the contributions had.

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