Office for Public Management

Using digital & creative approaches to overcome exclusion

Kai Rudat

Accredited Centre

THE SUNDAY TIMES 100 BEST SMALL COMPANIES TO WORK FOR 2010

carbon SMART 2010

www.opm.co.uk

Intentions

Young Muslims Advisory Group media training day
Photo: Jim Batty, OPM

1. Participation
2. Voice
3. Impact
4. Improvement

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Digital and Creative Approaches

- Supplement existing approaches
- Particularly effective in addressing exclusion
- Can provide very good value for money

Web Forum: ODI reference network

- National and local reference network
- Multi-method
- Online reinforced direct engagement

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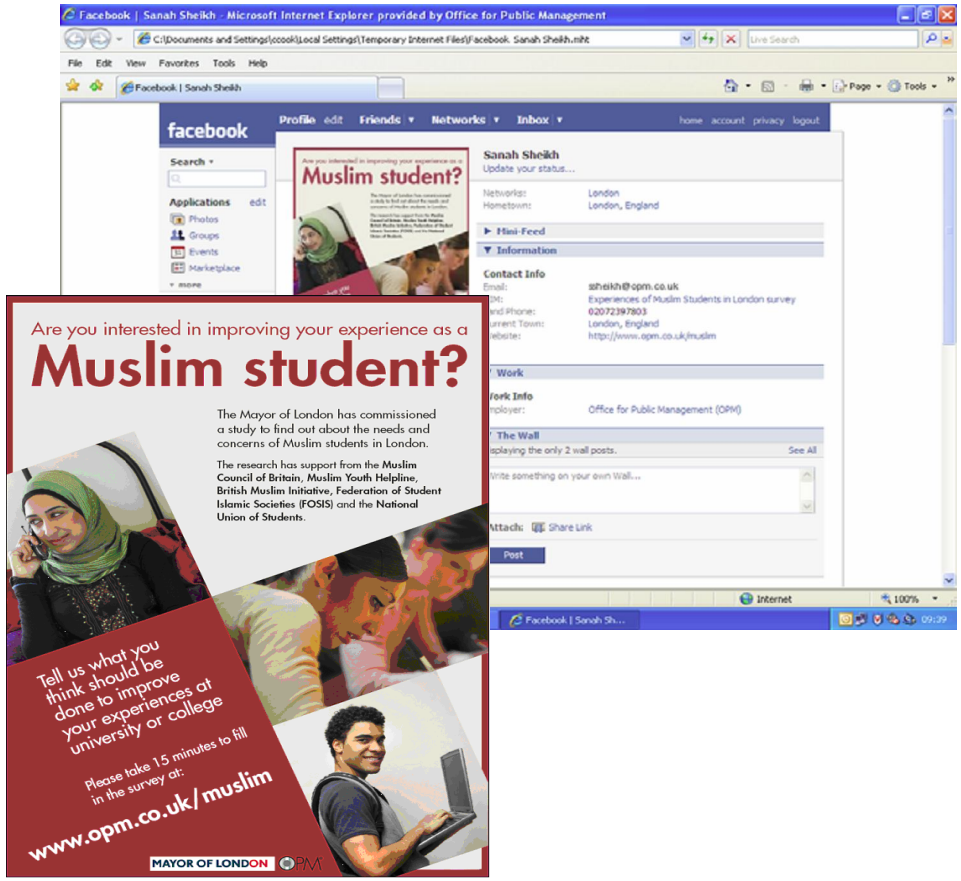
Social media: Muslim Students in London



- **Multi-methods**
- **Viral promotion was core (facebook particularly effective)**
- **Foundation for Open Space event**

Video Ethnography: Low income workers

- Professional process
- Deep insight – peeling away layers
- Effective research and communications approach

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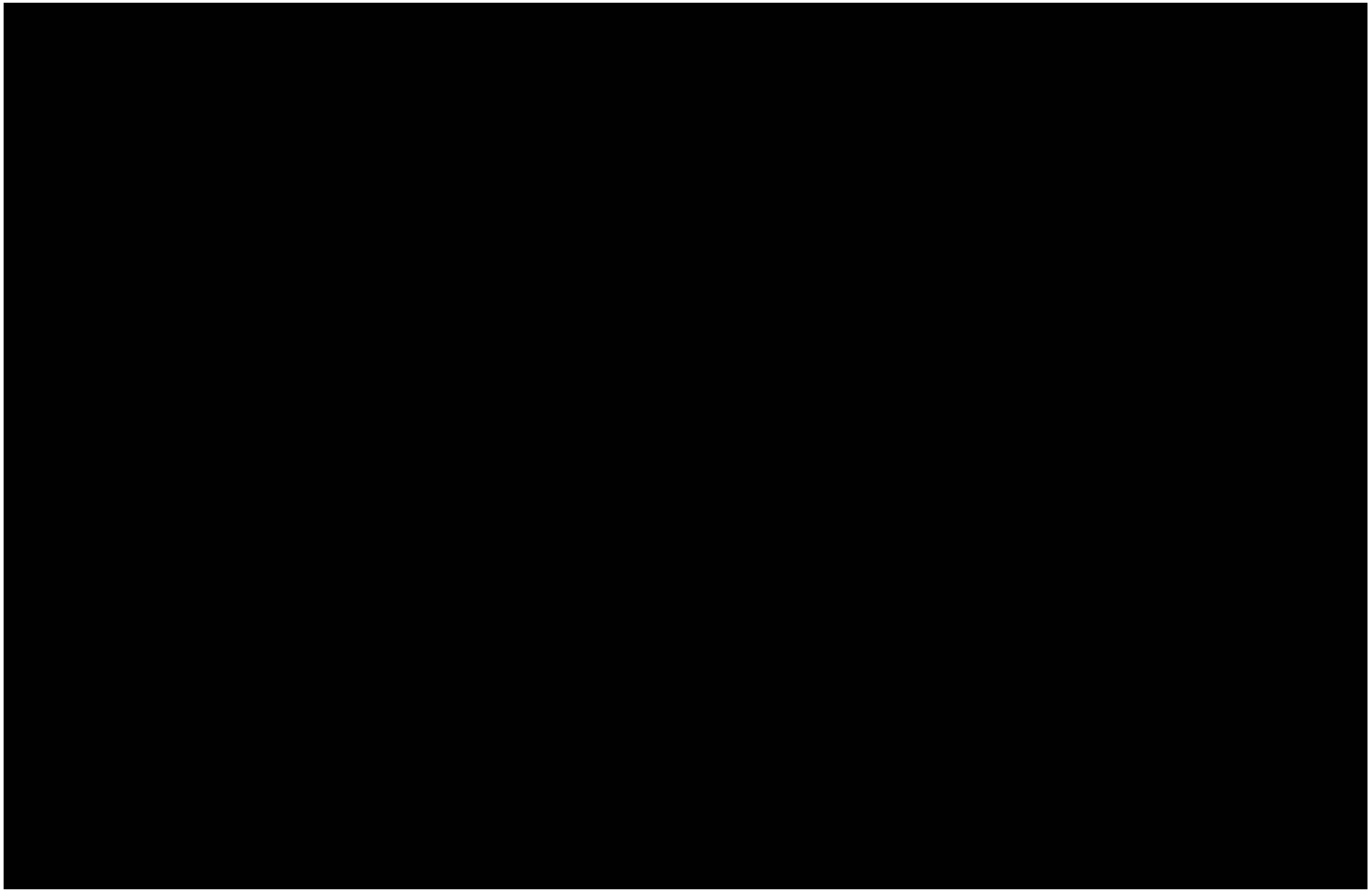
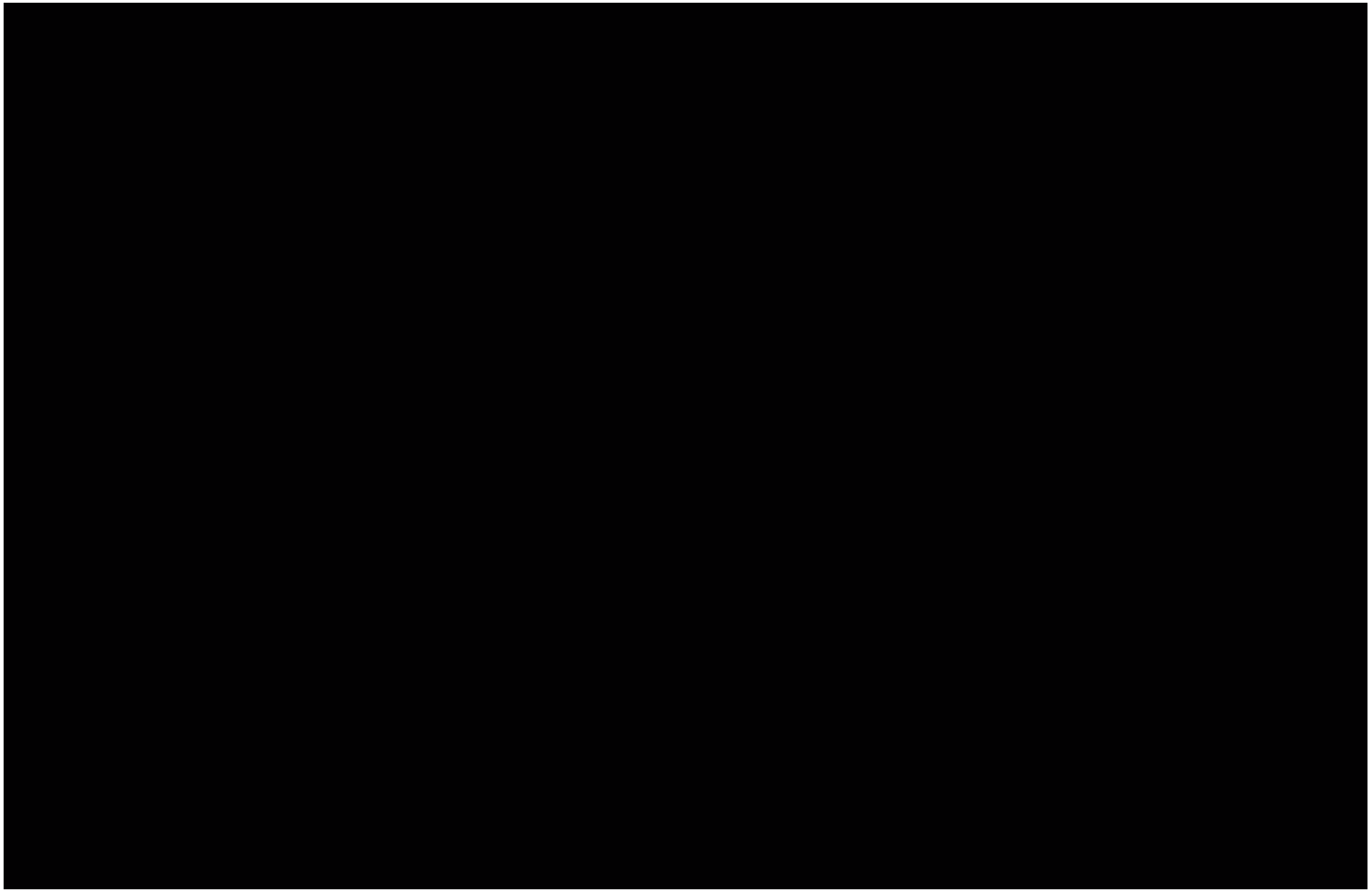
Rural Deprivation



Working Poor - Debt



Working Poor - Diet

Video Reports: Young people as commissioners

- Self-generated content
- Strong user voice and ownership
- Transferable and sustainable

Animation: EHRC disability hate crime

- Experiment: use of audio recording of qual. interview
- Convey user experience
- Organisational training and learning tool

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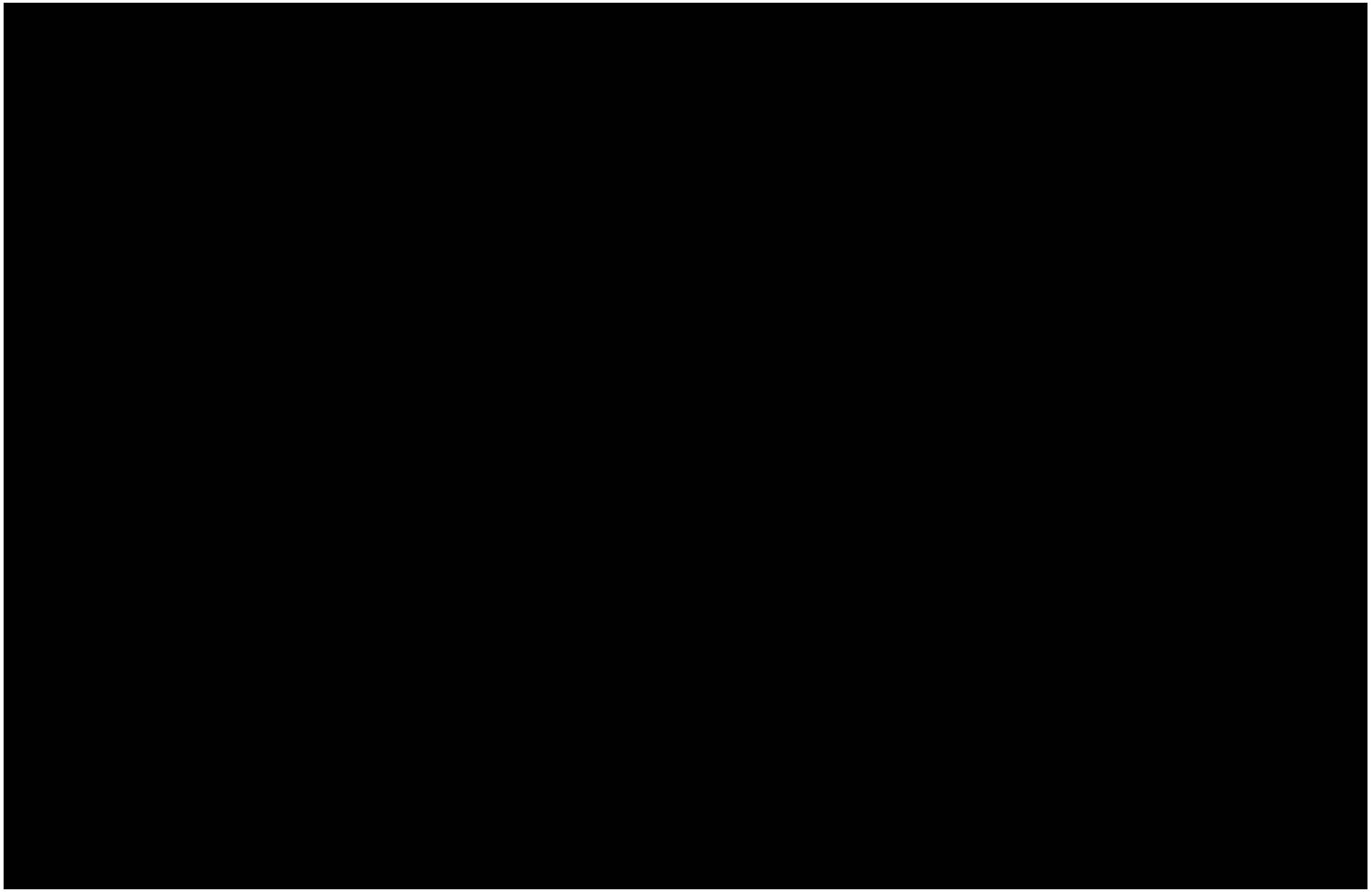
Disability Hate Crime



Animation: Young Muslim Advisors

- Multi-methods with strong focus on social media
- YMAG developed storyboard, images & voice-over
- Wider engagement objectives

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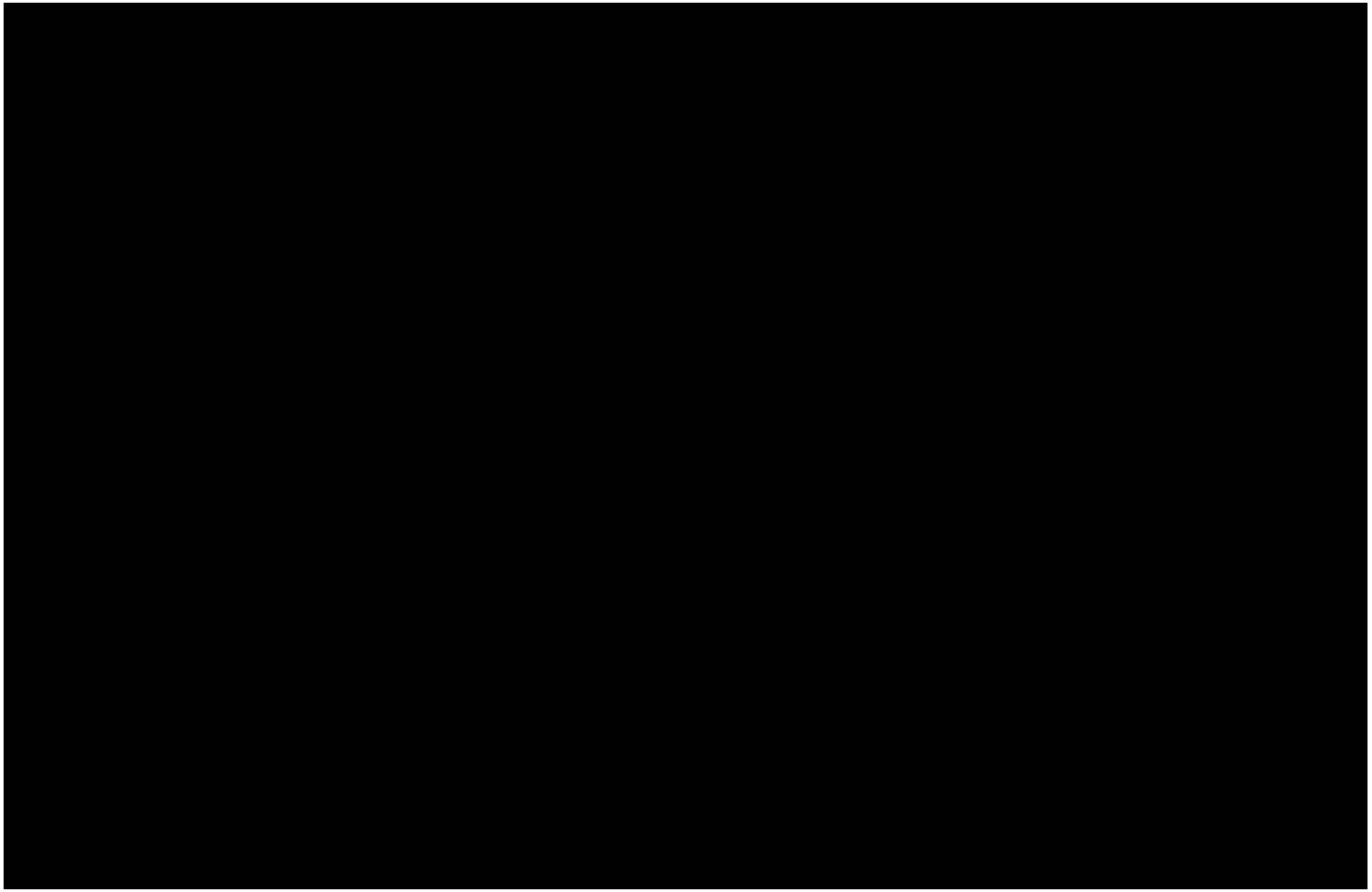
Young Muslim Advisors



Lessons To-Date

Digital and creative approaches can:

- help overcome exclusion
- enhance other approaches
- give more control to participants
- foster stronger engagement
- create deep and authentic insight
- support training, development and behaviour change
- can be highly cost effective (co-production; multi-use)

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