



G1000 the voice of citizens

G1000

The G1000 was a unique way of engaging civilians in a dialogue. It was first held on the 11th of November 2011 in Brussels, Belgium. Civilians from carefully selected different backgrounds came together to discuss subjects of their own choosing: social security, the financial crisis, immigration and one open subject.

The challenge

In a physical environment there's a limit on how many people you can actively have a discussion with. Next to having in room discussions, The G1000 organizers wanted to involve citizens online in a debate as well. In order to increase the amount of citizens that they would reach.

Together with the G1000, Synthetron organized the G-Home where another 700 civilians participated in online discussion.

The G1000 was unique in its purpose

and also in its set up. It was fully initiated and financed by civilians. It gave representatives from different backgrounds in society a voice on pressing subjects.

G-Home

Simultaneously to the G1000, the G-Home was held. 700 citizens participated from home using their own computers.

The online participants watched the presentations of the G1000 by live streams, alongside the other contributors. After which they participated in the discussion, as well in French as in Dutch.

The enrollment process for the online discussion was organized by Amplix, a partner of Synthetron.

The participants exchanged ideas and interacted with each other. They filtered out the best ideas themselves.



Our Approach

Synthetron organized the online dialogue G-Home that accompanied the G1000.

The set up

Synthetron consultants from different countries came together to moderate the discussion. Enrollment was done through Amplix, a Synthetron partner. The participants were asked a few basic question such as their postal code, sex, age category and (optionally) their phone number. On average more men, and more Dutch speaking Belgium's participated online.

Participants not only shared their ideas but were asked to react and vote on each other's ideas. Our unique evolutionary algorithm enabled participants to identify the most supported statements.

The analysis

The analysis was done in real-time, the most supported statements from the online discussion were gathered and presented immediately after the discussion took place.

A consolidated report was made by our consultants. This report included the analyses of all the different subjects the participants came up. It was sent to all participating citizens for them to see freely.



Output, results & Impact

Output

Immediately after the discussion ended the results were presented to the people attending the G1000, as well as all the people watching the live streams at home.

After the dialogue a consolidated report was made by our consultants where they analyzed and clustered together all subjects and their relative importance.

This report was sent to all the participants of the online dialogue.

Results

The participants came up with over 14.000 ideas, which is almost 50% more than the average Synthetron discussion. These ideas were filtered by the participants by voting, resulting in up to 2.000 Synthetrons (those ideas with that have a certain amount of support).

The participants of the G-Home had a critical and constructive attitude that was in line with the content provided by the physical G1000.

The participants of the G-Home were on average enthusiastic about the method used. They appreciated the opportunity to contribute to important subjects and they had the feeling of truly being heard.

Impact

The reporting was handed over to the citizens responsible for the next step. 32 participants from the G1000 and G-Home were selected.

They developed the recommendations further.

The results were also made available to all Belgium universities for analyses.



Synthetron helps you get actionable insights to move forward by engaging the people that matter via a unique crowdsourcing methodology of online dialogues.

Our platform allows you to conduct a one-hour real-time online moderated and focused discussion with 10 to 1000 participants joining in writing from their own device to share ideas, react and interact anonymously. Our unique evolutionary algorithm enables participants to identify the most supported ideas. Participants feel appreciated and engaged and you gain insights on what is important to move forward, instantly.

After the session, our seasoned team of consultants will help you get deeper insights with a set of proven analysis tools adapted to your needs

It is very easy and quick to set up and it takes less than 4 weeks from briefing to final report.

Synthetron's applications

In more than 10 years of smart, focused listening, Synthetron has been used by a wide range of organisations in many different applications:

- **HR & employee engagement:** to understand employee satisfaction, co-create corporate culture, explore a sensitive topic, support a change program or work on a policy
- **Strategy & Change management:** to co-create strategic direction, get feedback on strategic options, communicate the change story, keep finger on the pulse during an organisational change or support a merger.
- **Customer understanding:** to understand drivers and barriers, get feedback on a new concept or co-create new products & solutions with customers.
- **Other stakeholders:** to engage citizens in policy making, create a new kind of relationships with members or tap into the wisdom of experts.

> 1000's
Sessions

> 100,000's
Participants

> 40
Countries used it

14
Languages

> 30
Consultants

Want to know more?

Visit our website: www.synthetron.com

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We have offices in 13 countries and can carry out projects in 14 languages. See synthetron.com for more info