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Trust and communication in citizen dialogue

What a public administration can do to serve and dialogue with their constituency, the citizens? As an observer of European Communication I can testify of few examples that have opened the Voice to citizens via online platforms. While the audience has not been always large and extensive, yet the response showed a need for being involved in European matters and having a say. A recent online survey on summer/winter times giving citizens the possibility to show their view and giving a clear policy indication registered a record response of about 5 million votes.

It's a time in which our society struggles with the phenomenon of increasing disinformation (aka, fake news) amplified by the digital media; a time of society unrest toward perceived and real problems. At this same time, we note more and more willingness from citizens to have a say, to Voice their opinion and change for the good.

This presentation will show some examples I observed in EC communication to raise citizens' voice.