Making it real ...the role engagement plays in a sustainable future

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The good news...Alan Fiske

Skill sets people use as they seek to relate to each other

- Communal Sharing (all affected by the transactions)

- Authority Ranking (pecking order)

- Equality Matching (you scratch my back)

- Market Pricing (bartering)

We know how to create community!

Factors impacting on social networks

- Third of households in 2021 single person

- Family, community and neighbourhood may weaken or change

- Friendships based on work rather than neighbourhood

- Culture of individualism and social isolation

- Ghetto-isation may be increasing

- Continued rise of litigation culture weakens sense of personal responsibility

Challenges for engagement

- Not static or fixed but transitory: networks

- Based around a sense of belonging : more than being consulted or being called citizens

- Access to information and opinion from diverse sources shapes values, expectations and behaviour that challenges professional control: virtual communities

- Public services place greater emphasis on innovation and collaboration between users and providers

What is the answer?

- Education: through participation

- Education: in and through work

- Education: through life

- Harness the power of people, knowledge and capacity that exists in your universities

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