	low can you open up your campaign or strategy for wider ownership,	
	leadership, and participation? Here are six elements to consider:	
STAFF	Who conceives of the campaign or project — staff, or individuals outside of the organisation?	PEOPLE
READ	Access	WRITE
	To what extent can people make unique contributions to a project's strategy or design? Can participants influence its shape and trajectory (write) or is the strategy predetermined (read only)?	
CENTRALIZED	<b>Decision Making</b>	DISTRIBUTE
	Do participants have agency in how to implement their project/campaign (distributed) or does the organization maintain overall control (centralized)?	
CONICTOTINIT	Diversity of activities	CREATIVE
CONSISTENT	Are tactics consistently applied everywhere, or is there space for local or individual creativity?	
INDIVIDUALS	Acting as	NETWORK
	Are people acting completely on their own, or does the organisation facilitate connections with others?  How much professional support do people / their ideas receive?	
MOMENT	Duration	SUSTAINED