

## Digital Neighborhood CHANGE! Good practice factsheet

Image/photo of good practice/initiative



**Description** of the good practice /initiative: history, activities, number of involved people, territorial scope, current scale, future plans, impact and benefits (**Max. 400 words**)

Aarhus has a strong focus on citizen participation, joint solutions and co-creation. The Citizen Service Department thought that there is a need for a more innovative approach to the dialogue with citizens.

Therefore, Digital Neighbourhood experimented with a new grip in communication, namely neighbourhoods. Based on an assumption, that being a part of a certain district, creates different incentives than being a part of a certain groupings determined by age, gender, education and ethnicity, the project has studied how to harness the potentials of urban space to create a new kind of dialogue with citizens in their communities.

The project has been working with citizen participation, urban installations, data visualization and district competitions. To create broad engagement and sustainable basis in the districts, the project has involved various communication platforms and established collaborations with citizens at among other things, to involve joint councils, local associations, local libraries and relevant departments and projects in Aarhus.



European Union

European Regional Development Fund



In the project two discarded telephone booths were re-designed in an urban installation. 24/7 the citizens could speak their minds (give ideas).

All the ideas that became the public voice of the neighbourhood in relation to a certain case (city development - participate budgets). The ideas were stored as audio files online. Citizens had access to the corresponding transcribed ideas, which were published on the project website ([www.digitalbydel.dk](http://www.digitalbydel.dk)) and the installation screen. Here the participants could follow and be inspired by each other's ideas.

Every time a citizen had recorded an idea on the installation, he/she got a unique number, so that the specific idea could be followed from idea, through a designed project to implementation.

**Brief description of how the specific local public service has been challenged (with figures, if possible)**

The installation has been used in 3 different neighbourhoods in a process of participate budgets. The big challenge for the specific local public service was to let the citizen decide how to use the money. It was a way to take away the advantage from 'the usual suspects' and let the young citizen to speak their mind.

**Role of the municipality** within the process (e.g. how the municipality facilitates or coordinates the process to systematise/upscale a civic initiative)

The Department of Citizens Service designed the installation. They collaborated with another department which had a 'participate case/project' in a certain neighbourhood. Together we approached the community. In the end the community did create all the ideas and decided which idea/project should be implemented. The implementation process happened in a cooperation between citizens and the municipality.

**Key attributes (success factors) enabling (municipal) staff to implement the project successfully**

Success factors:

- A. To test alternative forms of dialogue between citizens and government.
- B. To co-create with citizens
- C. To develop and strengthen the digital development in Aarhus.
- D. To learn from using 'neighbourhoods and urban spaces' as a framework for civil participation
- E. To develop and produce urban installation (s)
- F. To hold a competition for citizens of the districts

**Links** to website for further information on the good practice/initiative and recommendation to a specific partner

<http://www.digitalbydel.dk/english/>