

UNSERMÜNCHEN WE BUILD TOGETHER!

How to increase citizens' e-participation in Munich in a sustainable and inclusive way



1 EXPOSURE



Strategic low-budget advertisement in high-traffic areas; QR-Code; Motivating short sentence in different languages



Complies with Web Accessibility Tool

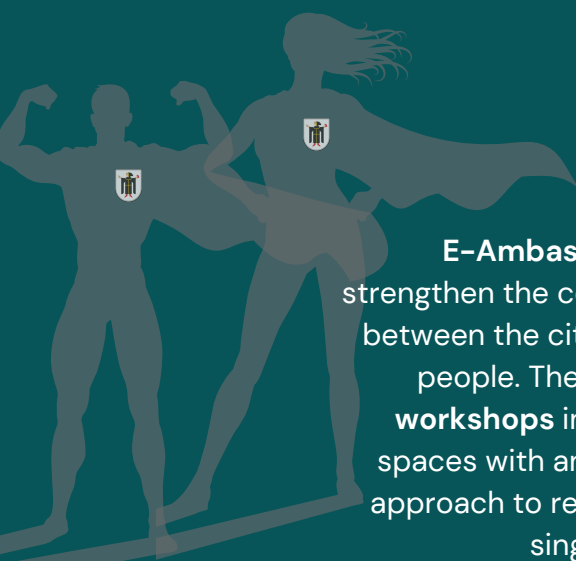
Access in main spoken languages in Munich



Provides a safe & welcoming environment



ENGAGEMENT 2

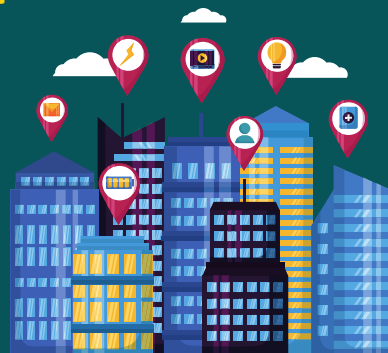


E-Ambassadors to strengthen the connection between the city and the people. They will lead **workshops** in different spaces with an inclusive approach to reach every single citizen.



PICK UP!

City's call is to promote platform usage and cultivate a digital culture over an extended period



Munich goes digital for a week improving engagement and guaranteeing accessibility.

Visualize the impact of the projects to show citizens that their participation makes the difference



3 ACCOUNTABILITY



Set clear requirements and goals for initiatives, and be accountable for them

The city sets the requirements, evaluates citizens' proposals, comes to a decision and responds to the citizens



The citizens assign organizers, make a proposals and reach the goals

