BRINGING PEOPLE TOGETHER

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The members of Rhineland-Palatinate Living Lab have identified challenges such as growing social separation, loneliness, and decreasing exchange between generations in their local community. Furthermore, a lack of venues where people can meet, socialise and do things together exacerbates the problem. Thus, this use case is intended to digitally support social life and integration in the region by facilitating the preparation, realisation and post-processing of physical events and social gatherings.

The case study departs from the idea that citizens, who can be differentiated by several personal traits (e.g., background, age or social groups), are often part of clubs and associations, revolving around specific discussion topics or activities of their interest.

Thus, this use case presents a digital tool to organise and promote different topical events at the regional level. The tool does not only benefits citizens but also local administrations, as they contribute to the aim of keeping the region attractive to newcomers and fostering social cohesion among inhabitants. In such a way, local administrations participate by providing public facilities for the events, while educational institutions contribute to the diffusion across heterogeneous social groups. In addition to supporting the organisation and promotion of events, the digital tool also facilitates feedback and allows collecting documentation and visual materials of events (pictures, videos, etc.) allowing their online publication to achieve a higher impact and publicity of the local initiatives.

The tool is based on a web application that can be used both on mobile phones and other devices. Existing platforms like Facebook or Twitter, but also local services such as a citizen app or the municipal website, are connected to such tool via proper interfaces. Some challenges identified are the willingness of citizens to organise events and use the app, GDPR-related issues, as well as the appropriate use of collected feedback, criticism and communication etiquette, which should be ensured by community standards and moderation to avoid further division and distance among members of the local community.

Living Lab
Rhineland-Palatinate
Use case statement
The goal is to bring citizens of different generations and backgrounds together to foster communication and joint activities.
Key Digital Technologies and Actors
Web application, mobile & stationary devices; Citizens, clubs, associations, administration, educational institutions
Keywords
Civic participation, events, organization
More info: Living Lav Rhineland-Palatinate