

Participation Next “Connecting citizens”

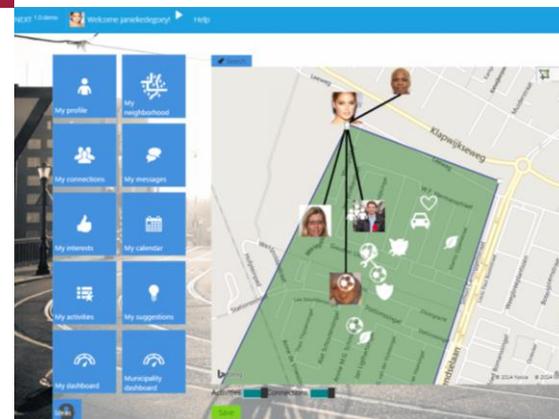
Participation Next enables tangible demonstration of citizen participation. This innovative platform helps municipalities connect citizens, organizations and local initiatives based on their interests, connections and location, making participation easier and more fun.

Citizen participation, self-empowerment, DIY-democracy, etc., are all good concepts, but how can we achieve them in practice? Municipalities play an important role in encouraging residents and organizations to participate and actively engage with fellow members of their communities. Participation Next is a unique, socially intelligent platform that enables residents to find and connect with each other in a fun and easy way.

HOW IT WORKS

While Participation Next may resemble a social media platform like Facebook, it is specifically designed to encourage and facilitate citizen participation. The easy-to-use platform allows users to create a profile highlighting areas of interest in which they currently are active, or want to be active. The system connects users, organizations and local initiatives together. Key features include:

- **Personal profile:** Residents, organizations, local initiatives and associations create their profiles on the platform (or log in via Facebook to use their Facebook profiles). In addition to providing standard information, the profile includes three sections that are key to ensuring good participation:
 - **Interest:** topic or area in which the user wants to do something in the neighborhood (social, sports, sustainability, health, safety, etc.).
 - **Geography:** place or region where the user wants to be active, whether in their own neighborhood or another. The parameters can be specific to each user, ranging from a single street to an entire city.
 - **Connections:** people who know the user in the Participation Next platform.
- **Associated activities:** All users can create activities that are associated with a specified timing, location and area of interest.
- **Matching users and activities:** The platform uses big data analytics technology to create insights for matching users to the various ongoing activities, providing users with useful suggestions to participate in relevant activities.



PARTICIPATION NEXT PLATFORM AT A GLANCE

- Supports and encourages citizen participation to build more livable, more pleasant and safer neighborhoods
- Is easy to use
- Intelligently links users to relevant activities
- Provides a place to ask questions about activities or request assistance
- Adds a fun element using gaming to earn virtual points
- Provides insightful data on citizen participation for municipalities.

GAMIFICATION ENABLES PARTICIPATION POINTS

Participation Next includes a game element to make participation even more enjoyable. Users can accumulate virtual "participation points" that can be redeemed for rewards such as services from the municipality. A municipality could award additional virtual points to stimulate participation in a particular activity.

BENEFITS FOR THE MUNICIPALITY

Neighborhoods where residents participate, or want to participate, in activities together are often more pleasant, safer neighborhoods. Municipalities can encourage such environments using Participation Next. The platform also helps them encourage citizens who may have an interest, but are reluctant to join in. It makes it much easier for citizens to take that first step to participate in neighborhood, village or city activities, when those activities are clearly listed and presented in a personalized manner. The municipality also gains better information about which activities are going well, and which need extra attention to help steer and stimulate participation.

PLANNING IS KEY TO SUCCESSFUL ROLLOUTS

While technology helps facilitate citizen participation, it is not enough. CGI has a roadmap for generating awareness, as well as a tailored approach and guidance for smooth rollouts.

Awareness starts with your own municipal organization. Using a purpose-built *participation game*, we run sessions and workshops for directors, management and employees of municipalities.

To determine the **right approach for your municipality**, we also use the *Participation Next Analysis Model* to chart the way to a successful implementation together with you. This analysis provides insights into the revenues, costs, social impacts and most suitable approaches for neighborhoods and activities.

LEARN MORE

Participation Next provides an online platform where municipalities can get work done immediately. It can be used as a stand-alone online platform or incorporated into existing websites or apps. Activities can be organized by district, neighborhood or association.

Contact us for a conversation and demonstration of the platform.

Visit www.cgi.com/future-cities
or contact us at info@cgi.com.

ABOUT CGI

Founded in 1976, CGI is a global IT and business process services provider delivering high-quality business consulting, systems integration and managed services. With 68,000 professionals in 40 countries, CGI has an industry-leading track record of delivering 95% of projects on-time and on-budget, aligning our teams with clients' business strategies to achieve top-to-bottom line results