

# MAtchUP citizen engagement strategy

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Project Coordinator

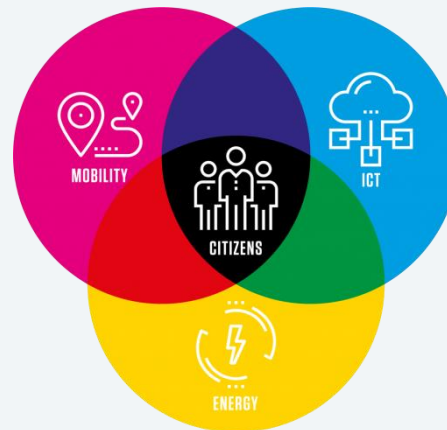


# MatchUP citizen engagement strategy

## ABOUT THE PROJECT

**Main goal:** to improve the citizens' quality of life and boost the local economies through dedicated actions:

- To improve the energy efficiency
- To increase the sustainable mobility
- To improve the Smart integration of city services
- Non-technical actions covering governance, innovative business and citizen engagement (key to efficiency and to become attractive for citizens and business).



We understand citizen engagement as:

- Two-way interaction between citizens and governments that give citizens a stake in decision-making, with the objective of improving project outcomes and empowering citizens
- A process of institutional and citizens' transformation

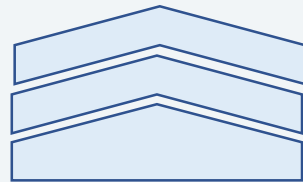
CITIZEN-CENTRIC APPROACH



# MatchUP citizen engagement strategy

## THE PROJECT MAIN APPROACH

- **NEW SOLUTIONS DEPLOYMENT:** new efficient solutions in the Energy, Mobility and ICT fields together with NTA in the LH cities
- **REPLICATION AND UPSCALING** of Smart city solutions by ensuring the convergence of the demand and the supply side in the LH and Follower cities

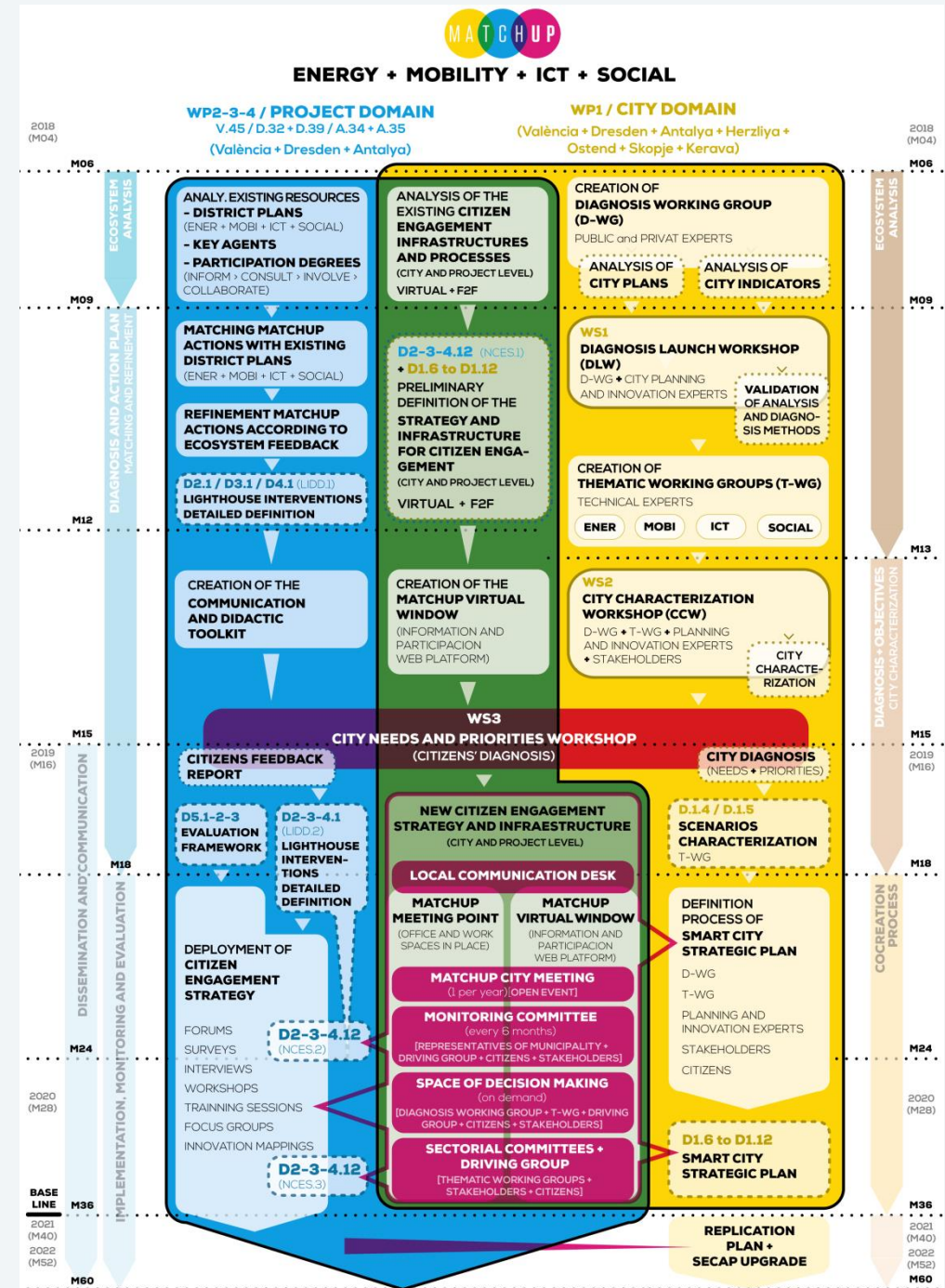


Common citizen engagement environment built on:

- Previous participatory processes results
- Existing channels & infrastructure



Common citizen engagement environment



# MatchUP citizen engagement strategy

## CITIZEN ENGAGEMENT STRATEGY

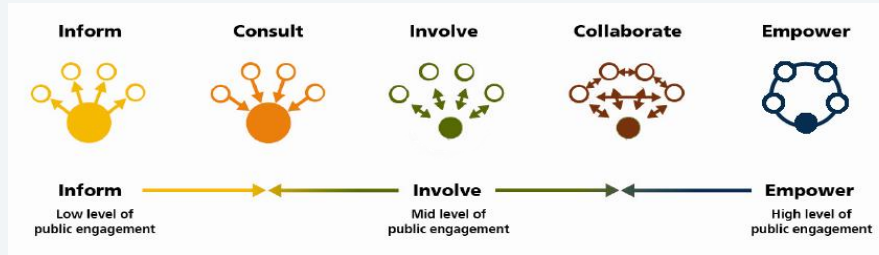
- Levels of participation based on actions features
- Existing ecosystem
- Integrated approach
- Participatory prioritization of needs



- ✓ Optimizes efficiency and effectiveness
- ✓ Avoids overburden and frustration
- ✓ Ensure continuity and transparency to participatory processes, building a common place for participation



TRUST IN PARTICIPATORY PROCESSES AND INSTITUTIONS  
CITIZEN EMPOWERMENT



LH Intervention					
	INFORM	DEMO	CONSULT	INV&COLL	EMPOWER
A.1	✓		✓		
A.2	✓		✓		
A.3	✓		✓		
A.4	✓		✓		
A.5	✓		✓		
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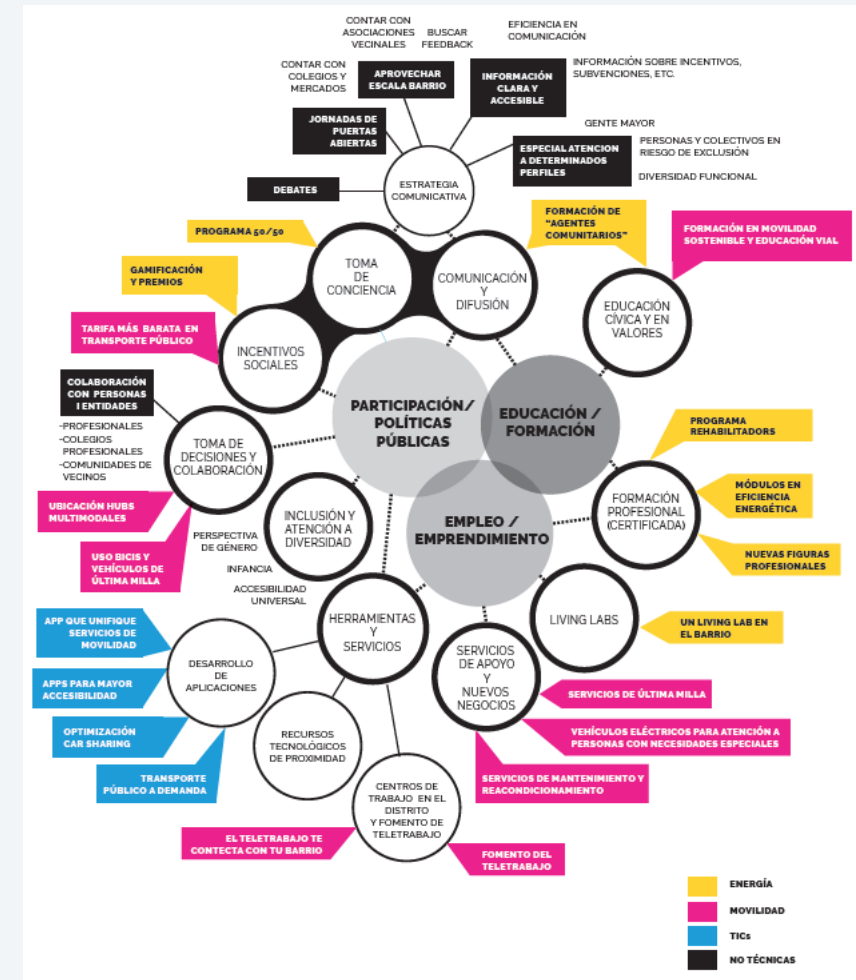
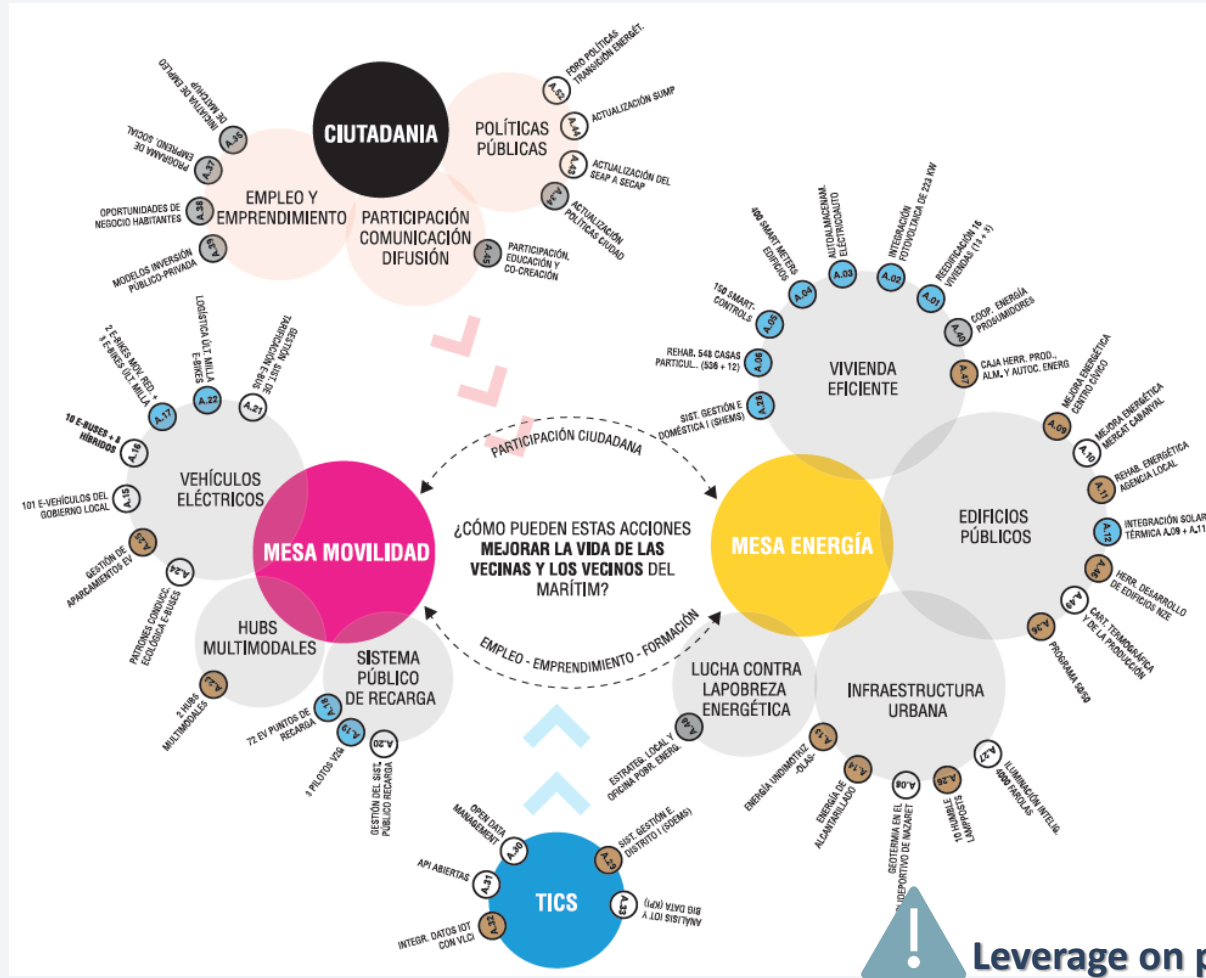


Deep understanding of the Project actions and the extent of the feasible participation



# MatchUP citizen engagement strategy

## INTEGRATED APPROACH



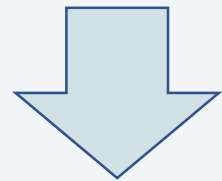
Leverage on participation opportunities to improve outcome and QoL





# Conclusions

- ➔ Different levels of participation
- ➔ Integrated approach in all the phases
- ➔ Avoid overburden and frustration
- ➔ Ensure continuity and transparency to participatory processes



TRUST IN PARTICIPATORY PROCESSES AND  
INSTITUTIONS  
CITIZEN EMPOWERMENT