



# **Citizen engagement in LWB-Kiosk** "Nachbarschaftstreff"

#### **Short description**

- Citizens' engagement has taken place in the "Nachbarschaftstreff" (LWB-Kiosk).
- The LWB-Kiosk is situated in the heart of the Duncker district and functions as a central meeting point for residents to gather and participate in various activities.
- The LWB-Kiosk model entails building a robust network among local partners and collaborating to organise events for citizens. It serves as a convenient venue for coordinating neighbourhood activities, promoting local initiatives, and enhancing social connections within the community.
- This model can also be replicated in other neighbourhoods, presenting significant potential for expansion and adoption.

#### **DEMO DISTRICT**

Demo District Dunckerviertel (Leipzig West)

# **PARTNERS INVOLVED**





Zuhause in Leipzig

**COMPLETION DATE** 

12/2024

#### **KEY NUMBERS**

# **Key results during the project lifecycle**

- Networking: new collaboration between LWB's own social management, seecon, WSL and local NGOs has been created
- A combined wide range of communication and information activities has been proposed
- Establishment of the LWB-Kiosk as a meeting place for residents has served as a hub for meetings, communication, information, leisure activities, and social participation
- Utilisation of diverse marketing channels
- For seecon: this collaboration provides an opportunity to develop diverse formats of citizen engagement that can be replicated in the future by similar activities, adding value to their initiatives. seecon serves as a multiplicator for other cities

# **Insights and learnings**

- Importance of defining the right target group
- Employ different marketing strategies
- Establish strong networking connections and create eye-catching elements to attract attention
- Set good examples and showcase successful case studies to inspire and motivate participants
- Allocate adequate resources.



• Different priorities and limited resources make the target group more skeptical or resistant to

18 Workshops 17,000 Flyers distributed 300 Participants involved Many partners engaged

- such projects, making it challenging to reach and involve them
- Motivating the target audience through individually tailored formats
- Use appropriate language and communication channels tailored to their needs

#### **Plans for replication**

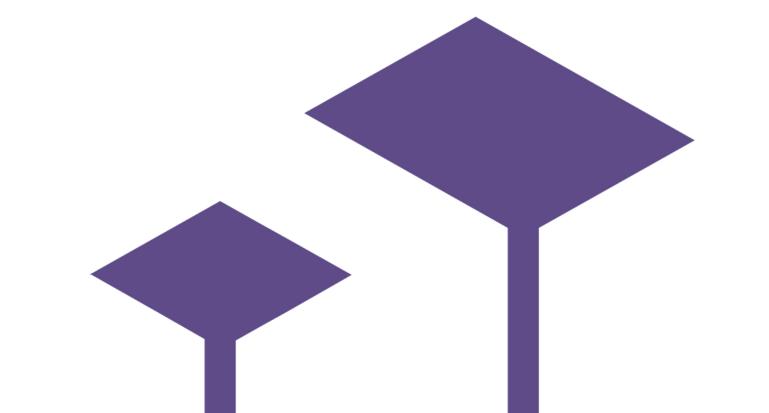
- The creation of additional LWB-Kiosks locations in other socially disadvantaged neighbourhoods is being planned for the coming years to develop long-term measures to improve the living environment.
- Seecon serves as a multiplier in other cities

### **Questions and comments from partners**

*Comments to be added during poster session at Consortium meeting in Leipzig* 



Not applicable



### **CONTACT PERSON AND LINKS**

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