



## DEMO DISTRICT

Demo District Dünkerviertel  
(Leipzig West)

## PARTNERS INVOLVED



Zuhause in Leipzig



## COMPLETION DATE

12/2024

## KEY NUMBERS

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

## CO<sub>2</sub> REDUCTION POTENTIAL

*Not applicable*

## CONTACT PERSON AND LINKS

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Team Energie+Klima

# 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 Düncker 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.

### 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 multiplier 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.

### Challenges

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

