



## **INTERACTIVE CITIES BEST USER CASE STORY COMPETITION!**

In June 2016 the partners of the Interactive Cities network took part to a competition for writing the best story that would describe how social media could help improve the conditions of their city. Who do you think won?

## SHARING EMOTIONS ABOUT GENOVA

This is the story of Melkio, Orla and Bari (true names Luca, Alessandro and again Luca), three guys who have followed for years their passion: the world of underground music, clubs and events.

After years of experience through Europe, they realized that time had come to build something and to dare: Genoa, their beautiful city, rich of unique, breath-taking locations, did not exist in the European musical events geography, and it had to become an absolute protagonist of that scene.

That's why in 2013 they created a little company; at the beginning, everything was difficult, the city seemed not to be ready, but then things started working. In the last years the company started cooperating with the Municipality of Genoa and now, in 2018, the situation in town is excellent.

Months before the great event scheduled for "Ferragosto Night" on the Boccadasse Beach, the stakeholders network created by the Municipality has collaborated in outlining the promotion campaign for the genoese summer playbill, on the web and on the social media; dedicated hashtags have been created, the audience has been involved through contests: communication has been innovative and detailed.

The young creative people of the city and the startupper have created new tools to communicate the events, to live them at their best and to recount them day by day. All the city partners, from the more mainstream to the underground world, has worked together, each on their own channels but with a solid net of mentions and content sharing: from every "entrance door" one reaches Genoa, all the information is immediately disposable.

A group of young Scandinavian people has heard about Genoa on the web and has decided to come for the August event, because people have talked about it on the social media for weeks: they have found on the social network the event schedule and every detail constantly updated. Using the services available on [visitgenoa.it](http://visitgenoa.it) and the connected apps, they have reserved the overnights and a whalewatching excursion; before the concert on the beach they have attended a "Pesto cooking class", because they had seen a preview on Youtube: all these services have excellent reviews on the main online platforms. When they arrived, they already knew every useful hashtag to share the experiences lived in town

During the event, it was possible to follow every aspect of the performances (music, dance, digital art) both with the "physical" experience and using the "augmented" services available on streaming; thanks to the hashtags, contents and emotions expressed by the audience were immediately reflexed and shared by

everybody on the beach. Few hours after the music stopped resonating between the colorful houses and the quiet sea of Boccadasse, every picture, video and text posted on every social media had already been picked up and fully available, to be shared again and again. An emotion run through the web and will remain in the hearts of those who were there and those who would have liked to (that's why they will arrive soon): #genovamorethanthis.

Luca, Alessandro and Luca are satisfied about how things are going; but they know that everything quickly changes, so they keep in analyzing every single aspect, looking for new tools, new trends and new channels for communication; they work in a city which supports them, offers new ideas and is always updated about "what's new"; their company has grown, creating employment and offering opportunities to young local talents.

# MURCIA

## Background

We are working on a new intelligent city model where the main idea is "One citizen, one City Council, so 500.000 citizens, 500.000 City Councils". One of the innovations provided by the new approach of information management in Murcia city council is related to how to facilitate citizen feedback to the city council activities through improving citizen participation in the daily activities and situation in the city. Therefore new channels for citizen participation through ICT solutions like apps, social media, or web based tools, like surveys, incident communication, etc are trying to improve the citizen perception of the nearest city council.

Paradise is an imaginary town like "Murcia", which we want.

## Story

Laura is knitting in the playground while her son is jumping and playing with a ball. Mrs. Greeneyes, her neighbor, is sitting next to her. Although, she is much older than her, they are very good friends. They met two years ago, when Laura moved to live in Paradise town with her husband Martin and their two children: Andrea, a teenager permanently attached to her mobile and Mario, a 3 year old boy who always smiles and runs into danger and sometimes, cries loudly for no apparent reason.

They live in a central neighborhood with old houses and narrow streets undergoing in a process of comprehensive change. Three years ago, the municipal government decided to encourage housing rehabilitation and recover some ruined houses to provide public areas. After analyzing the movements of population census, they found that the actions done have worked. There were fewer empty houses and a significant increase in population between 2 and 11 years, so they installed a playground in one of the recovered plots, near to Sunflower street where Laura and her family live. Laura is grateful to have a place nearby to take her fearless son when he is tired of being at home.

A few months ago, she disliked it when she saw a large amount of dog excrement on the pavement on the way to the playground. In a waste bin, she saw a notice from the City Council which informed about a new application for receiving municipal activities plans and making complaints and suggestions. Laura downloaded the app on her mobile, photographed the soiled sidewalk, marked its location and explained the problem. When she arrived at the playground, she told the other parents, so many complaints were received in the area for the same reason. The City Council decided to make an awareness campaign and install some special spaces for dogs. Now, Laura can walk with her child's buggy without unpleasant obstacles.

Martin follows the Facebook page of the City Council to be aware of the activities organized for youngsters and children. He wants his children to be entertained and his wife to be less tired. One day, he saw the competition "Young Older Spirit", its rules were simple: use social media to contribute ideas and help decide what to do in a neighbourhood area which was previously

intended for a municipal market. The inscription should be in pairs with a great age gap: grandparent-grandchild. He thought about his daughter, perhaps all her time in front of a screen might be useful... but lacked the grandparent ... maybe Mrs. Greeneyes? Martin asked Laura to talk to her. At first, Mrs. Greeneyes said no. She was tired of ICT courses at the Senior Citizen Center. She couldn't find it useful to send emails. Why did she want that? If it's better to talk to friends face to face? But she had a weakness for the little girl, so she said yes.

Andrea didn't like her father's proposal, but she thought it was the perfect excuse to spend more time with mobile. Mrs Greeneyes didn't understand social media and active listening. She was always asking lots of questions about it, so Andrea told her that under the ground of their town live LittleBigBrothers (LBB), small blue gnomes who are responsible for managing all the information, spend time analyzing data, checking traffic and references to their town in social networks, making available to its citizens mobile applications that enhance communication with them. Adopted grandma knew the teenager was teasing her but as she really didn't understand, she pretended to believe her. It would be a lot of fun.

After a few weeks behaving very strangely, Andrea and Mrs. Greeneyes presented their project and won the competition!!

They made a good team: The idea was from Mrs. Greeneyes, Andrea provided the technical resources. Both of them learned a lot during the process, which was the intention of the competition and the reason why they were given the prize. During those weeks, Andrea visited the Senior Citizen Center every evening. There, she recorded the interviews that Mrs. Greeneyes did with each of its neighbours, remembering, how the neighbourhood was 70 or 80 years ago. She uploaded each video to Youtube. Together, they decided what are the main ideas and Andrea created the suitable hashtags. The deadline for the competition, she published several Twitter feeds with hashtags and links to Youtube videos.

Within hours, it went viral. People in the town, relatives and friends who no longer lived there... all of them viewed videos, retweeted post about memories of the neighborhood that they liked more and used hashtags. They found that the market now in ruins, was an open square where crafters weekly met long ago. The City Council concluded that it was a good idea to return to its old use.

Now, Laura is knitting and smiles, remembering those days, she is going to finish a cover for the last bollard which delimited the pedestrian area of the new square. When she puts it into its place, she will take photos and upload them to Instagram, its a part of the yarn bombing event that Mrs. Greeneyes has created through her Facebook profile within the activities planned to beautify their town. She has become one of the main social media influencers in Paradise, but she is still thinking how LBB hear through the wires !!!

## Making dreams come true in Ghent

It was a dream which the young Scottish couple had cherished for a long time: to move to the European mainland with their 4-year-old son, Kerr. To build a new life, overseas.

Larena Boyd and Jennifer Duncan met at college in Aberdeen where, as well as falling in love with each other, they also shared a passion for ICT. They wanted to be entrepreneurs on virtual reality in a European country: they would not settle for less.

For weeks, Larena and Jennifer used the internet to build digital bridges between Scotland and numerous cities on the European mainland. They spent weeks deliberating and weighing up the pros and cons of various cities. Until the word GENT appeared on their screen, with promising references to knowledge and technology. Could it be true? Neither of the two women had even heard of Ghent before. Quite a small city in the equally small country of Belgium. Could it be true? Better check it out for themselves! TripAdvisor called it 'The fourth largest – and most beautiful – city in Belgium'. Quite an achievement! A post on the Facebook group Expats in Gent was immediately flooded with positive responses, such as great city, child-friendly, open and inclusive, creative and progressive. Just what the family were looking for. The Facebook group also helped them to find a suitable nursery and school. A virtual visit to the international school was a bonus.

A crucial step in this adventure was finding a suitable home and this was surprisingly easy, thanks to the mobile website Realo with its handy app. After just a few weeks, Larena and Jennifer found an inspiring property in a lively neighbourhood and were given a free tour by Google Streetview.

In the meantime, Larena and Jennifer started learning all about start-ups in Belgium thanks to an instructive webinar called How to start in Ghent and the Facebook page De Gentse ondernemer (The Ghent entrepreneur). Gentinfo, the service centre for the city of Ghent, referred the duo to the Startersfabriek start-up incubator and its digital community during a Skype session. The result: customised support with valuable tips and tricks which really help people to get started. And that's exactly what the duo did! After a beginners course in Dutch via an online learning platform, Larena and Jennifer decided to speak the new language at home as much as possible from then on. After all, that would help Kerr too.

Six months later, the trio already felt quite at home in Ghent. Through Facebook and their own blog, they kept the home front up to date with their new abode and new city. In other words, Ghent also gained a face in Aberdeen and the surrounding area. The co-working hub at the edge of the city had a stimulating effect and led to some interesting cross-pollinations.

As new citizens of Ghent Larena and Jennifer participated in the hackaton, an initiative by AppForGhent, the yearly open data contest of Ghent. Exploring data on parks and green zones in Ghent immediately opened up to a whole range of new opportunities. The couple, together with young developers, Open Knowledge Belgium, Ghent Living Lab and the University College created the basis of what was finally to become their very own 'Greensaver': an appealing app which aimed to keep young families with children informed of green, sustainable places in Ghent.

The City of Ghent suggested that they would present their idea to the Bewonersacademie (Academy of Citizens), a learning platform by and for digital civilians of Ghent. These 'locals'

came up with some relevant insights in the specific urban situation and proposed small modifications to their design.

Their posts about this on LinkedIn did not go unnoticed. One whispered tip about a Ghent contest to find the best start-up was all it took. Jennifer and Larena took part and the online voting system did the rest: Scottish through and through, they still won first prize! The online community 'Bizz@Ghent', which developed out of the Local URBACT Group, immediately picked up on their story as inspiration for other entrepreneurs and distributed it via various online and offline channels.

When Larena, Jennifer and Kerr had been living in Ghent for a whole year, it was time to celebrate. They are pretty good at picnics in the Highlands, so why not do the same in Ghent together with colleagues and friends? As to where the picnic should take place, someone in the group got out their smartphone and answered laconically: "Let's ask Greensaver!"

## TAKE DEBRECEN

On a sunny summer day...

Lily is an Indian girl and her plane just landed a few minutes ago in Debrecen. She wanted to get in a taxi quickly so she ordered a taxi through the Fónix Taxi application. Thankfully the taxi arrived soon since the driver used Waze to find the fastest way to the airport. Lily jumped into the taxi and during the travelling to the hotel she was checking show around app, which is a unique way of discovering cities with a local. She has found a local student, András who is majoring in computer sciences. He offered a tour full of programs. So they organized a trip for the next day...On the way to the hotel she saw people crossing on the intelligent zebra. She has never seen this before and was really happy to see how they are trying to protect the people.

András and Lily met on the main square of Debrecen in front of the church to make sure they wouldn't sidestep each other. András had a tablet and after the greeting he showed Lily on the Google Maps how their city journey is going to look like. Lily grabbed her phone and through Debrecen Instagram page she showed the places in Debrecen which she wants to visit no matter what.

Meanwhile the square was full of people . Tony, who is an Italian professor, scanned the QR code stuck to the Kossuth Sculpture to read its historical background aloud for his family standing around to him. After that he headed to the ticket machine to buy tram tickets to his family. On the square there were many people using their smart phones, tablets, which run apps like Debrecen App, Tourism Info, DKV Transit etc. On the middle of the square was a lovely old couple from Budapest and checking the tourism info board to see which sights are close to them.

Kati, a young lady, taking medical courses at University of Debrecen, is in a hurry for her class which takes place at the other side of the town so she decides to take a bike ride to the class using Debrecen Bubi (shared bike service).

Jumping back to Lily and András... they had a day full of programs and crowning that András showed Lily one of the most unique places in Debrecen Nagyerdő, the Fog-theatre. The young lady enjoyed the show so much that she put on her Instagram account a picture of that with hashtags e.g. #instadebrecen #touristindebrecen #liveablecity.



# CITY OF PALERMO

## Background:

The city of Palermo and its historical sites, walking in pedestrian areas. The city of Palermo has joined the URBACT project "Interactive City" with the main objective to improve the approach to the knowledge of the tourist sites and pedestrian paths for tourist visits to the city.

## Story

Matthias and Angela are two young German tourists, who would like to visit the city of Palermo and its artistic and natural beauty. Arrived at the airport they connect to the site of the town of Palermo and link on the "Palermo Welcome" where they realize that soon there will be the "*festino*" of the patron saint of Palermo: "Santa Rosalia" and attend to its own wagon parade along the historical paths of the pedestrianized city center of Palermo.

They decide, through the App "GoToPa", to find the path to go to a *b&b* near to the pedestrian center so they can visit the monuments and enjoy a great street food.

The bus from the airport leaves them in the central square of Palermo under the splendid setting of the Theater Politeama, from which, thanks to "GoToPa" information, they can go through a walkway that simultaneously shows them the main historical sites to visit, shops and boutiques as well as the opportunity to eat the street food.

Thanks to "GoToPa" also found a lovely *b&b* where to sleep and be able to enjoy the fantastic view of the Gulf of Palermo.

In the evening they go along the path of Unesco to see the chariot of Santa Rosalia that descends from the Cathedral to the sea port. And while enjoying the show will inform, with the help of "GoToPa", the meanings of scenes that are assisting and in general on the meaning of "*festino*" in order to understand its meaning.

At the end of the route refresh themselves with a fresh slice of watermelon.

After a long ten-day holiday will return home satisfied and thanks to the information of "GoToPa" have managed to not lose a moment of their vacation and be able to take full beauty of the city of Palermo.

# ALBA IULIA

## Background:

The Alba Iulia Municipality has joined the Interactive Cities network because it would like to promote in an innovative way the tourism potential, that represents the most relevant pillar for the economy development of the city.

## Story

Part of my soul belongs to .... it and her, the city of Alba Iulia, and my beloved! I fell in love with the city of Alba Iulia, when I decided to ask my girlfriend to marry me. I'm going to tell you why I feel emotionally tied to the city of Alba Iulia! Last year, on June 4, I decided to seal the promise of my love for my beloved, by offering her an engagement ring with a diamond as large as my heart!

I wanted to create a romantic atmosphere, and for declaring an eternal love I needed to find a "diamond-shaped city". Since I tried to identify such a city, I typed the following three simple words on the Internet: "diamond shaped city" and surprise! I found an article that said: "in the middle of the country, there is a diamond shaped city, called Alba Iulia". I started to read it to learn more about that intriguing city! At the end of the article, I discovered a link to the official website of the Municipality and I was surprised to find out that they even have an official blog, a website for tourists and an online application, that you can use on Android or iOS, which gave me the opportunity to get a virtual tour through the diamond-shaped citadel, Alba Carolina. My heart was pounding when I saw the diamond citadel through those static and moving images combined and I felt that each photo lives and breathes a life story awaiting to be revealed. My attention was captured by an image of Alba Carolina Citadel which was described to be "like a heptagon with seven bastion offering a star like look and that shines in the sunlight like a diamond". The picture convinced me that the Citadel of Alba Iulia was the ideal place for a marriage proposal to my girlfriend!

So I decided to plan the journey and I searched to learn more about the beauties of this town and about the choices of accommodation and leisure. I contacted on Facebook the person who published the article about the city in The Huffington Post and I confessed that her article convinced me to visit Alba Iulia, but I would still need some additional information for planning the journey. She just wrote me that "In Alba Iulia it's easy to come but hard to leave" and left me a contact number of someone. The person contacted had a warm voice, telling me why the city of Alba Iulia is so special: "Alba Iulia is an iconic city for all the Romanians", "The Spiritual Capital" or "The Citadel of the Union", "The other capital", the place where the Unification of Greater Romania was signed in 1918, the place that defined Romania's identity as a modern nation in the 20th century, and that I could convince myself of the uniqueness of the city by accessing the Facebook page of Interactive Cities project

Easily I found the website where I learnt that Alba Iulia is the ideal destination for those passionate about culture, history, for romantic people and those passionate about travel, and that there were daily touristic tours: the Three Fortification Tour and the Citadel's Gates Tour. You could attend the changing of the guard as well and assist Roman – Dacian re-enactment

activities where you could breathe the air of history! Once I found this information I did not hesitate to book the travel tickets and a hotel room right in a historic Palace inside the Alba Carolina Citadel. Learning that we were travelling abroad, my girlfriend was very excited.

On 23 June 2016 we arrived for the first time in Alba Iulia. We were impressed by the beauty and grandeur of the city! On our way to the hotel, we admired the landscape and the striking image of the historic buildings in the area as everything seemed to be detached from wonderful former times! We were welcomed by some friendly staff, from "Hotel Medieval, reconstructing the atmosphere of 18th century, who got us in contact with a local guide from the National Centre for promotion and tourist information to go sightseeing.

We were amazed by Alba Carolina Citadel which is a fortress with over 2000 years of history (built on the remaining ruins of a former Roman legion, and of a medieval citadel – one can still find Roman rocks carved with the stamp Leg XIII Gemina, within the existing fortress' walls). Even from the first day we were glad to attend the Guard Changing Ceremony. The presence of this guard gave more authenticity to this place and the soldiers managed to impress the audience, which kept on taking photos, immortalizing unique moments. Admiring the military parade, it struck me to propose my girlfriend at that very moment. Right among those marching soldiers of the Alba Carolina Citadel, I knelt and I confessed my love for her, asking her to be my wife! With a childlike joy she answered me "Yes". Overwhelmed with happiness, we continued our unforgettable tour in the magical city of Alba Iulia and enjoyed the history lessons presented by the re-enactors of the Roman soldiers, where, they playing to their audience a love story similar to ours. A Roman soldier feel in love with a Dacian beautiful girl, married her after conquering her hometown and lived together happily ever after, in Apulum (Alba Iulia during the Roman Empire), the most interesting capital you have never heard of until now.

Being charmed by the history and the beauty of Alba Carolina Citadel, we decided to extend our visit, in order to be able to do many pictures and see the surroundings. We have distributed some of the photos with the hashtag "#visitalbaiulia" on the Facebook page dedicated to the project to share with others our unique experience of living in the city of Alba Iulia. To preserve the connection with our soul city we follow up the news shared on the Youtube channel of Alba Iulia and the Twitter page.

I hope I convinced you to visit Alba Iulia, the most interactive city in the heart of Transylvania.

# LISBON STORY LINE

## Background:

Lisbon, capital of Portugal within a metropolitan area of about 3M, with 0,5M residents, 1M commuters and about 15M annual visitors. Lisbon concentrates high rates of employment opportunities but also a high phenomenon of social exclusion and segregation - 25% residents on deprived districts (BIP/ZIP map).

Our challenge is on how to take advantage of Lisbon competitive potential (tourism, entrepreneurship and innovation) in order to promote social inclusion through technology and social media.

The "e-Lisboa" strategy to "connect all citizens to the network of opportunities" is based on a new city-wide free WIFI supported on a communication and participatory platform – "e-Lisboa Digital Platform" with local user generated contents, enhanced by a strong technological educational program focused on deprived communities.

## Story:

1. Maria is 16 years old and lives with her mother on a social dwelling in the deprived Marvila District, Lisbon. She is on the 10th grade at the local secondary school and attends the new "e-Lisboa Makers Club" technological program;
2. At the beginning of the 2016/17 school year the "Makers Club" teacher, together with the Residents Union, organizes a meeting between the students and the community to discuss and identify relevant local needs as work challenges for the students;
3. During the next month's Maria and her colleagues, with the support of their teacher develop solutions for each challenge, at the school new FabLab. Maria's group design and present a 3D printed prototype of a low-cost device to reduce household gas and water consumption;
4. The Marvila's Residents Union, member of the Lisbon Community-Led Local Development Network which manages the CLLD funding program, invites Maria's idea for the grant competition under the energy efficiency topic and provide her device for all the district households;
5. Maria came home and went to work. She entered a post on her Facebook page with a clear slogan "Water and energy its with Mary" and created a new type character Gyro Gearloose female version, Mary Gearloose. Then launched an appeal in private message to their friends and more direct friends: "I need to campaign in the face to get a significant vote in the Contest Resident's Union, I count on you to support an Open Faace Group I will create soon with the theme "save gas and water in the neighborhood", my goal is to put people to write, in this Facebook Group about the positive effects of savings and the application they do with money in surplus.  
Then she went to the home of his aunt who was the person who tested the innovative

device and asked her to shoot the movements (with her mobile phone camera) at the time of the placement.

His intention was to arrange an immediate witness to value her solution with a video on Youtube.

However the e-Lisboaplatform has gained a new character in terms of the Creative Regulation wich establishes that New Contents Breeders can have a COM Space completely filled with contents produced by Community Groups. Space Gearloose Mary now has the support (advise, coach) of an online Media tutor. Now it was necessary to raise 10 Reporters in the neighborhood to write about real situations connected with gas saving.

6. This annual competition, takes place on the "e-Lisboa Digital Platform" and Maria's proposal wins the local residents vote. Insuring the grant for the production and distribution of 1500 devices and for the energy savings mentoring to the local families provided by Maria and some of her colleagues;
7. The results of the CLLD grant competition are published on the "e-Lisboa Digital Platform", Maria's device becomes noticed and scores high social media visibility. As a result she gets invited by the Lisbon Energy Agency to co-create an energy savings program for the city and by a Startup company to scale up production using the Lisbon Local Products online marketplace APP;
8. By November 2017 Henrik, from the Danish Energy Agency, arrives at Lisbon Airport to attend the Web Summit, downloads the Lisbon WIFI APP and submits his profile preferences in order to enjoy city-wide free internet, automatically receives selected topic newsfeed from the "e-Lisboa Digital Platform", noticing Maria's product;
9. They get in contact and establish a replication project to Danish cities...

## EMPOWER LOCAL STORES! - PARIS

Raphael and Louis, both young web developers, created an e-shop called YUMI two years ago. They sell detox cold-pressed vegetable juices on line. It works pretty well for a small business, but they would like to meet their customers, so they are thinking about renting a brick-and-mortar store.

So they googled "commercial premises in Paris" and found dozens of private estate agency websites, but the offers were very expensive. Moreover, there were over charges ('rights to lease' or commercial properties to buy). They couldn't afford it. Then they thought that social housing managers must have ground floor premises to rent at more competitive rates than privately owned shops. They ended up on the official Paris City Hall website that lists all the offers of its public partners ([locaux-bureaux.paris.fr](http://locaux-bureaux.paris.fr)) and at last they found a cute little shop in their own district, the 10th arrondissement. The website's link took them to Semaest's website where all their available premises are listed.

This website introduced them to Semaest, a company funded by Paris City Hall, which owns store premises in neighborhoods where local stores are struggling. Their remit is to resettle necessary and quality businesses in run down areas. Their rents are affordable by Parisian standards and there is no extra commercial property payment to make. Raphael sent an email asking for more information about the store. Semaest asked him to complete an application form on line and to provide a business plan, advice on which can be found on many internet sites.

Raphael and Louis were asked to an interview with SEMAEST. The company told them they liked their concept but they found their business model too optimistic. Semaest suggested they should first test their business plan in a pop up store in one of their properties known as "the tester" located in the 10th arrondissement. This store was created to help project holders test their new commercial concepts. It can be rented for 15 days or up to 4 months to try out an activity before making a commitment on a long-term lease.

They decided to rent it for 2 weeks and broadcasted the news on Yumi's Facebook page. Very quickly, plenty of their followers liked the post and some of them even asked to associate their skills to this project (a yoga teacher, a naturopath, a cook). Thus Raphael and Louis turned their concept store into an experiential venue, in connection with their healthy and well-being image. The partners provided yoga lessons, massages, healthy cooking workshops. It was a big success, relayed through newspapers' articles. Their customers were both local inhabitants and social media contacts. With this new business model, Raphael and Louis felt more confident and could now look for a permanent shop. On Semaest's website, they applied for an entirely renovated store in La Goutte d'Or, a popular district becoming progressively trendy.

Semaest explained to them that this store is part of an experiment. The inhabitants of the area will vote online between three projects to decide which one they want the most in their neighborhood. Semaest disseminated the information of this participatory vote through their Facebook and Twitter, through the website of a specialized agency called [ouville.com](http://ouville.com), local associations' and Paris City Hall's social media. Used to web marketing, their concept store was lucky and won.

After they were settled, Semaest helped them promote their business by organizing an opening with the district's Mayor, Consular Chambers and the press and by posting articles on their website and social media.

Now Raphael and Louis are happy entrepreneurs, the success of the mortar-and-brick concept store reinforced their business figure. To complete their success, Yumi store will be included in promotional tours developed by Semaest online, in partnership with Paris Tourist Office and private guides' agencies websites specialized in alternative tours. The remit of these tours that highlight local attractive shops is to change the image of No Go Zones into Must Go Zones.

## USE CASE STORY FROM TARTU

Three young persons (probably students) are walking on the street. It is almost dark. Vague street- and Christmas lights have just been started but it is still quite dim.

Person A (Tiina): complaining: Oh, it is soo dark all the time. Even the Christmas lights don`t help much.

Person B (Kristjan): You`re right, you should carry your own flashlight. Otherwise you may think the cat that is just walking there (a picture to a fat grey cat on the street) is an escaped opossum or smt like that.

All laughing

Next picture: They are passing by the big bright windows of a sports club. Through the windows there appear people who are cycling and running on the exercise devices

A pointing to the club: Look at them there. They are all running and cycling but don`t reach anywhere.

Person C (Paul) agrees: Yes! And all their energy will be wasted but they still need to pay for the lightning and ventilating there. They should do something more useful against that.

Next picture: The company has reached a city square. There is a great Christmas tree in the middle but there is still not much lighter than on the street.

C: Friends! I have a perfect idea!

A: Again! And what is it this time?

B ironically: Paul probably invented the bicycle again. ☺

C: You are right! Here, on the square should be a bicycle and when you crank that, the Christmas lights on tree and on the square will take fire.

B: Great idea but what shall we do with it?

A: I know that our city is gathering all kind of ideas once a year. It is called participative budgeting or smt like that. The citizens have to vote for their favourite ideas then and the ones that get most votes will be taken into practice by the city.

B: Really?! I didn`t know that. What should we do for participation?

A: You have to insert a short description of your idea into a special environment. I think it was called VOLIS (<https://www.volis.ee/gvolis/osale/index?kid=14833>), it is a little bit like <http://www.hooandja.ee/en>. And I saw or read somewhere there will be an event next week, smt like hackathon, for all the ones who are planning to present their ideas for the participative budgeting. There will be possible to get the first feedback for ideas and follow it up or maybe already find some supporters or fans for the idea.

C: Of course, let`s do it!



Next picture: brainstorming, groups of people are actively discussing. Someone is sketching on a paper a model of a new playground/sculpture/bridge. Also the 3 youngsters are lively describing their idea.

Next picture: the company is around a laptop. They are marking the location of their idea on the city map and pushing „Send your idea” button.

A: Now we need to find the supporters for our „baby”

B: We could do a social media campaign. The idea is probably attractive for younger people and they are active in Facebook and Youtube. All agreed!

Next picture: It is autumn and our friends have met in a cafe.

A: Hey! There will be a voting soon. What do you think, have we done all to get the needed support/votes?

B: No doubt! :) We have had the greatest campaign. There are more and more views in Youtube every day and almost 3 thousand(?) „likes” in Facebook. Even today the Tartu bicycle club shared and promoted our idea.

C: Have you seen that in the official idea sharing and voting platform (VOLIS) there was even a discussion about our idea?!

Picture about different smart phone screens where are posts in FB, links of Youtube and long list of comments.

Next picture: Voting! A screen of a smart phone where the number of votes for the “Christmas lights” idea is scrolling/increasing fast.

Next picture: Our friends are cheering and jumping – their idea won!

Last Picture: The main square of the town is full of people, all seem happy and amazed. The author of the idea (Paul) is cranking the bicycle and one by one new Christmas lights start on the tree and on the square.

The very last picture: The mayor speaking and a sentence that can be heard: „... and during this participative budgeting process the biggest number of votes were given by citizens....”

# VARNA

## **Background:**

Varna is part of the Interactive Cities network because it would like to strengthen its image as an attractive tourist destination for both local and international tourists being on the threshold of 2017 when the city will be European Youth Capital.

## **Story:**

Albena, a Bulgarian student, who is taking her MD programme in sociology in the Erasmus University Rotterdam, has been quite busy lately. Apart from her academic studies, she has been actively engaged in the AIESEC work, which brought her not only great inspiration but her beloved Marko. Albena had not been able to return home in the last three years, nor had time to skype often with her family or friends. When she learned that she was invited to participate in the annual meeting of AIESEC – Bulgarian Branch, she was more than happy.

She decided that this is a good opportunity to show Marko her multifarious city with romantic seaside charm, wonderful nature and ancient history. It offers plenty of fun to the beach lovers, serene wild beaches and adventures to nature lovers, crowded streets with buzzing nightlife for the young visitors, sightseeing tours or street art happenings for families, rich event calendar for doing business, mineral springs for those, who like recreation, and more sophisticated experience like festivals, classical open-air concerts, opera or ballet performances.

While preparing their visit to Varna, Albena referred to the city tourist site [www.VISIT.Varna.bg](http://www.VISIT.Varna.bg), which provides information in 5 languages about the tourist attractions, shopping opportunities and cultural calendar of the city. She was pleasantly surprised that the city offers a mobile version of the site and an interactive map with over 130 QR codes for the tourist sights, allowing self-guided tours.

As soon as Albena and Marko landed at Varna airport, they were fascinated by the seagulls flying in the bright blue sky, felt the light breeze bringing the smell of lime and sea, and the unique atmosphere of freedom and anticipated adventure in a city full of life. While waiting for their luggage and admiring the welcoming sunflower wallpapers, Albena noticed #Varna Interactive on a poster but had no time to follow it.

On their way to the museum through the wonderful Sea garden, they passed by the inviting cafes and restaurants, packs of tourists and locals enjoying the warm Black Sea and the golden sandy beaches, the old ladies selling knitted table cloths, homemade products, locally grown fruit and vegetables. This idyllic atmosphere was complemented by the sounds of the street musicians and artists' works. Albena and Marko took lots of pictures and eagerly shared their inspiration and #Varna Interactive on Facebook and Instagram, and thanks to the new social media tools, they became ambassadors of the city.

The young couple decided to get the best of the city for the few free hours left after the AIESEC annual meeting using the QR codes for the self-guided tour. They visited the most important historical places in the heart of the city and learned some stories and legends that even Albena had never heard of before. Marko was really excited to see the oldest processed gold in the world, kept in the Archaeological museum.

Albena and Marko were really happy with that convenient way of exploring the city; they realized how helpful social media could be and decided to encourage all their friends and site users to do the same. In their feedback reference, they suggested a new mobile application called "Event dashboard" where people could upload events and activities. They thought that this would be a perfect addition to this informative site, helping people learn and communicate through social media.

As an interactive city Varna accepted the proposal and initiated a competition for the design of such mobile application thus encouraging the young peoples' participation in the city social life. The city management decided that this open data Event Dashboard would promote Varna as an investment, event and business destination locally and internationally and would also increase its attraction as a tourist destination and strengthen the impact of international communication.

When Albena was back in Rotterdam, she realised that the president of AIESEC had already received feedback from the meeting in Varna with all the pictures from the visit, so he decided that the annual meeting of AIESEC Global next year would be held in Varna bringing young people from all over the world to that unforgettable place.

Albena and Marko were very happy to learn this good news and hoped to be able to announce it though the new open data "Event dashboard".