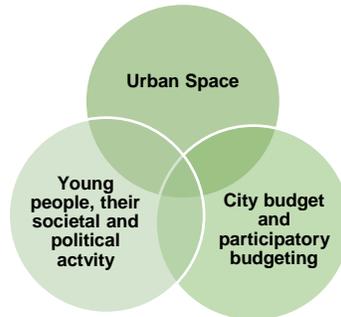


Integrated Action Plan for Tartu/Interactive Cities/Abstract

The main aim of Intergrated Action Plan (IAP) of Tartu is to **provide guidelines for communication and engagement activities for e-engagement of key stakeholders on 3 priority focus topics** presented in graph 1. According to our vision all these 3 focus areas are interrelated and partly overlapping, so addressing one, the other two will be affected as well.



Graph 1. TARTU IAP focus areas

The IAP of Tartu is a **practical document** focusing on concrete actions and its main aim is to help city officials and communication specialists in particular, to plan and implement e-engagement activities in focus areas.

The successful implementation of IAP should help City Government of Tartu to achieve the following goals in focus areas:

1. More people are participating in desicion-making process and governance of city
2. The desicions made are of better quality and better understood by citizens
3. Better cooperation with key stakeholders leads to new innovative co-creation models and tools/platforms

The focus topics and goals listed are in line with challenges and priority areas highlighted in all startegial documents of the city such as [Master Plan 2030 \(in Estonian\)](#), [Development plan for Tartu 2018-2025 \(in Estonian\)](#) and [Development Strategy 2030](#) as well as political commitments and agreements.

Using brainstorming, crowdsourcing and other methods and organizing numerous workshops for engaging stakehoders the **following new activities** were designed and agreed on (see Graph 2):



Graph 2. Activities of TARTU IAP

All activities are expected to be completed by 2020.