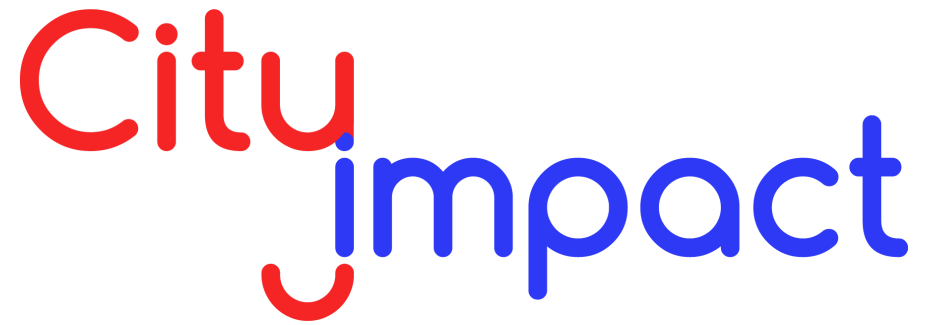


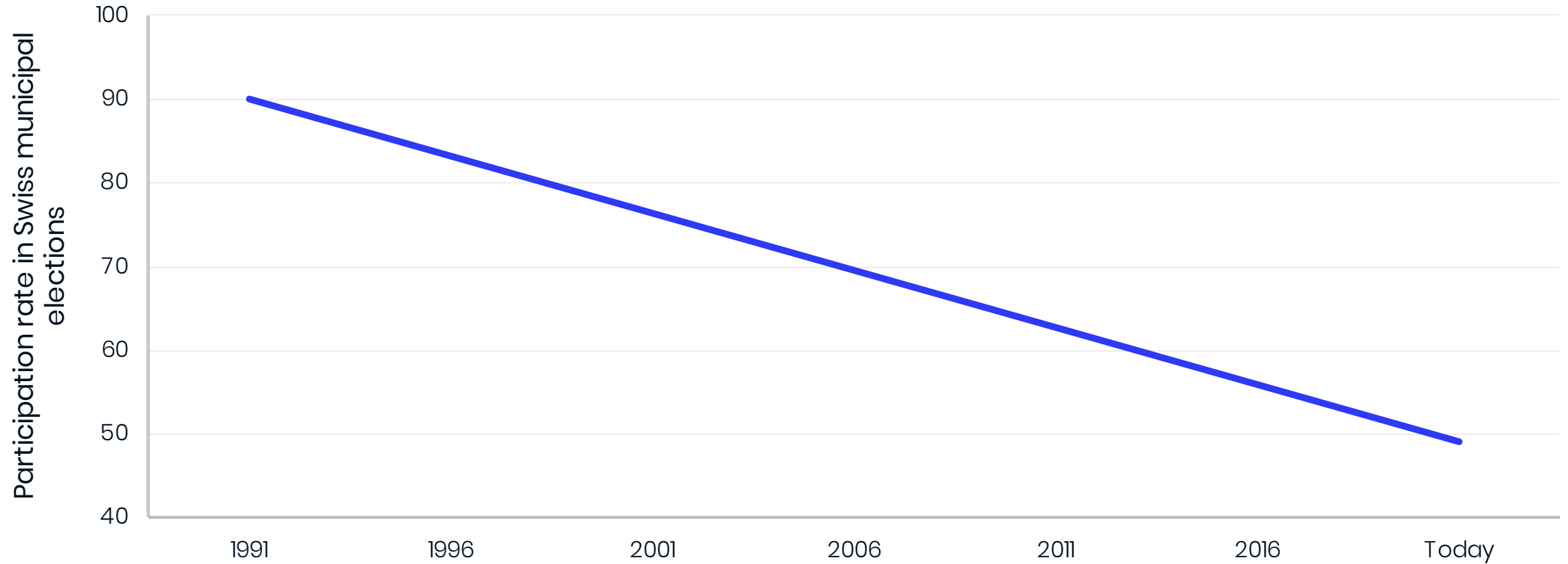


**Designing a better way to help GenZ
get involved in municipal politics**



The problem

The participation rate in Swiss municipal elections is falling.



The problem

But, at the same time, Generation Z is engaging with political causes in new ways.



via @mariageoui_ge on Instagram



via @mieuxxi on TikTok



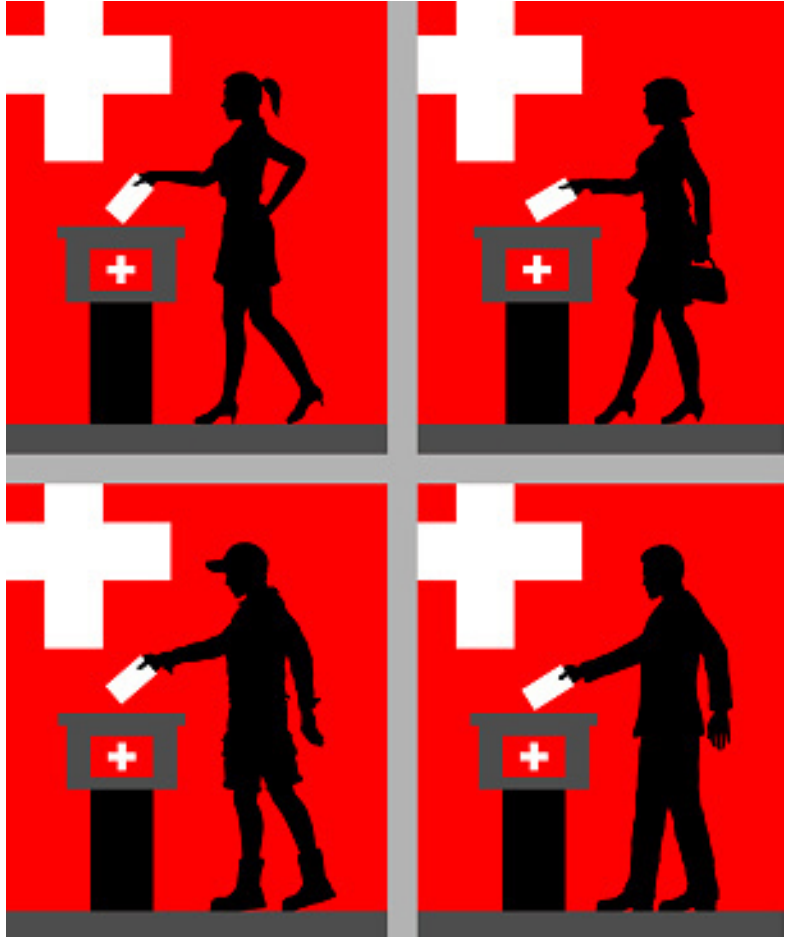
via @jsvaud on Instagram

The Paradox



Generation Z wants to have political impact — but it is neglecting the democratic tools that would enable that impact.

Why it needs solving



via istockphoto.com

Our democracy is based on citizens' direct involvement.

Why it needs solving



via @andrewdeben on TikTok

However, several factors hinder Swiss youth's ability to be directly involved in our democracy.

Why it needs solving

16th Sustainable Development Goal calls for “representative decision-making”

“If we don't act now, we face the risk of seeing our political system collapse.”

Cityimpact
Solution

An answer to pain-points

Based on UX interviews



They don't want to talk directly to a “human” or an “elected official”.

An answer to pain-points

Based on UX interviews



Users want something action
and impact-oriented

An answer to pain-points

Based on UX interviews



Users don't necessarily want more info



Easily have a positive political impact

Users can tell right away what they want to change in their town



Be heard

Users can vote (like/dislike) current projects



Transform your voice into an impactful and tangible project

Users can submit new projects through a petition system

Example

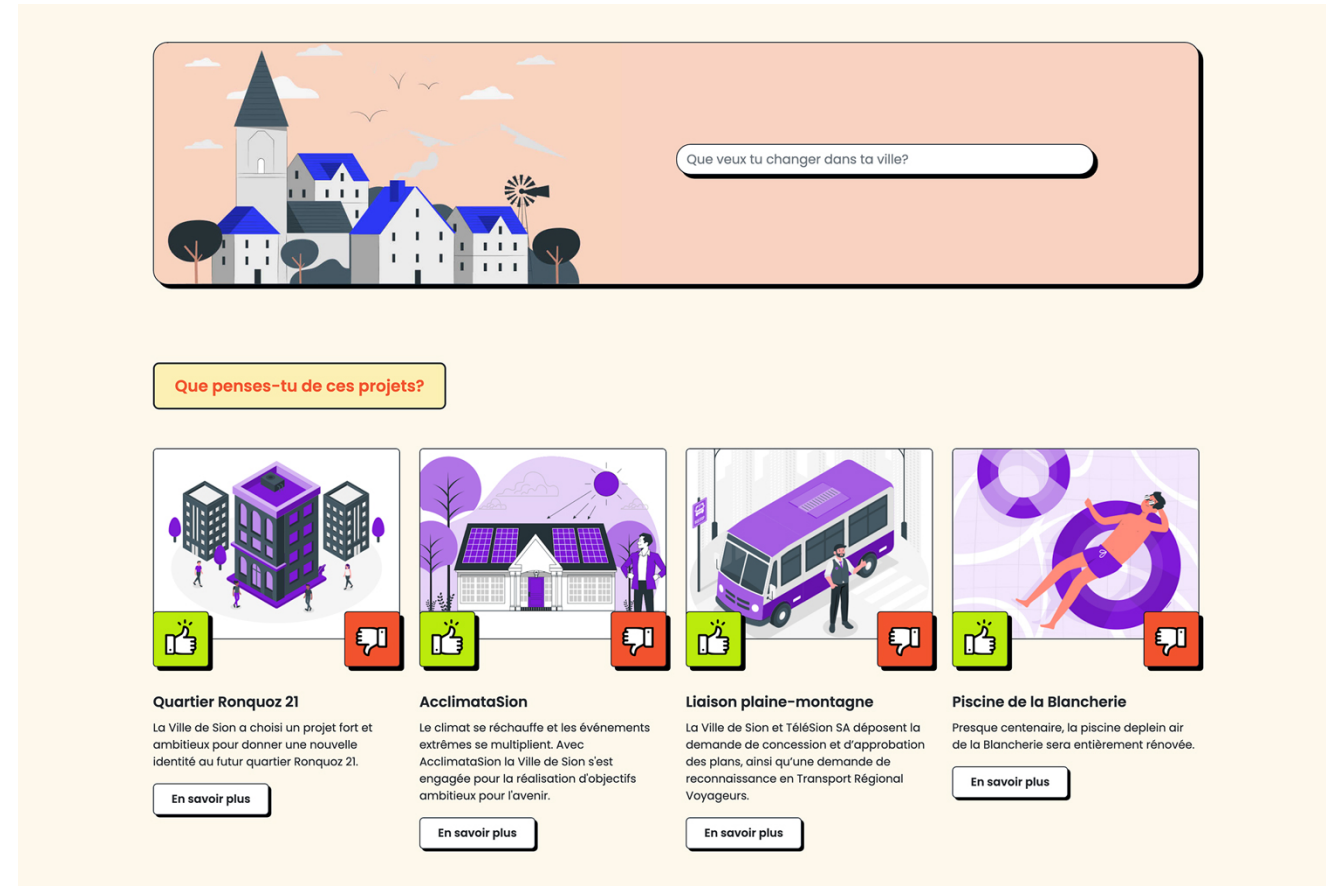


Want to suggest a new swimming pool?

Prototype

Open Source

- <https://cityimpact.ch/>
- <https://github.com/cityimpact/cityimpact>
- Back-end
Django (Python), SQLite



Transdisciplinary expertise



Alexandre Luyet

*Founding Partner, Conexkt
Project Management,
Marketing, Comm
President neurhone*



Orlane Perey

*Founder, Serendipity Agency
Visual & Experience Designer
(UX/UI)
Co-facilitator, Design Sprint Ltd*



François Farquet

*Software Engineer
Developer
Président Le Centre St-Maurice*



Dr. Johann Roduit

*Founding Partner, Conexkt
Ethics + UX Design
Expert Innosuisse*

Next



1 municipality in Valais: Saint-Maurice

thanks to eGovernment Switzerland (Innovations and e-participation projects)

Next



If you are working for a municipality, we would love to chat and implement the prototype in your community

Next

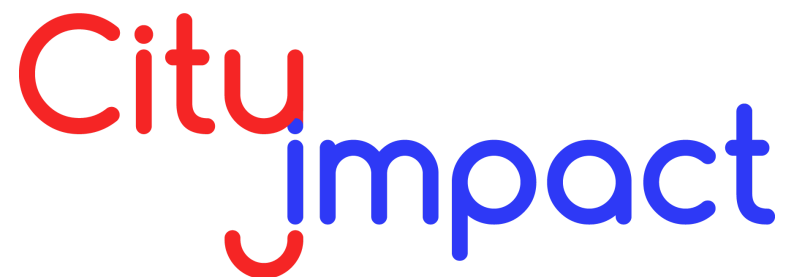


If you are funders, we do need some help to move the prototype to the implementation phase

The System does not need to fall apart

We can fulfill the 16th Sustainable Development Goal calls for “representative decision-making”

“Let's revive political participation together.”



Cityimpact

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