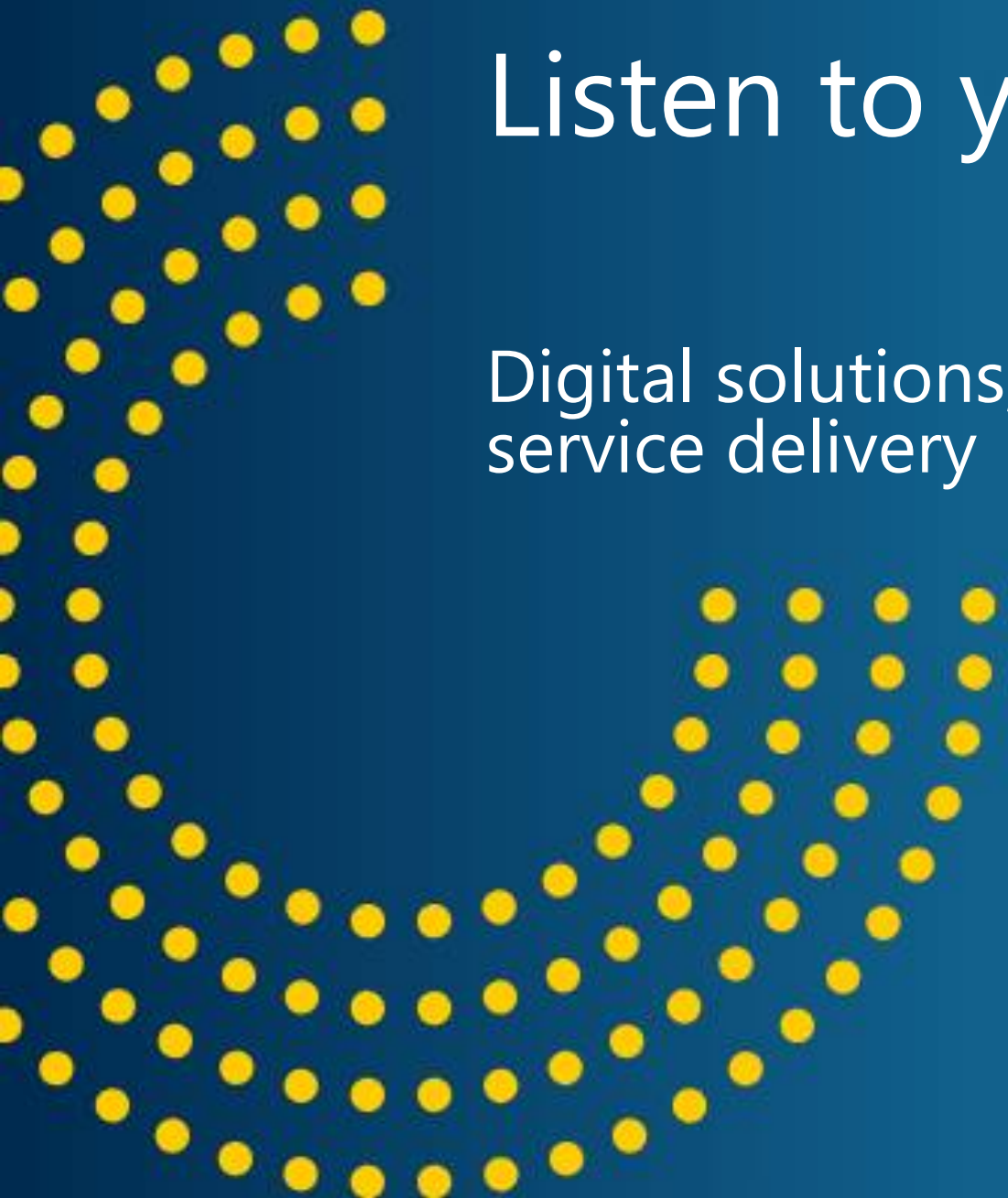
Listen to your citizens

Digital solutions, empathy, trust and improving service delivery



CONSUL

open participation

Open Software for Citizen Participation

35 Countries

135 Institutions

90 Millions of citizens

United Nations Public Service Award

Pusula/Προύσουλας Digital Platform

Building trust, civic engagement and improving lives in Cyprus

Προύσουλας Pusula

THE WORLD BANK
IBRD • IDA | WORLD BANK GROUP

SeeD
CENTRE FOR SUSTAINABLE PEACE AND DEMOCRATIC DEVELOPMENT

GARDENS OF THE FUTURE

Cyprus Pusula/Πούσουλας

A **digital civic engagement platform** that aims to empower people interact with government, share ideas and decide jointly how to prioritize and solve societal problems at the neighborhood, village, city or island-wide level.

How does Pusula / Πούσουλας contribute to social change? Theory of change

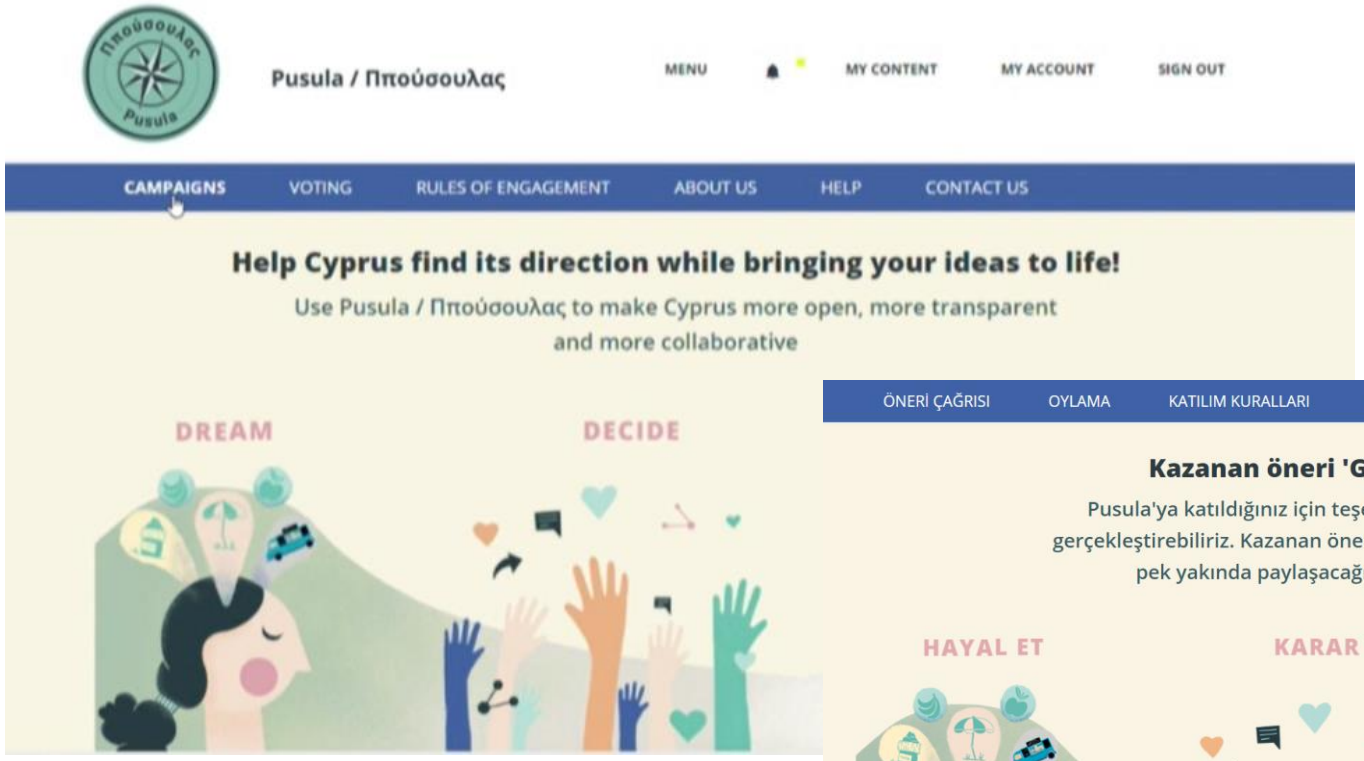
Increase civic empowerment through a safe digital space

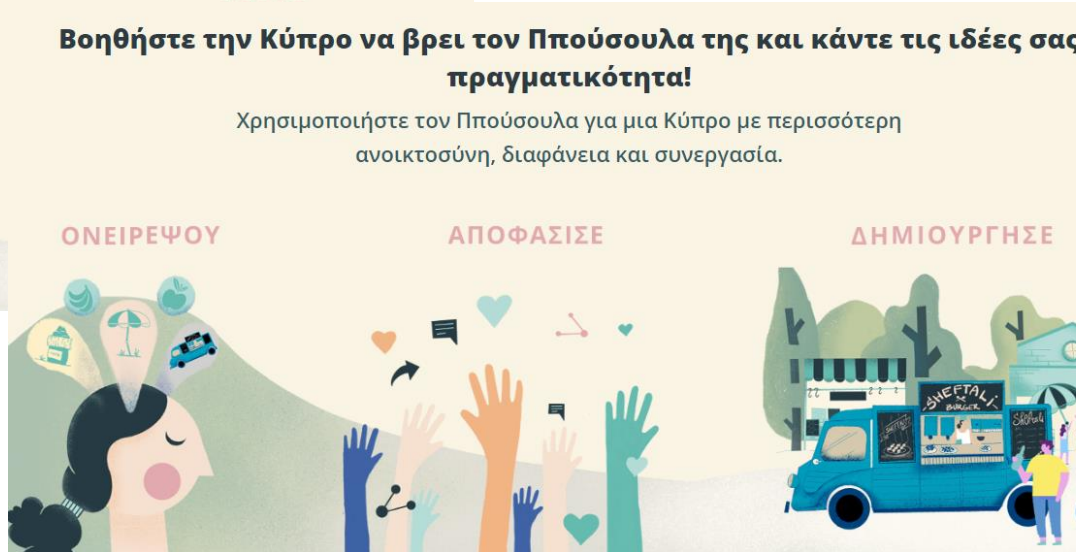
Increase social cohesion, enabling island-wide interactions

Data and inclusion in decision making, by acting as a bridge between policy makers and citizens

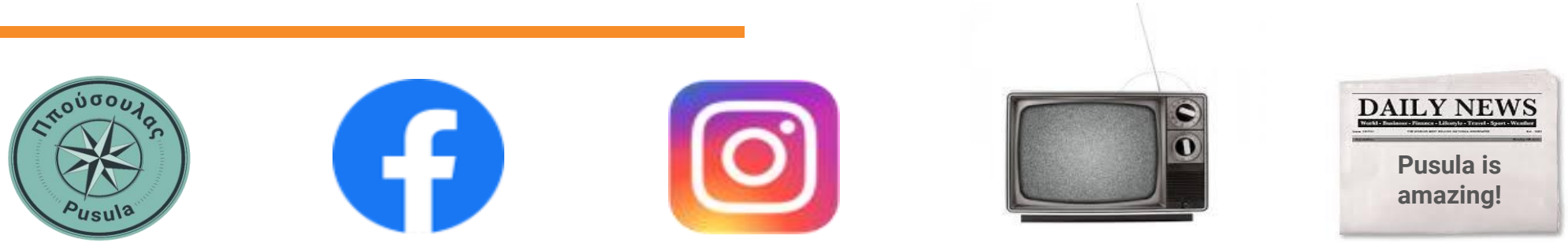
Improve service delivery and citizen outcomes

Experiencing Pusula / Πούσουλας





People use it: 2 years of Pusula in numbers



Scale

4500+ registered users

7500+ followers

30,000+ user sessions

200,000+ unique site visitors across platforms

300+ proposals

Offline exposure on TV, print media, podcasts

Campaign 1 – “Help us improve life on the island”

An app to help residents and visitors improve city neighborhoods by reporting non-emergency issues to local authorities

Neo: An online jobs platform that matches demand and supply for digital skills

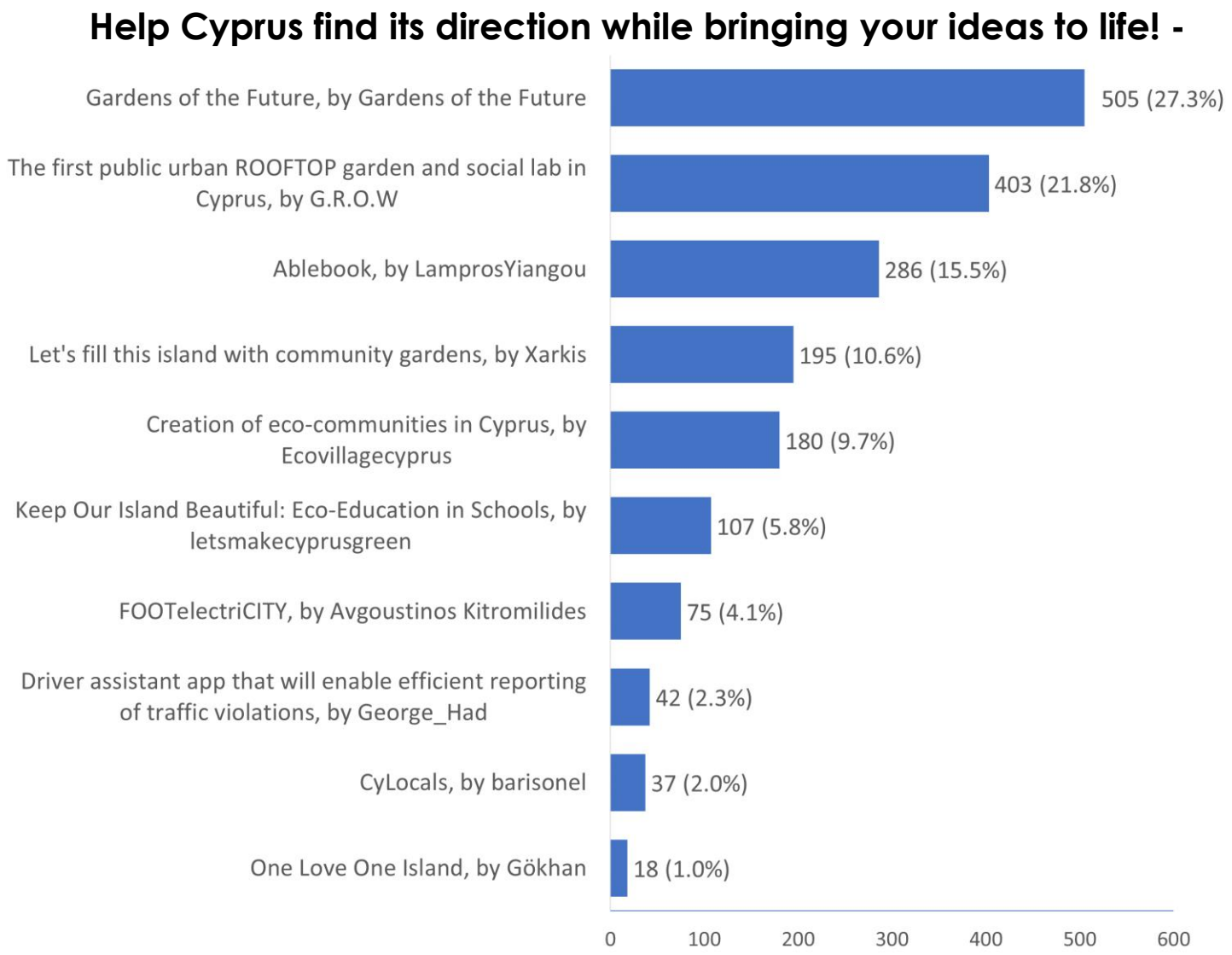
An app to connect people across the island for team sports, helping them socialize and stay healthy

Gizem: Online Greek and Turkish language courses to overcome the language barrier between the two communities

Anniemal: Reduce plastic waste through a new handling system that allows plastic containers to be sterilized and re-used

n.loizides: Adopt measures to enhance dialogue and collaboration between the two communities against COVID-19

Data insights: Listen and Empower - people decide



Delivery and Building Trust - From digital platform to real world

Gardens of the Future: a collective space for sustainable growing & next generation education

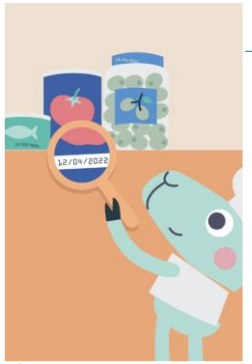
Campaign 2: #Live2EatCyprus Challenge to reduce food waste

For each challenge people were invited to share ideas in the form of text, photos or videos on Facebook or Instagram using **#Live2EatCyprus** and **@PusulaCyprus**

Challenge 1:

The Bakal(i) Challenge

Make a grocery list, weekly meal planning and avoid impulse buys.



Challenge 2:

The Bayat(iko) Challenge

Check if food is still safe to eat, proper use of ‘best before’ and ‘use by’ dates.

Challenge 3:

The Genius Storage Challenge

Store and preserve food properly to make it last longer.

Challenge 4:

The Leftovers Challenge

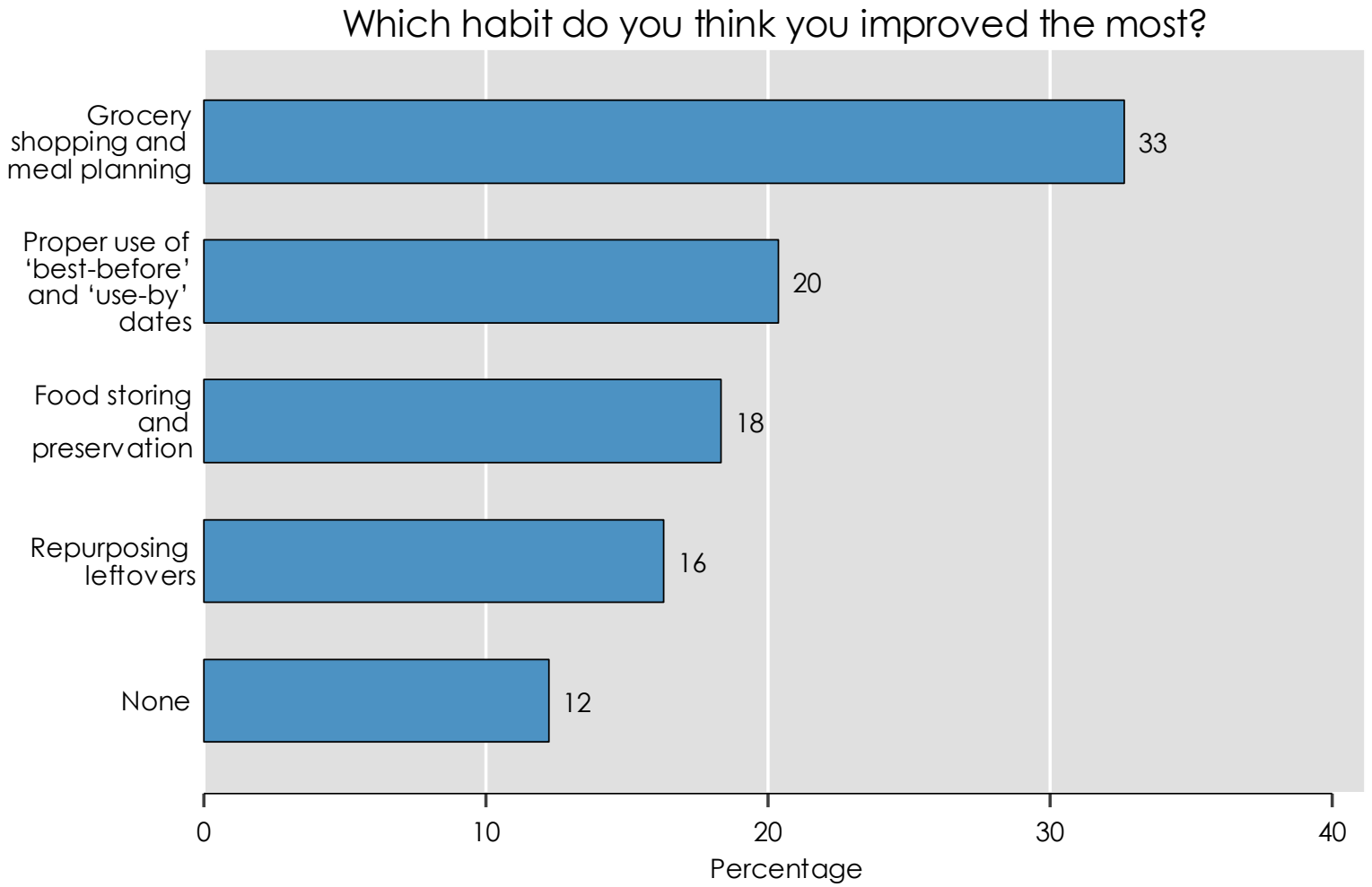
Repurposing leftovers.

Data insights: Did Pusula change food waste habits?

#Live2EatCyprus impacts

Pre-shopping:
Use of a grocery list by **9%**
Check the freezer by **7%**
Decide on a budget by **28%**
Plan meals by **16%**

Preparation:
Make extra for future meal by **35%**
Make extra in case is needed by **43%**



Campaign 3: Equality Makes Sense

Personal and Family Life

Professional Life

Political and Civic Life

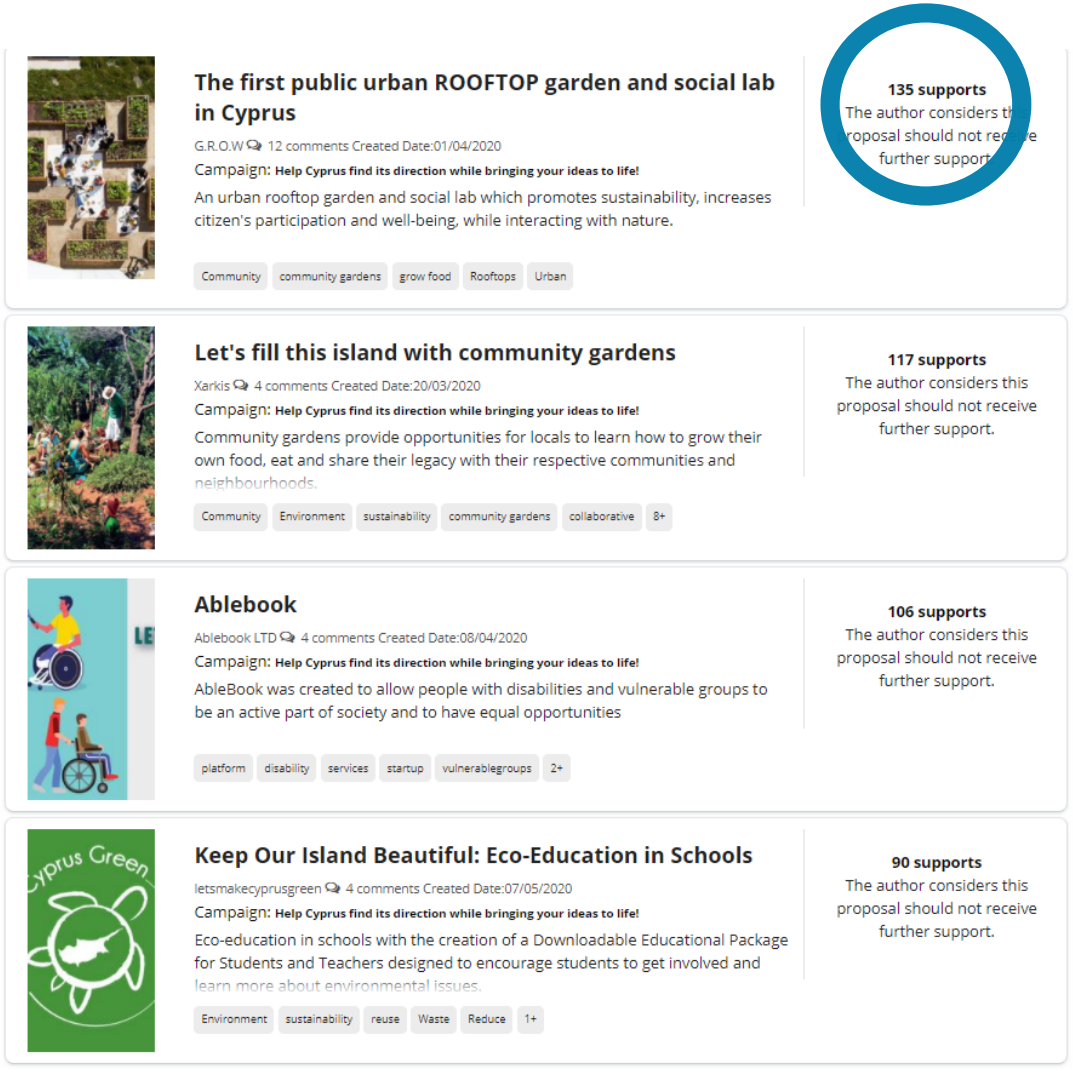
Embassy of Sweden Nicosia

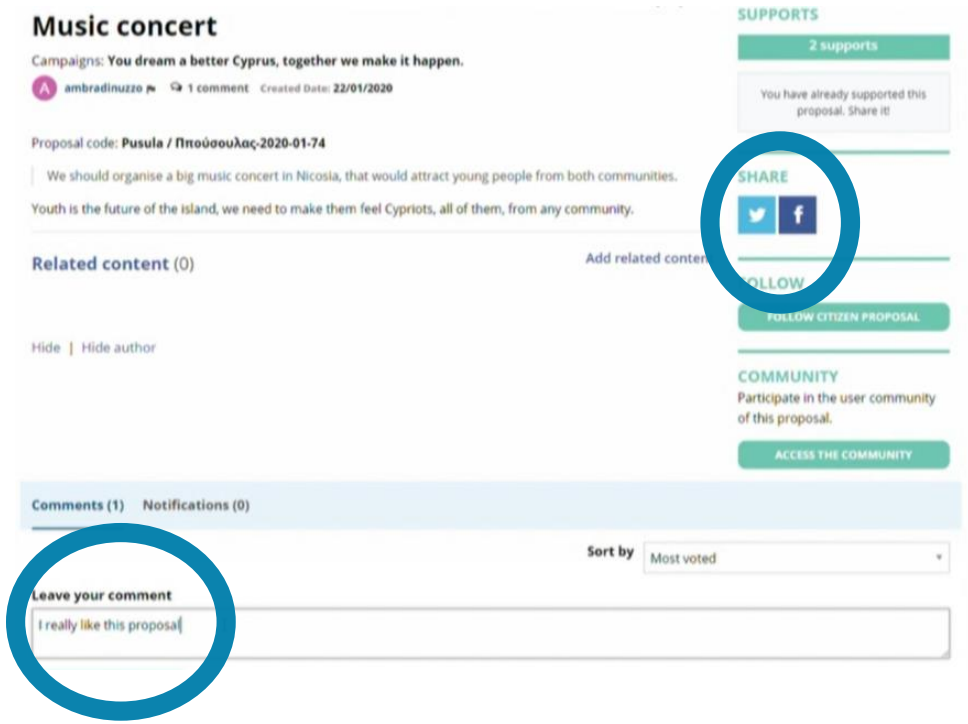
FRIEDRICH EBERT STIFTUNG Cyprus Office

SeeD Centre for Sustainable Peace and Democratic Development

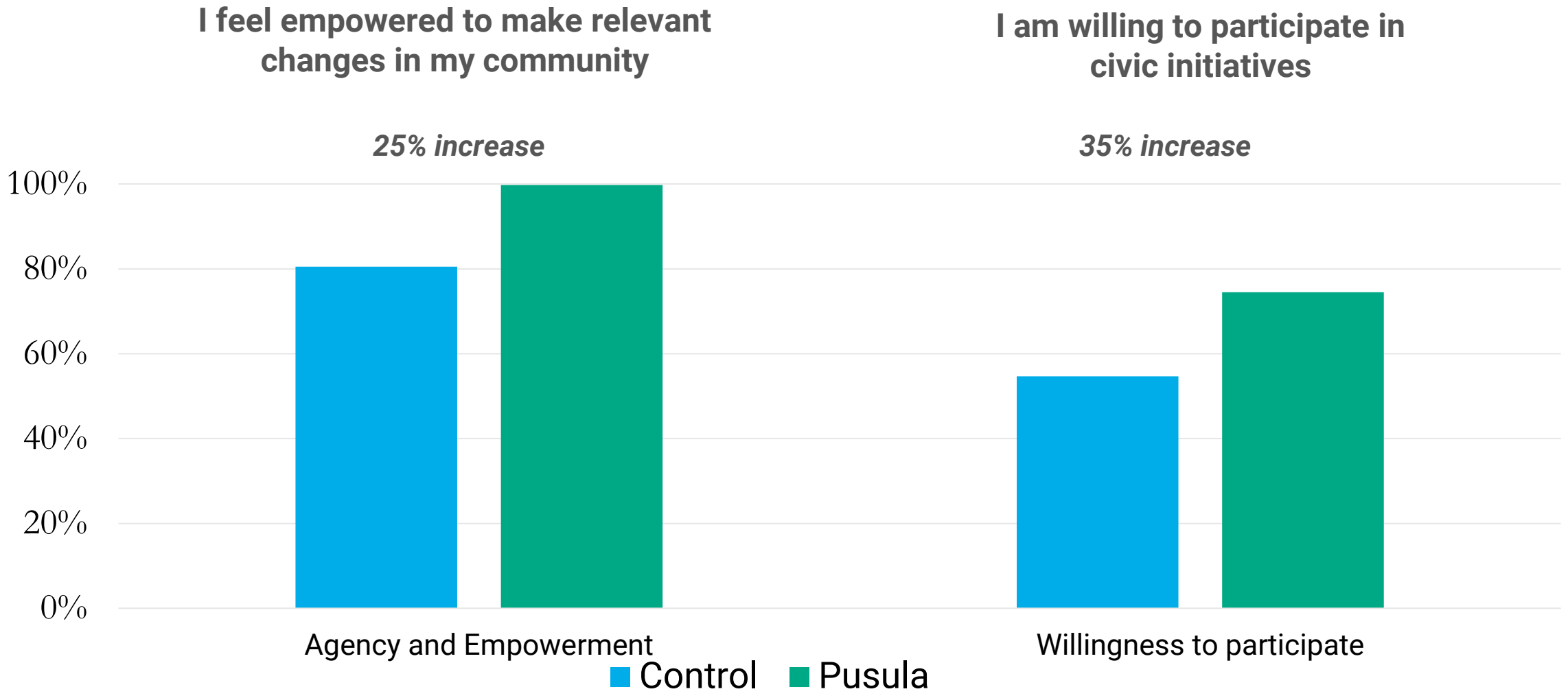
Πρόσουλας Pusula

Data insights: Building trust and social interaction

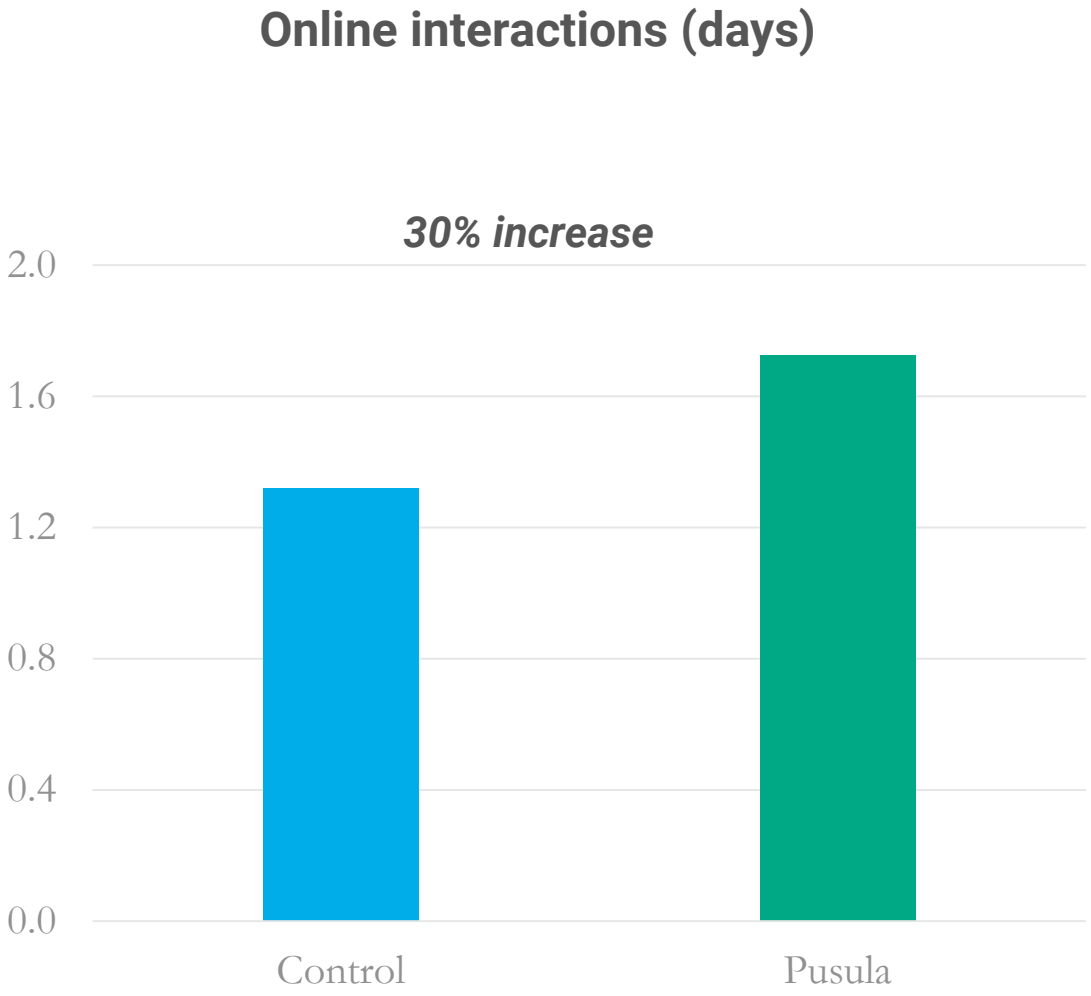


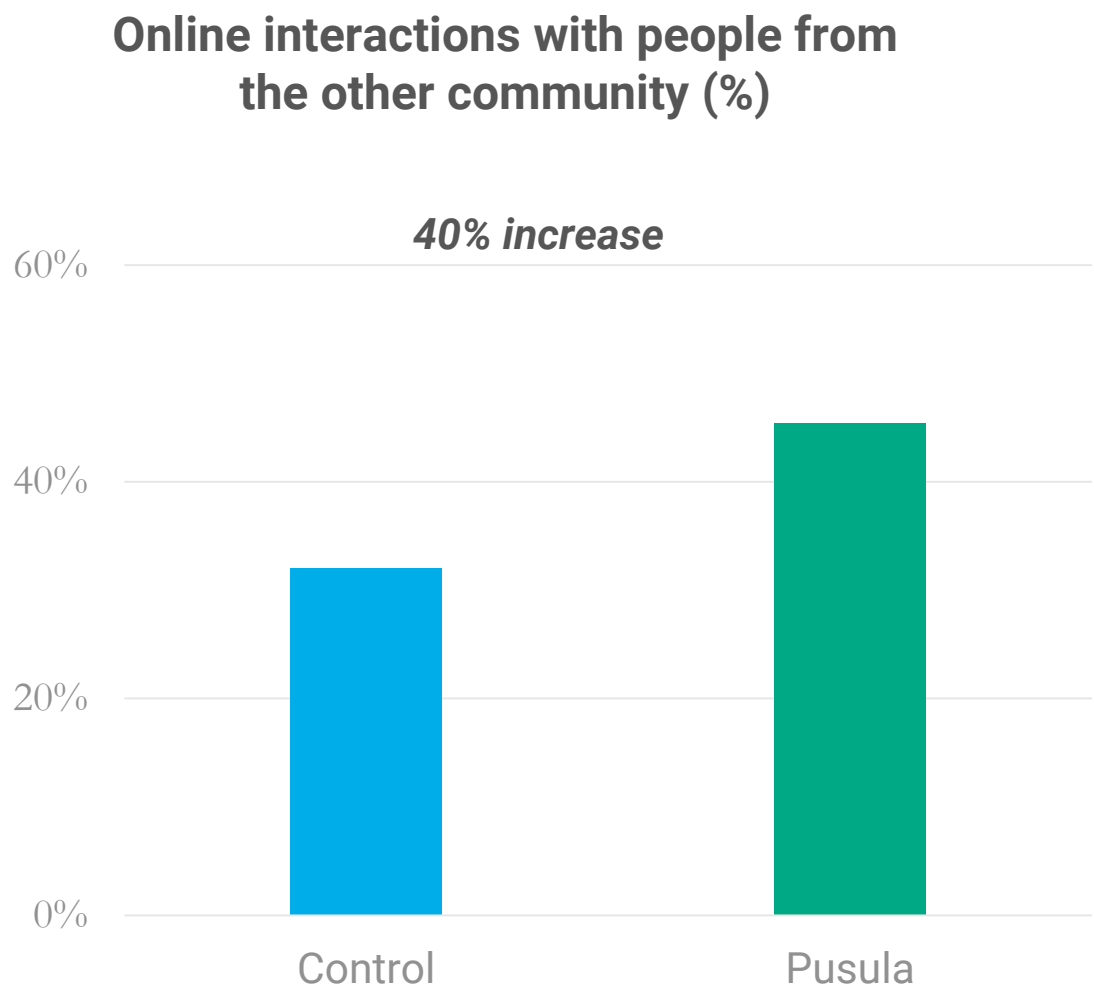


Did Pusula change attitudes and behaviors? Civic engagement



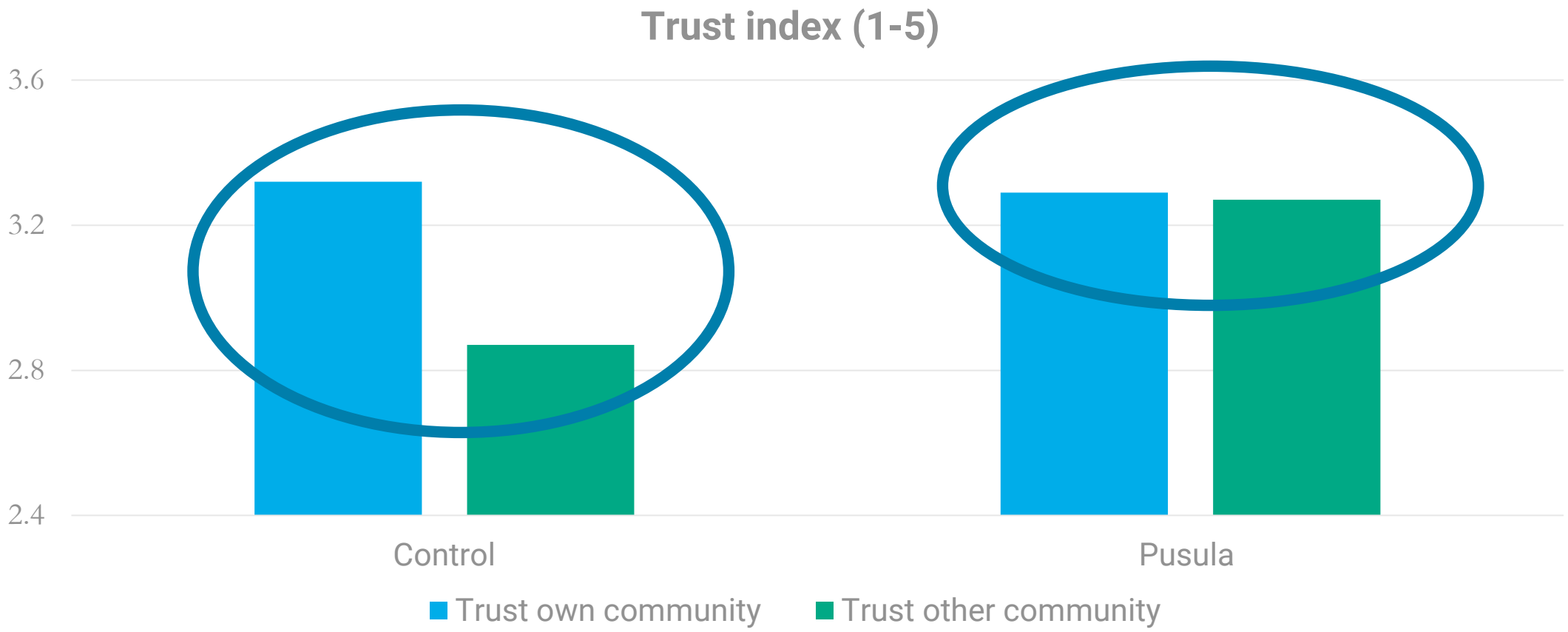
Did Pusula change attitudes and behaviors? Social contact





Did Pusula change attitudes and behaviors? Trust

Pusula participants **trust** people from the **other community** at the **same levels** as they trust people from their **own community**



love
idea
thank
support
great idea
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Thank you