

# Virtual Global Exchange

Municipal Response to **COVID-19**

**NOV - DEC**  
**23<sup>rd</sup> 3<sup>rd</sup>**

# Welcome to our virtual get-together!



## TECHNICAL CHECK-IN

*During the session please:*

- Can you **see** the presentation?
- Can you **hear** the music playing?
- Can you access the **chat**?

- Mute your **microphone** when you are not speaking
- Switch on your **camera** when you are speaking
- Post comments and questions in the **chat** during presentations

## How to listen to the conference in different languages?

*Step A: Open different language channels.*



To listen to a language of your choice, please open **<https://app.interactio.io>** in another browser window (or tab).

event code is **CC2020**

*Step B: Select the language of your choice.*



As a result, two audio channels will be open  
- the conference room  
- the translation

*Step C: Now you have 3 options!*



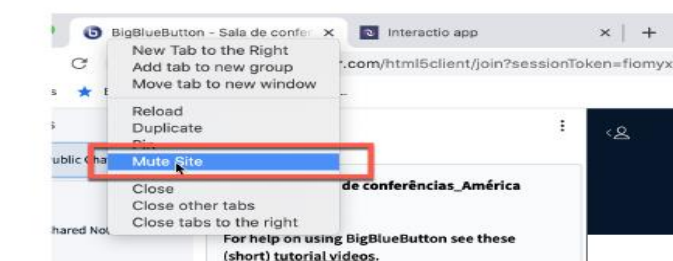
### option 1

If you just intend to listen and use the chat for questions you can **exit from the audio in the conference room.**



### option 3

Use **a mobile device for the language channel** and **the computer for the conference room.**

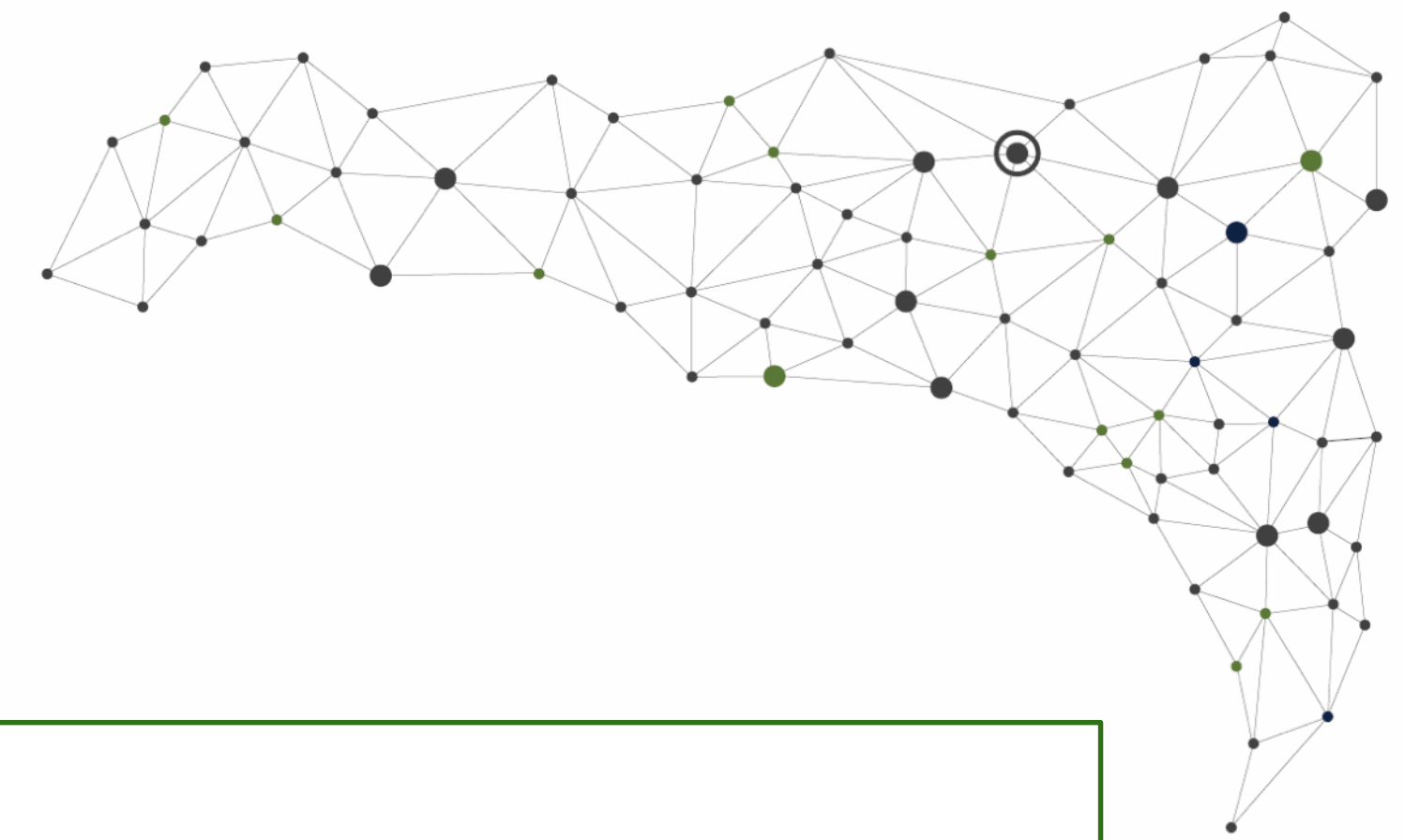


### option 2

If you wish to use the microphone later you can **mute the site (in chrome)** or **the tab (in Firefox).**

in case of problems please contact: [support@think-modular.com](mailto:support@think-modular.com)





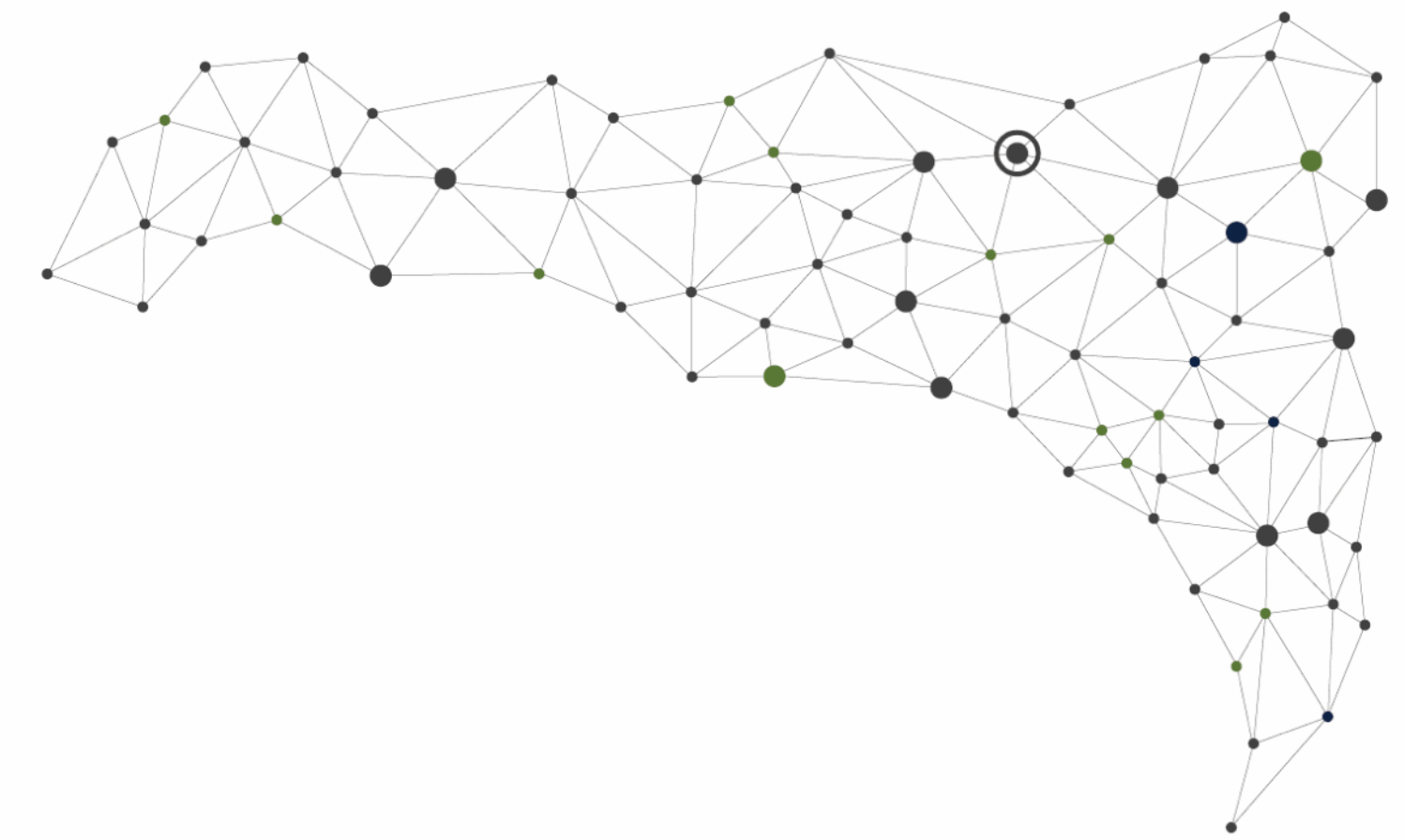
Third session on digitalization:

## The role of digitalised public services as reactions to the COVID-19 pandemic

[https://www.youtube.com/watch?v=g1h0\\_eFV1hs&feature=youtu.be](https://www.youtube.com/watch?v=g1h0_eFV1hs&feature=youtu.be)

THURSDAY, NOVEMBER 26TH - DAY 4

# Opportunities of Digitalisation & Crisis Communication



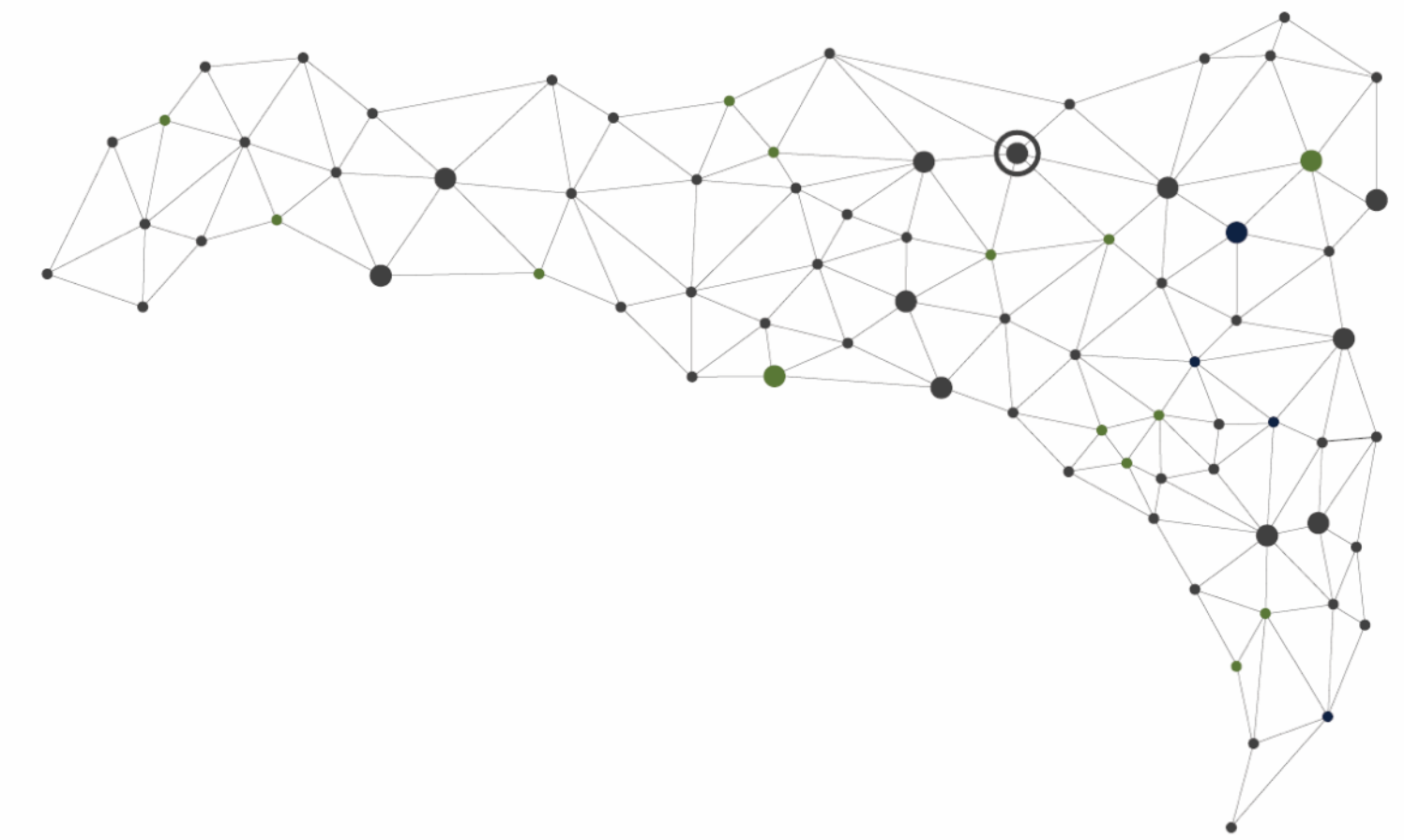
Speakers:

**Dr. Christoph Dammann**, *Department for Culture, City of Kaiserslautern, Germany*

**Faola Hodaj**, *Tirana municipality, Albania*

**Lisa Hebing**, *City Marketing Bocholt, Germany*

**Anke Jansen**, *City Marketing Darmstadt, Germany*



**Dr. Christoph Dammann,**

*Department for Culture, City of Kaiserslautern, Germany*



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# Digitalization as a chance for culture in times of pandemia



How can we support the free-lance artists?



How can we serve the audience?

How can we guarantee the visibility of arts and culture?

## Concept of „Kulturlivestream“:

- two or three local artists on stage
- guaranteed fee of 300 € each per concert
- live performance of one hour
- broadcasting on Facebook, Youtube and the „open channels“ (cable tv)
- from Tuesday to Friday from 5 to 6 pm until May 8
- videos stayed online for later viewing





## Balance:



- 8 weeks, 30 concerts, 60 artists
- 170.000 hits on videos
- 26.000 € donations on top
- from Tuesday to Friday from 5 to 6 pm until May 8
- different genres like jazz, rock, classical music, house, comedy, talkshow, pop, latin, literature, DJ, world music even up to live painting

# Success factors



- presence of artists that are established and well known in the regional cultural scene
- live on a concert stage, no interrupt, no correction, no cuts, no net and false bottom what created a certain special atmosphere
- popular variety and high artistic quality of the programs



# Outlook

- digital streaming can not replace live presentation
- in the future live performances could be accompanied by streaming
- we urgently need theatres, concert halls museums and other cultural event venues open for the public

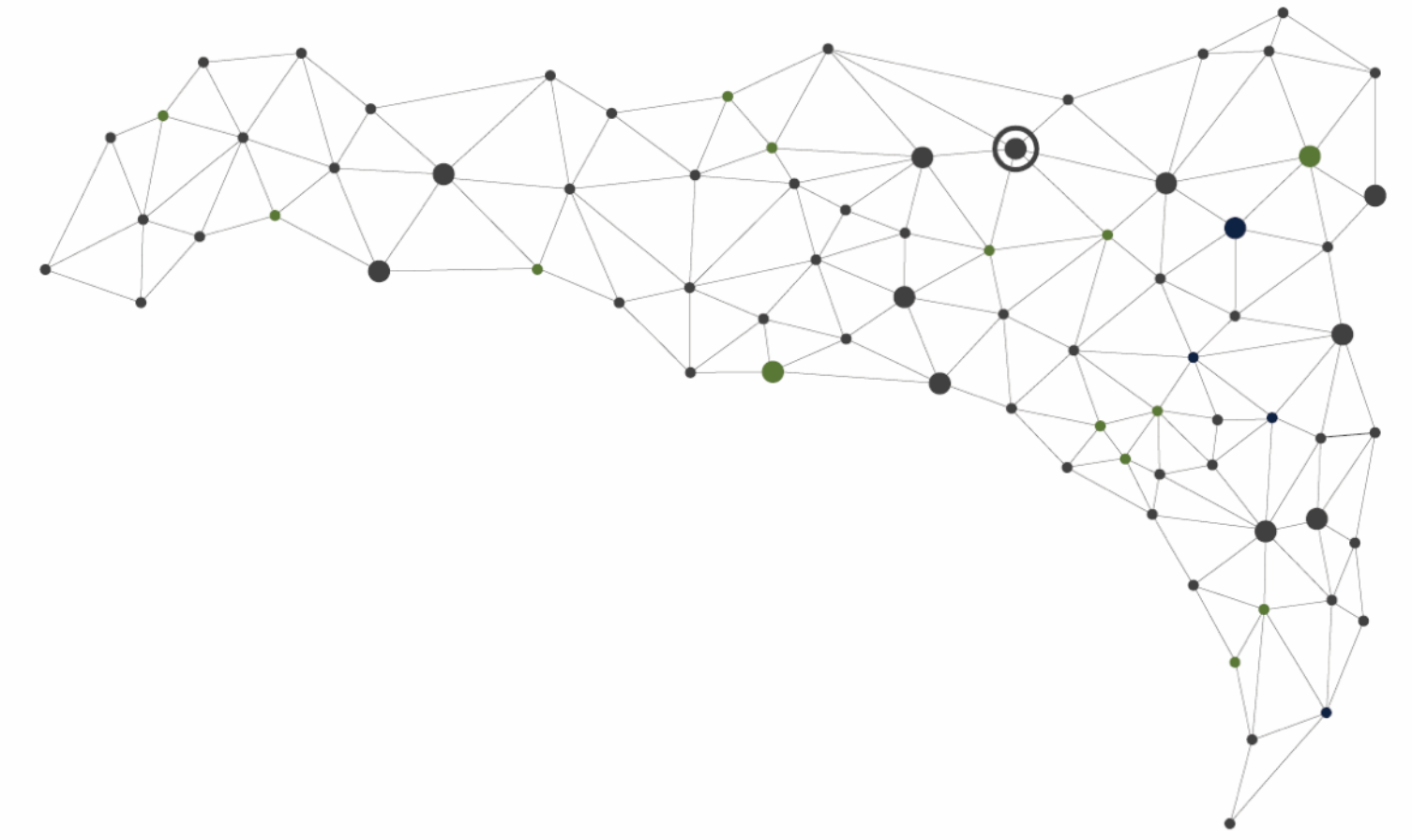




<https://youtu.be/sK6i2LhFbUY>

# Thank you for your attention!





**Do you have any questions or comments?**

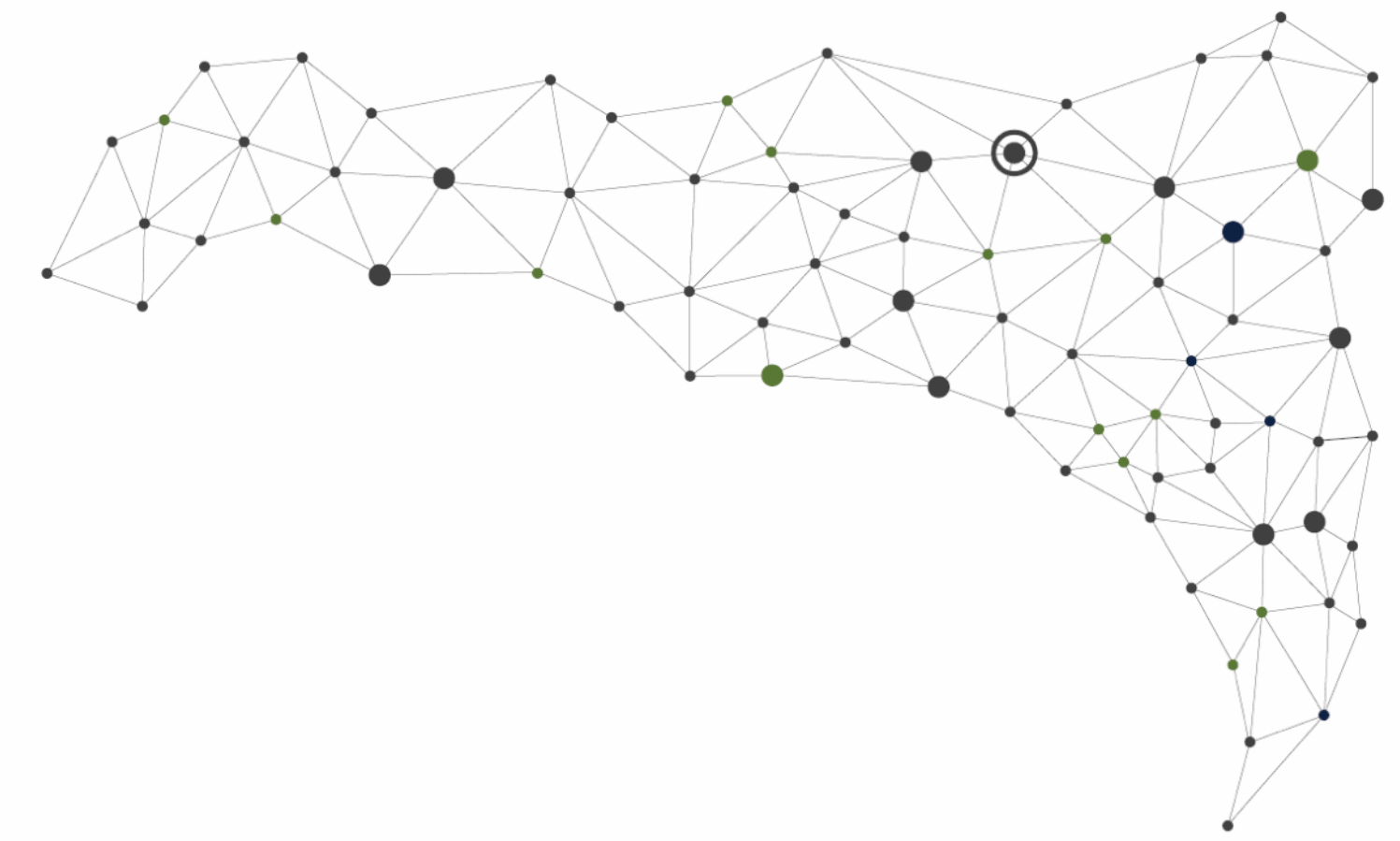
¿Tienen alguna pregunta o comentario?

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Haben Sie Fragen oder Anmerkungen?

هل لديكم أية أسئلة؟

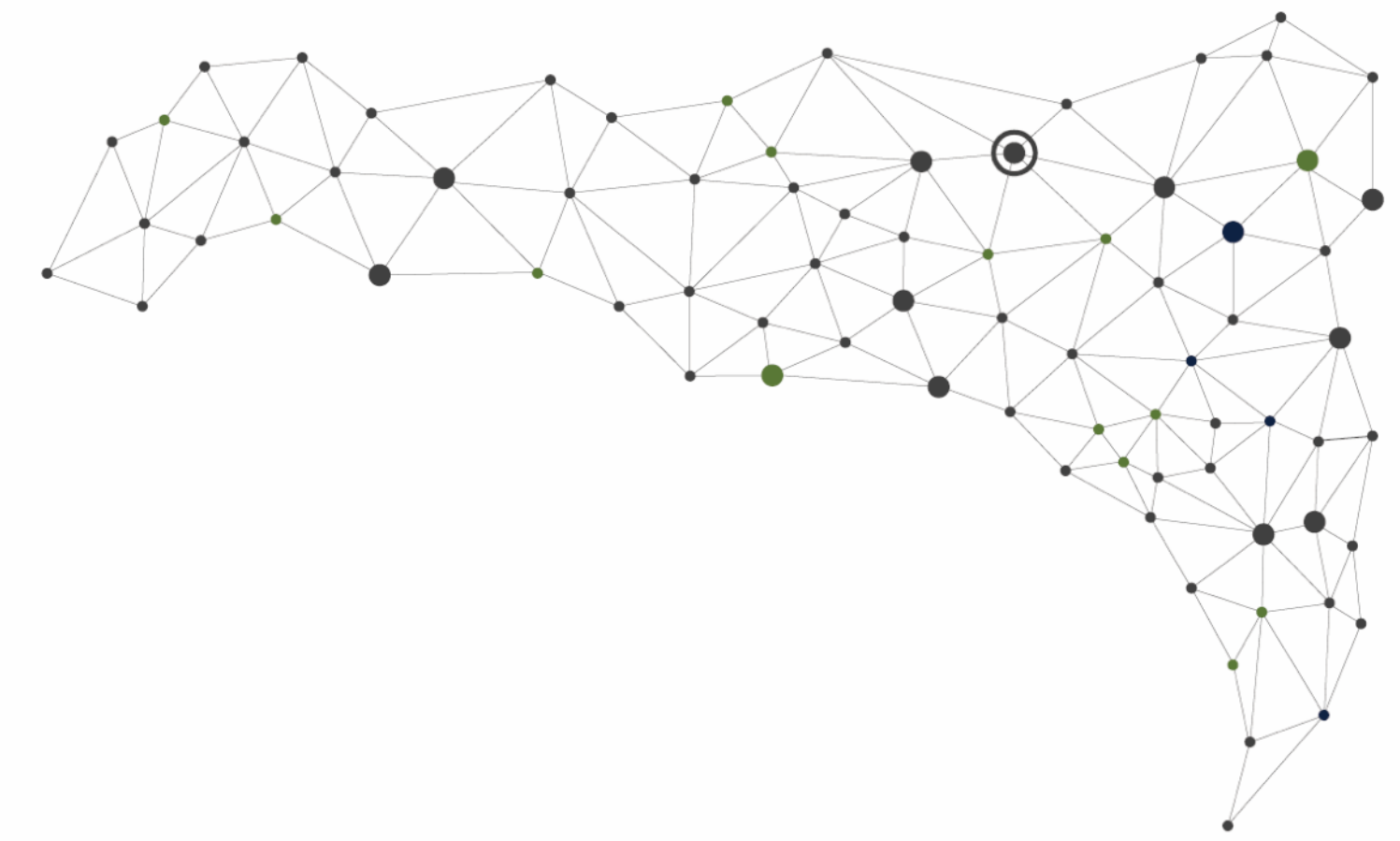




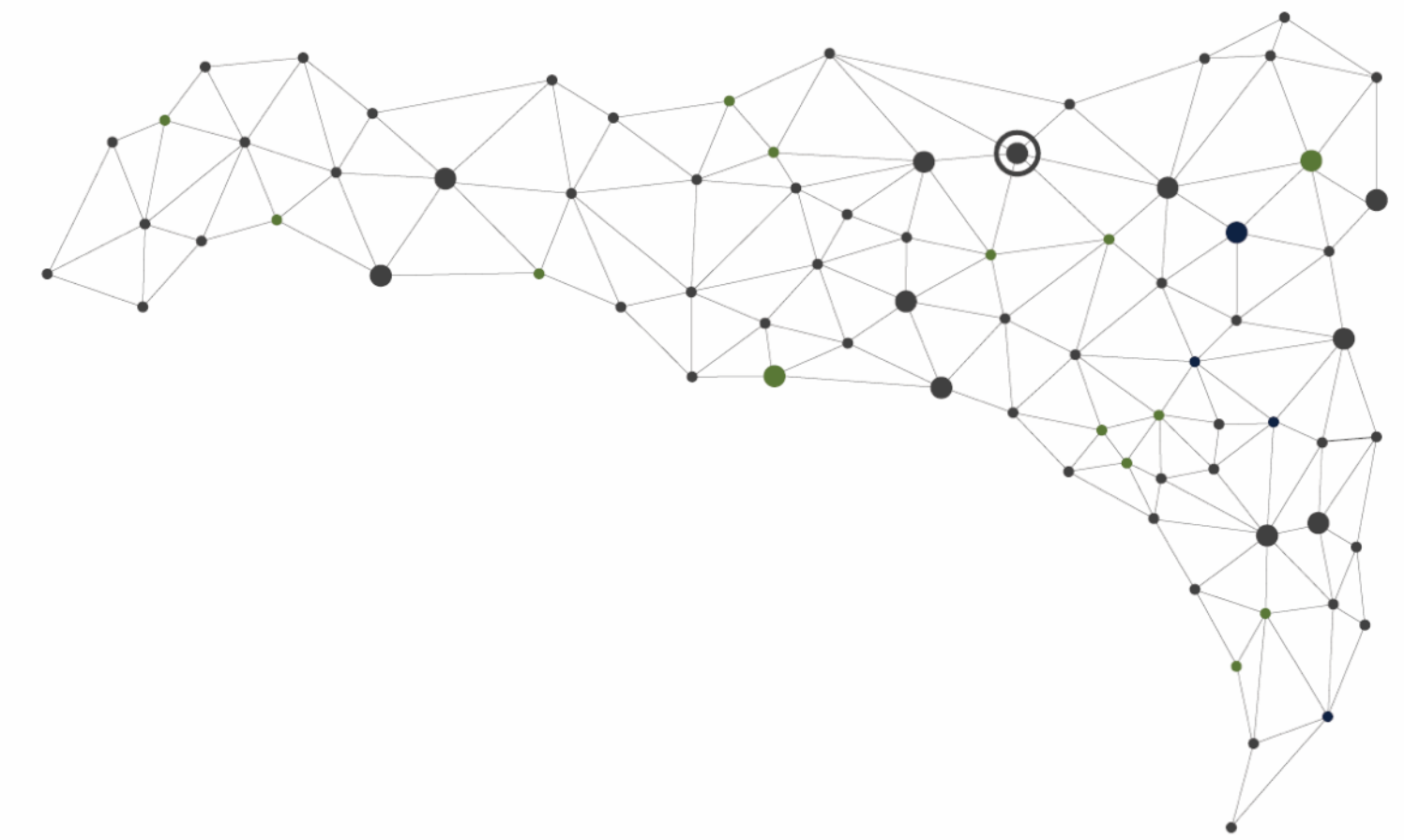
Interview with

**Faola Hodaj**

Tirana municipality, Albania

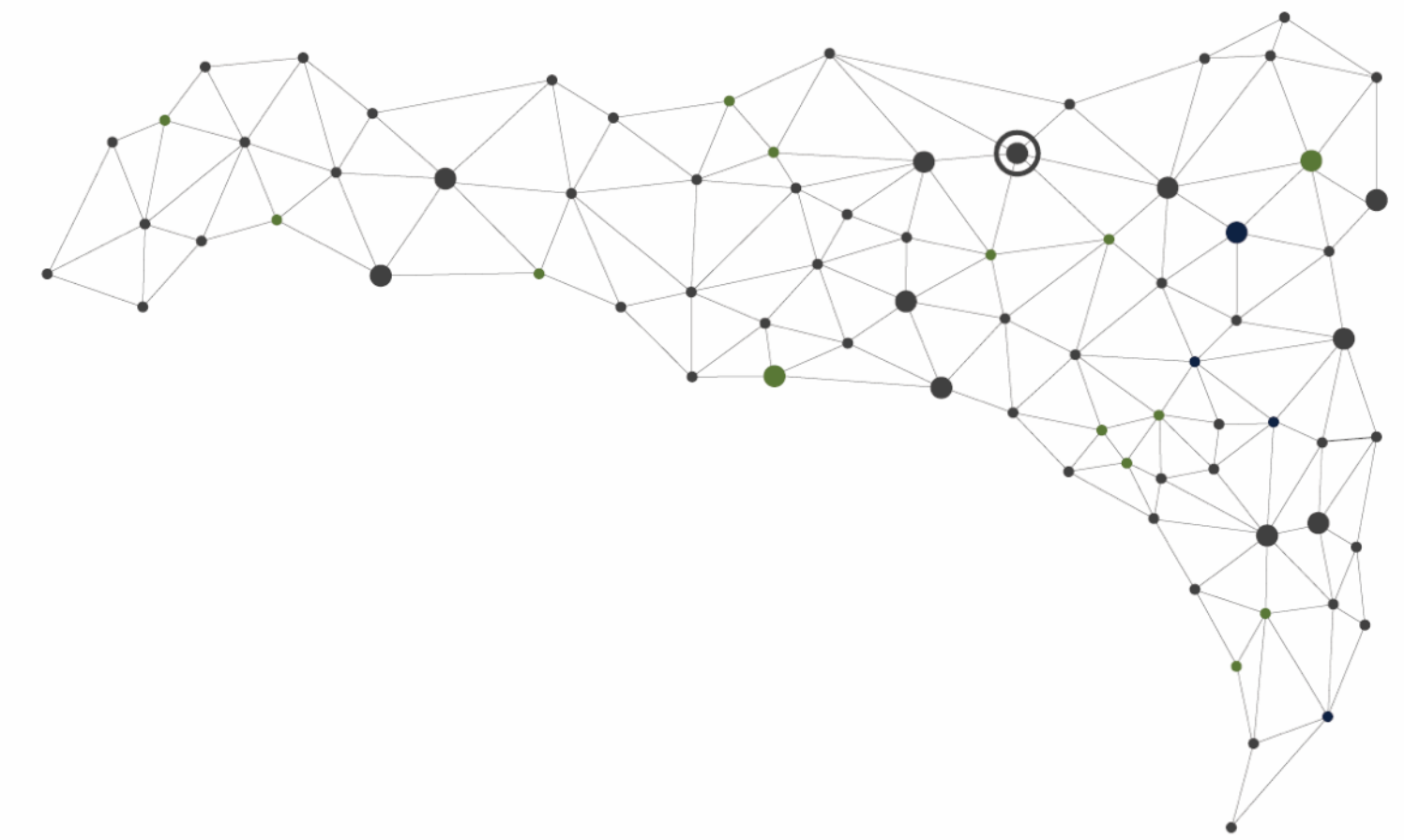


1. In terms of digitalization, how has the Tirana municipality worked in the recent years?

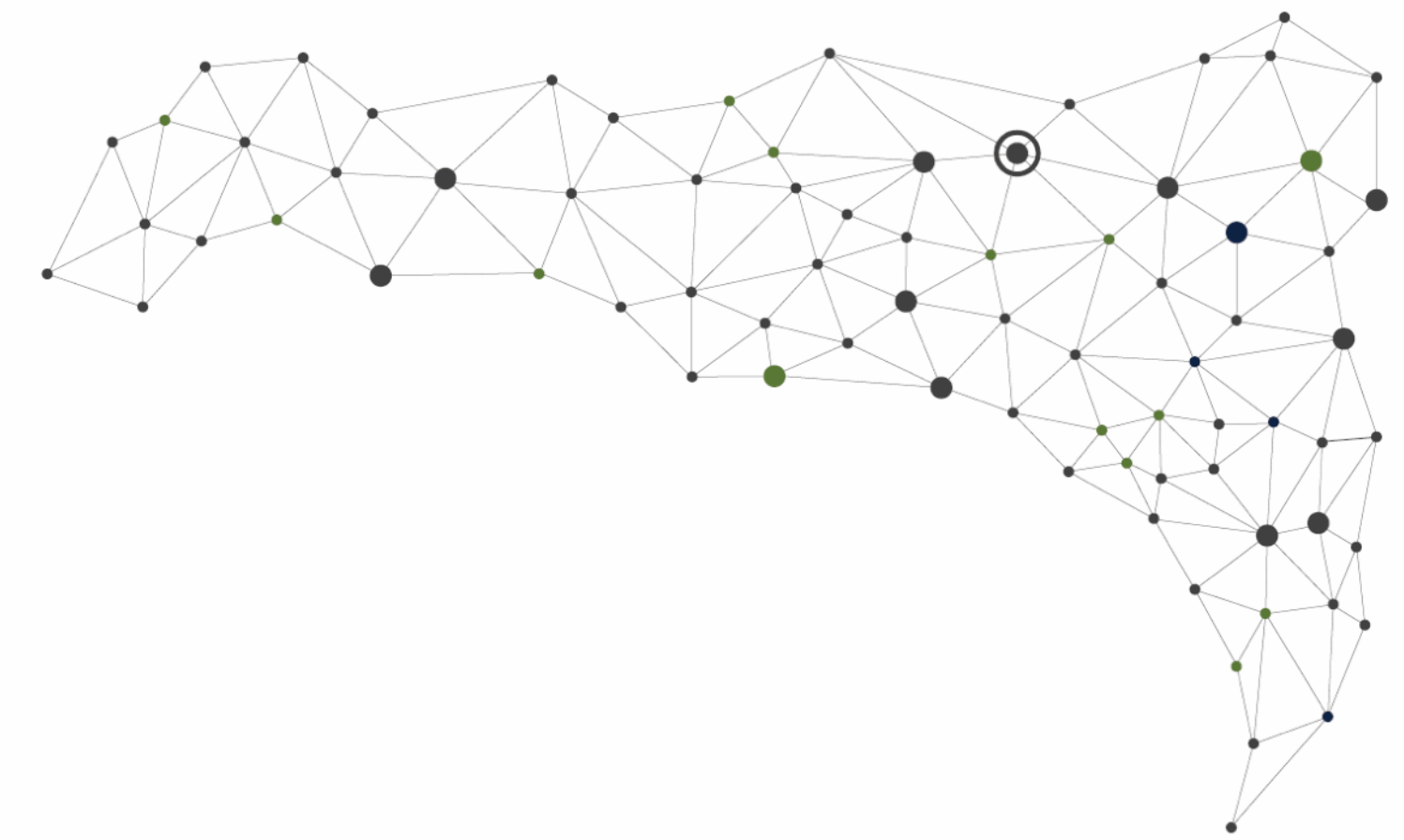


2. How has the digitalization been affected or changed during COVID-19 pandemic?
- And how did you support citizens and staff during this change?



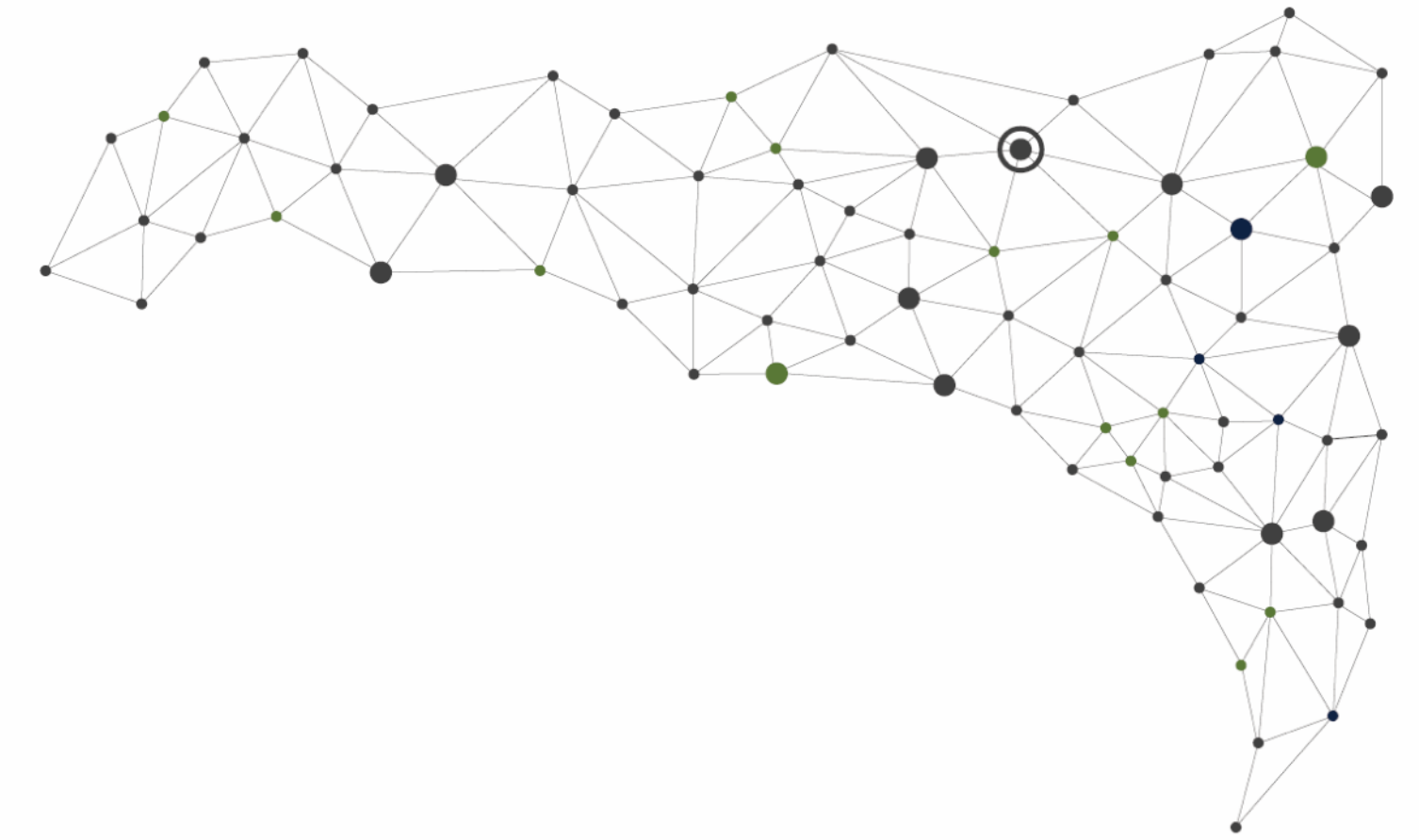


3. Have you had significant struggles in this process of digitalisation?



#### 4. Any future plans?

Where do you see potencial for transformation in the future and  
do you see any particular challenges?



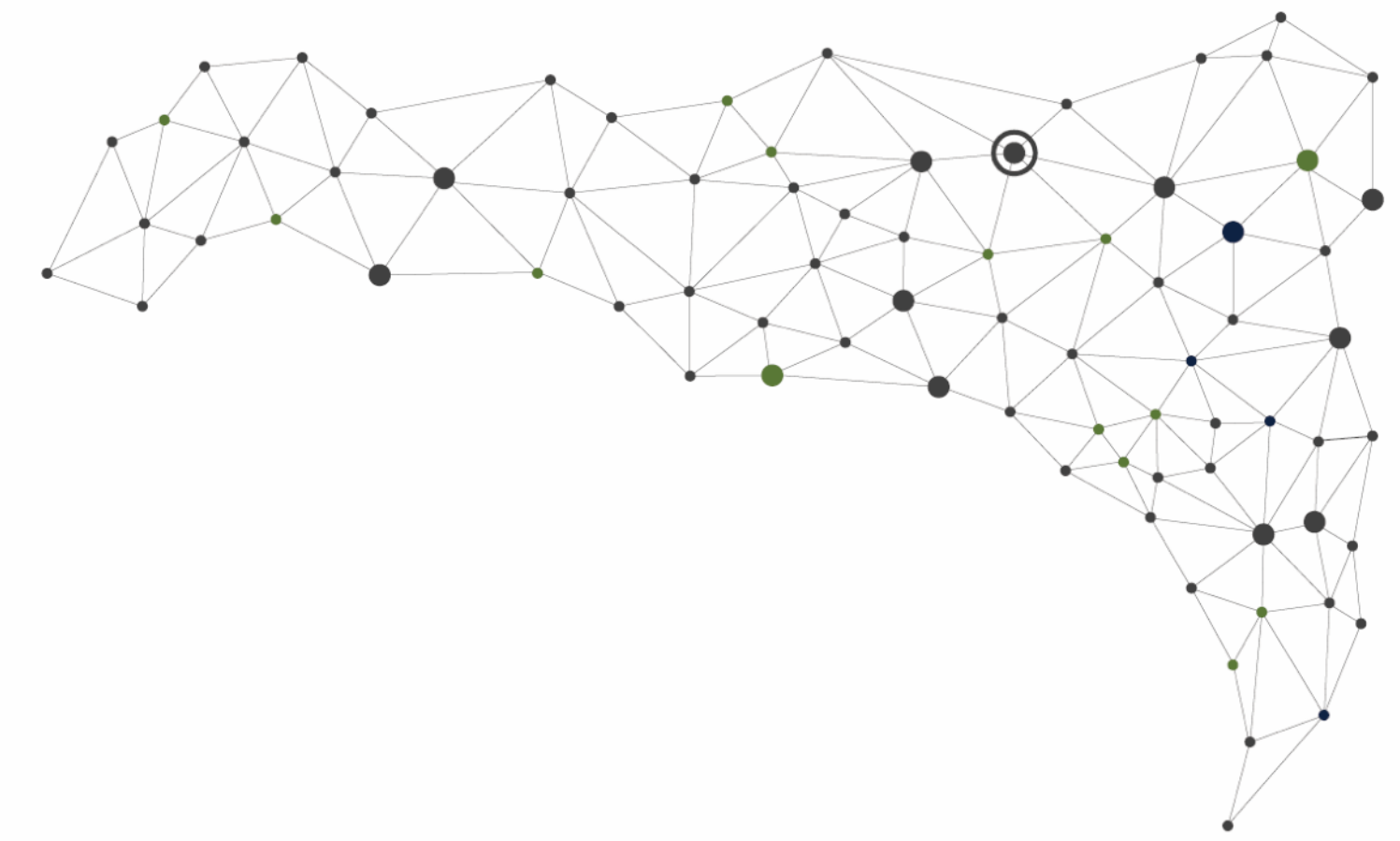
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**Lisa Hebing,**

*City Marketing Bocholt, Germany*



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# BOCHOLT GUTSCHEIN



Bocholt Gutschein



[bocholt-gutschein.de](http://bocholt-gutschein.de)

# Introduction

Lisa Hebing

Wirtschaftsförderungs- und  
Stadtmarketing Gesellschaft  
Bocholt mbH & Co. KG



# Table of Contents

1. Location Bocholt
2. Problem
3. Idea
4. Implementation
5. Conclusion
6. Continuation

# Bocholt

- 74.000 residents
- 248 shops  
(shopping center + downtown)





# Problem

- Lockdown (April/ May 2020)
- Low visitor frequencies in the city
- Low willingness to buy

= less sales for retailer and gastronomy



# Idea

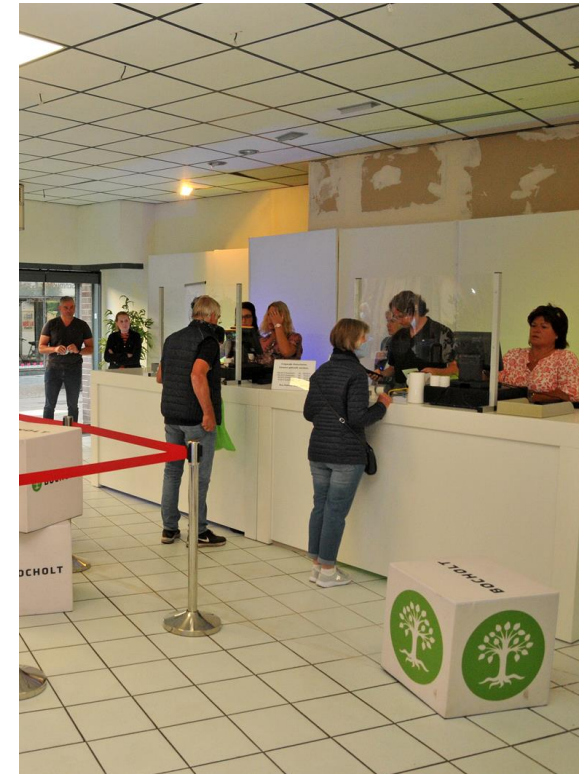
- Discounted voucher for customer
- 20 % discount = city council Bocholt
- 5 % discount = acceptance point
- Limited redemption (31.01.2021)
- Limited vouchers per person

= short-term benefit for customer, retailer and gastronomy



# Implementation

- Digital voucher system (chayns/Tobit Software, Ahaus)
- Voucher sales = online + offline
- Voucher redemption = digital
- Voucher billing = digital and automatically
- Implementation in 5 weeks



# Conclusion

- 220 acceptance points
- 1 million discount = 5 million sales for retailer and gastronomy in Bocholt
- Sold out after 8 weeks

= Positive feedback and growing sales for retailer

= for gastronomy further assistance necessary





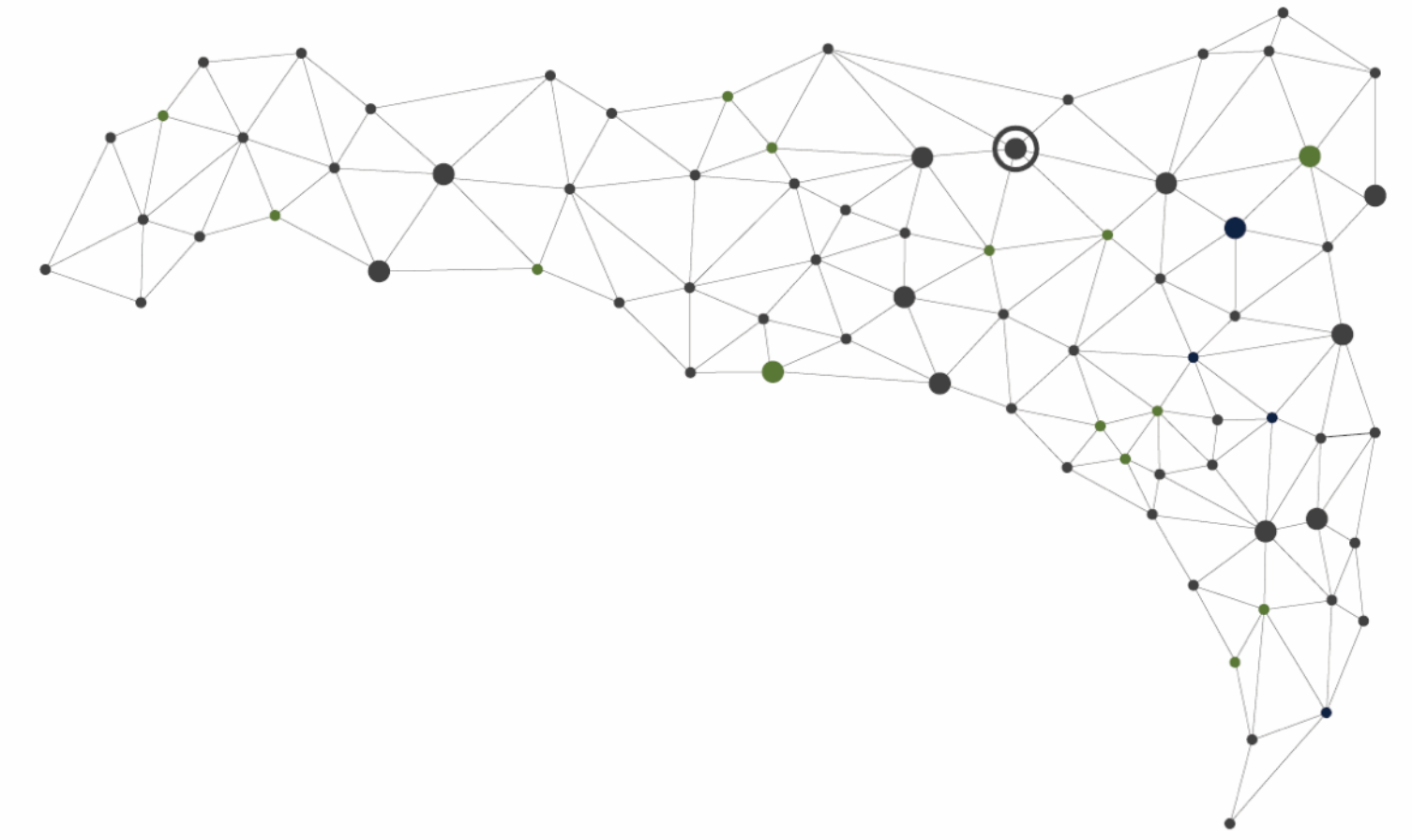
# Continuation

- Continuation intended
  - Further marketing tools planned
- = digitalization for Bocholter trade



Thank you for your attention

Any questions?



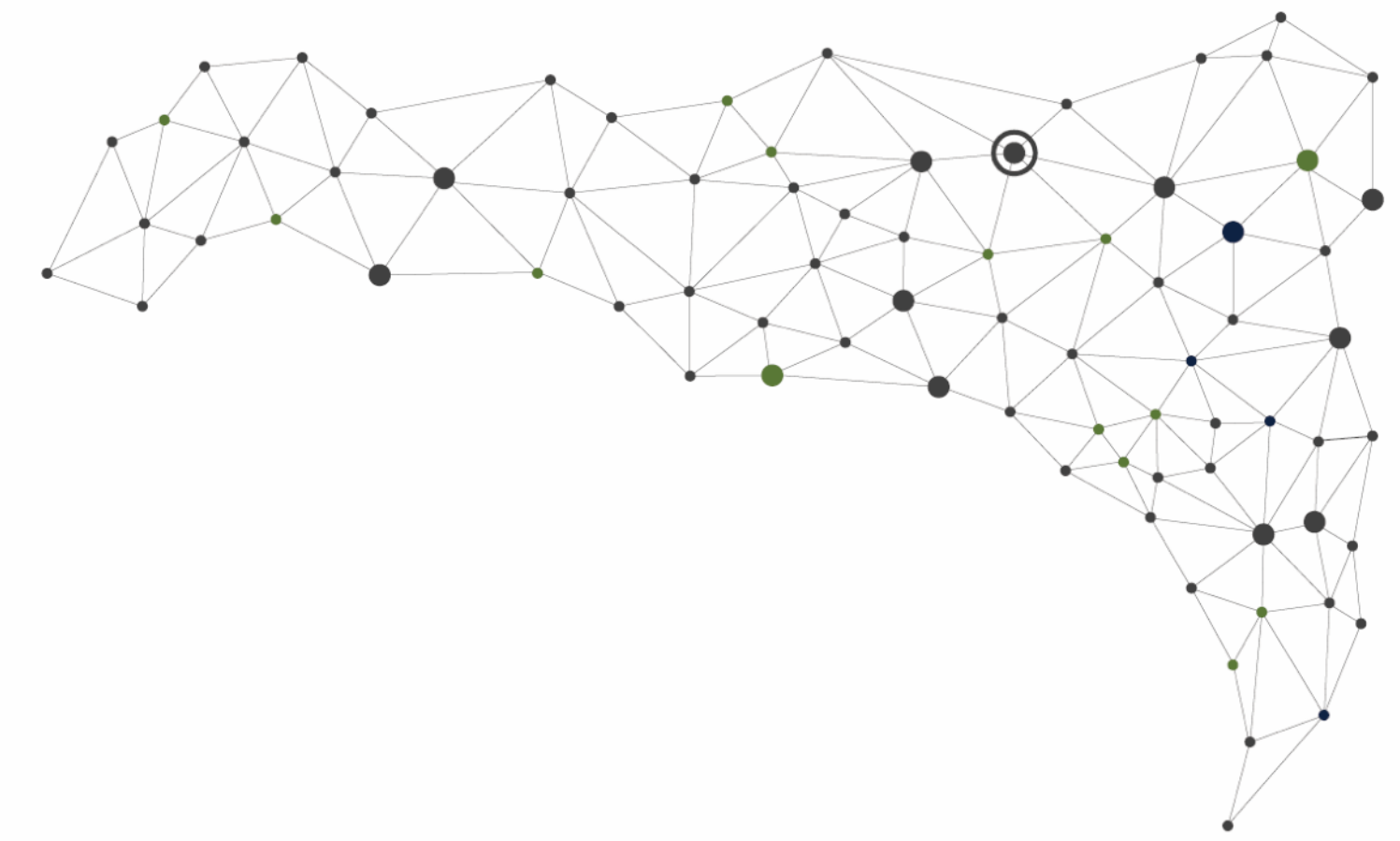
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هل لديكم أية أسئلة؟



**Anke Jansen,**

*City Marketing Darmstadt, Germany*





# Welcome in

# **Darmstadt – City of Science**



# Wissenschaftsstadt Darmstadt

- Over 160,000 inhabitants
- 20 minutes to the international airport Frankfurt RheinMain
- RhineMain region, Bergstraße and Odenwald
- Over 30 scientific and over 60 cultural institutions
- Spectacular Art Nouveau Artists' Colony and city with three universities: Technical University Darmstadt, University of Applied Science Darmstadt (h\_da) and Evangelische Hochschule Darmstadt (church-sponsored university)







**Digitalstadt Darmstadt**



**MASKENPFLICHT**  
in der Darmstädter City  
Darmstadt hält zusammen.

Ab Samstag, 24. Oktober:  
Mund und Nase bedecken!  
Abstand halten!  
Zusammen halten!

Please cover your mouth and nose  
and keep your distance to others.

darmstadt.de  
Darmstadt ist...  
WISSEN.KULTUR.LEBEN.

Wissenschaftsstadt  
Darmstadt

Then came the coronavirus



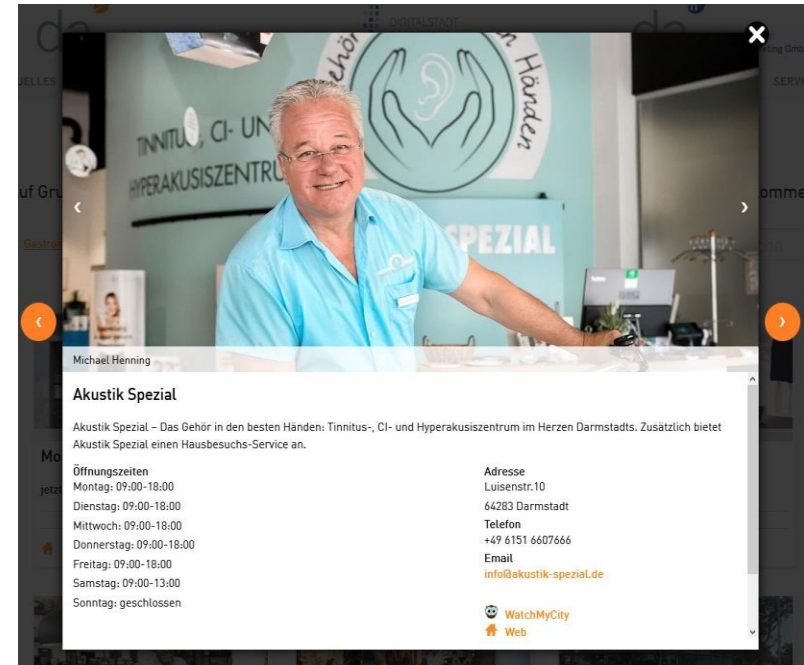
# A project of the Digitalstadt Darmstadt

- The “Digitale Schaufenster” [“digital shop window”] lists shops and restaurants while directly showing opening hours, contact details, online shops and further services  
[www.darmstadt-citymarketing.de/digitales-schaufenster](http://www.darmstadt-citymarketing.de/digitales-schaufenster)
- Currently 500 entries in more than 20 categories
- A targeted selection of offers is possible using the search function



# Digitales Schaufenster (“Digital Shop Window“)

- Forwarding to websites, online shops and social media profiles
- Integration of “Watch my City“
- cooperation mit h\_da project “LieferradDA“ (delivery by e-cargo-bike)
- Output of all entries also on the tourism website (Darmstadt Marketing) and in the Darmstadt App
- Integration of the “Darmstadt City Voucher“



# The success story

- **Initial situation:** Normal shop windows usually only offer limited space. In addition, not all shops have the opportunity to offer their products in the most popular shopping locations. The “digital shop window” enables Darmstadt retailers to present themselves online on a central platform.
- The Digitale Schaufenster started in **2019** as project within the Digitalstadt Darmstadt , with **26 entries** of local retailers.
- **Covid pandemic:** Lockdown mid march. The economic situation for the stationary retail trade and gastronomy was marked by great existential fears. At the same time, citizens were concerned that they would no longer be able to provide for themselves due to restrictions and closings.
- The Digitale Schaufenster was/is a free win-win solution for both sides: Citizens can find an extensive local supply range **digitally at a glance** for facilities that are still open, while retailers have the opportunity to present their goods and products more effectively via their own online shop. Restaurants can also offer their delivery services.

## Wir sind weiter für Sie DA!

+++ Auf Grund von COVID-19 kann es kurzfristig zu Änderungen der Öffnungszeiten einzelner Geschäfte kommen. +++

[Alle](#) [Gastronomie](#) [Inhabergeführt](#) [Bücher/Schreibwaren](#) [Parfümerie/Kosmetik](#) [Spielzeug](#) [Textil & Mode](#) [LieferradDA](#)

Suche

Ihr Eintrag ins Digitale Schaufenster: [Onlineformular](#)



Helgard und Stefan Zebisch

**fotogena MultiMedia**

jetzt geöffnet

+++ Aktuelles +++

[Web](#) [Shop](#)



Manuel Lückert

**Darmstädter Waffel Oase**

jetzt geöffnet

+++ Aktuelles +++

[Web](#) [Gutschein](#)



**Gegenüber**

jetzt geöffnet

+++ Aktuelles +++

[Web](#) [Shop](#)



Marcus Bein und Barbara Bein

**Intercoiffeur Thieme -  
Luisenplatz**

+++ Aktuelles +++

[Web](#) [Gutschein](#)



**Hugendubel**

jetzt geöffnet

+++ Aktuelles +++

[Web](#) [Shop](#)

## The DIGITALE SCHAUFENSTER



# Wir sind weiter für Sie DA!

- We are still here for you -



Darmstadt ist...  
**LEBEN**



## Campaign to support local retail and gastronomy.

# Wir sind weiter für Sie DA!

- In order to gradually complete the offer on the website, Darmstadt retailers and restaurants can send their information to the Darmstadt Marketing und Citymarketing e.V. team and be listed free of charge, to be easily found by the citizens
- Advertising throughout the city, in the media and via social media
- Constant updating of the entries depending on the applicable Covid-19 regulations



# Nächste Stufe: Stadtgutschein digital



Darmstadt  
**Gutschein**

HÄNDLER LOGIN MENU

## VERSCHENKE EIN STÜCK DARMSTADT

Verschenke einen Gutschein, der in vielen lokalen Geschäften in Darmstadt einlösbar ist. Der Gutschein kann verschickt oder ausgedruckt und persönlich übergeben werden.

**GUTSCHEIN VERSCHENKEN**

MERREINFORMATIONEN

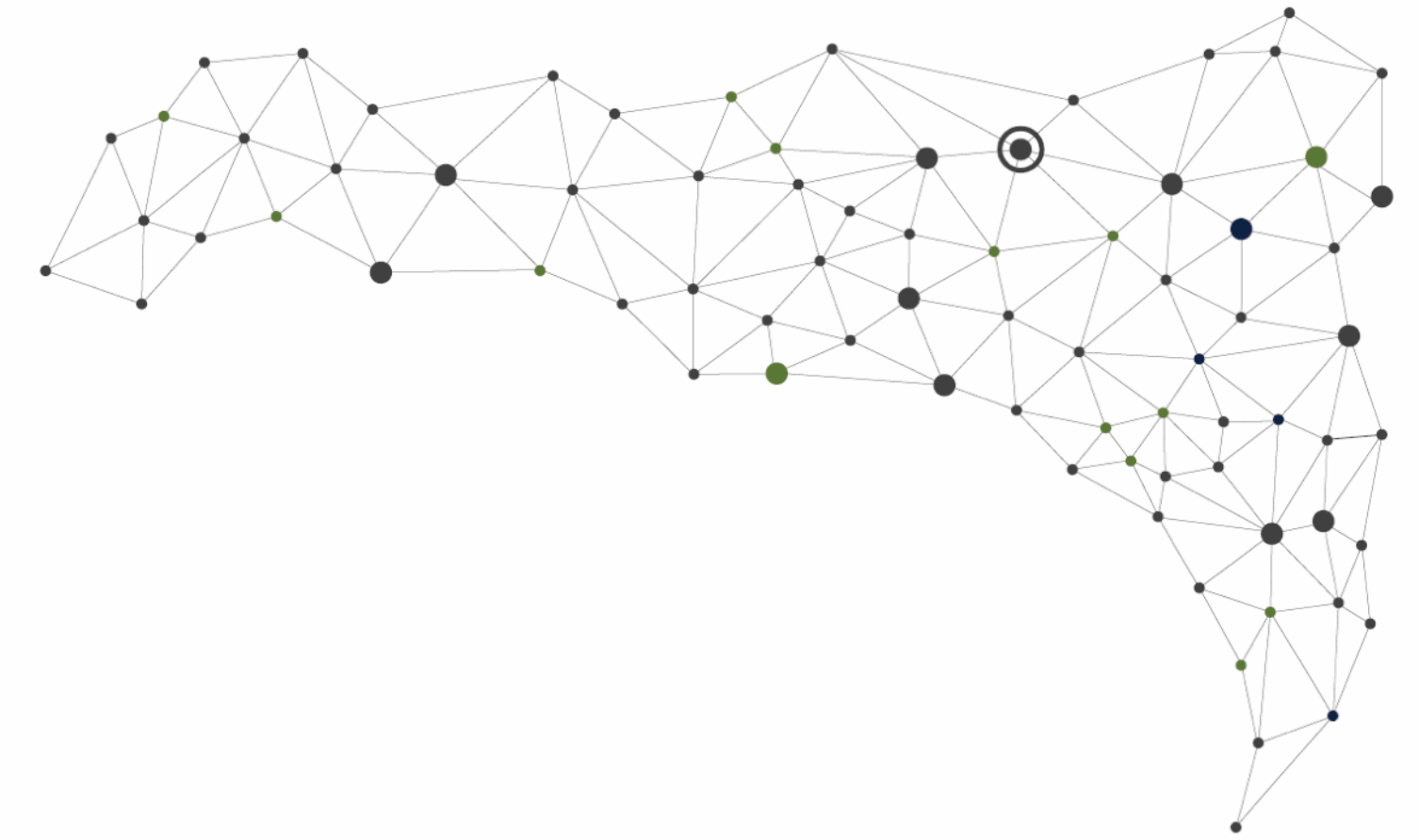
### SO EINFACH GEHT'S

- 1. BETRAG WÄHLEN**  
Wähle den Gutscheinbetrag den Du verschenken möchtest. Zwischen 10 - 250 EUR.
- 2. GRUSS VERFASSEN**  
Schreibe ein paar nette Zeilen zu Deinem Gutschein und sende gleich noch ein Bild mit.
- 3. BEZAHLEN**  
Bezahle Deinen Gutschein einfach und sicher per PayPal oder Kreditkarte.
- 4. VERSENDEN**  
Versende den Gutschein einfach per E-Mail oder drucke ihn aus und überreiche ihn persönlich.



For a vibrant inner city....





**Do you have any questions or comments?**

¿Tienen alguna pregunta o comentario?

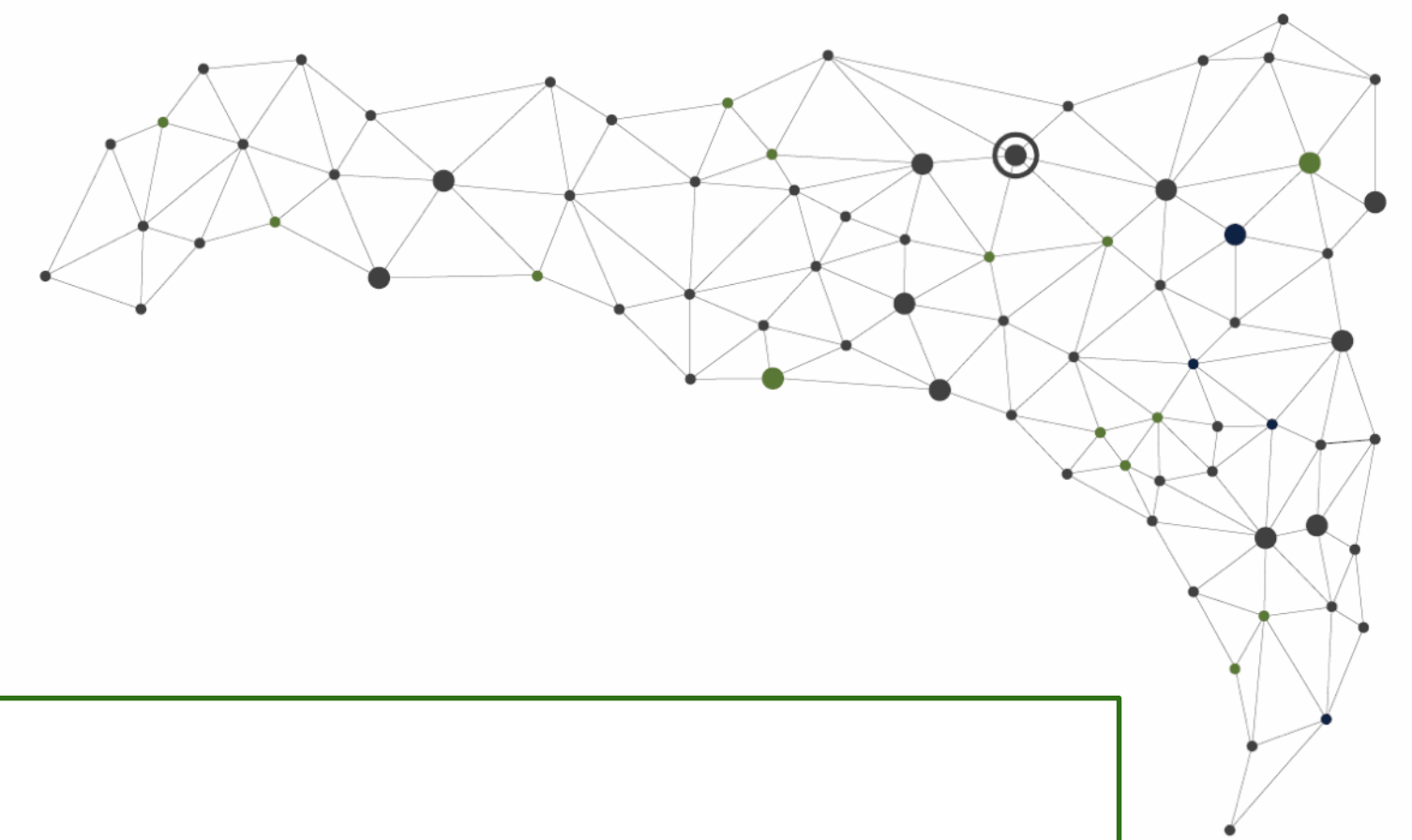
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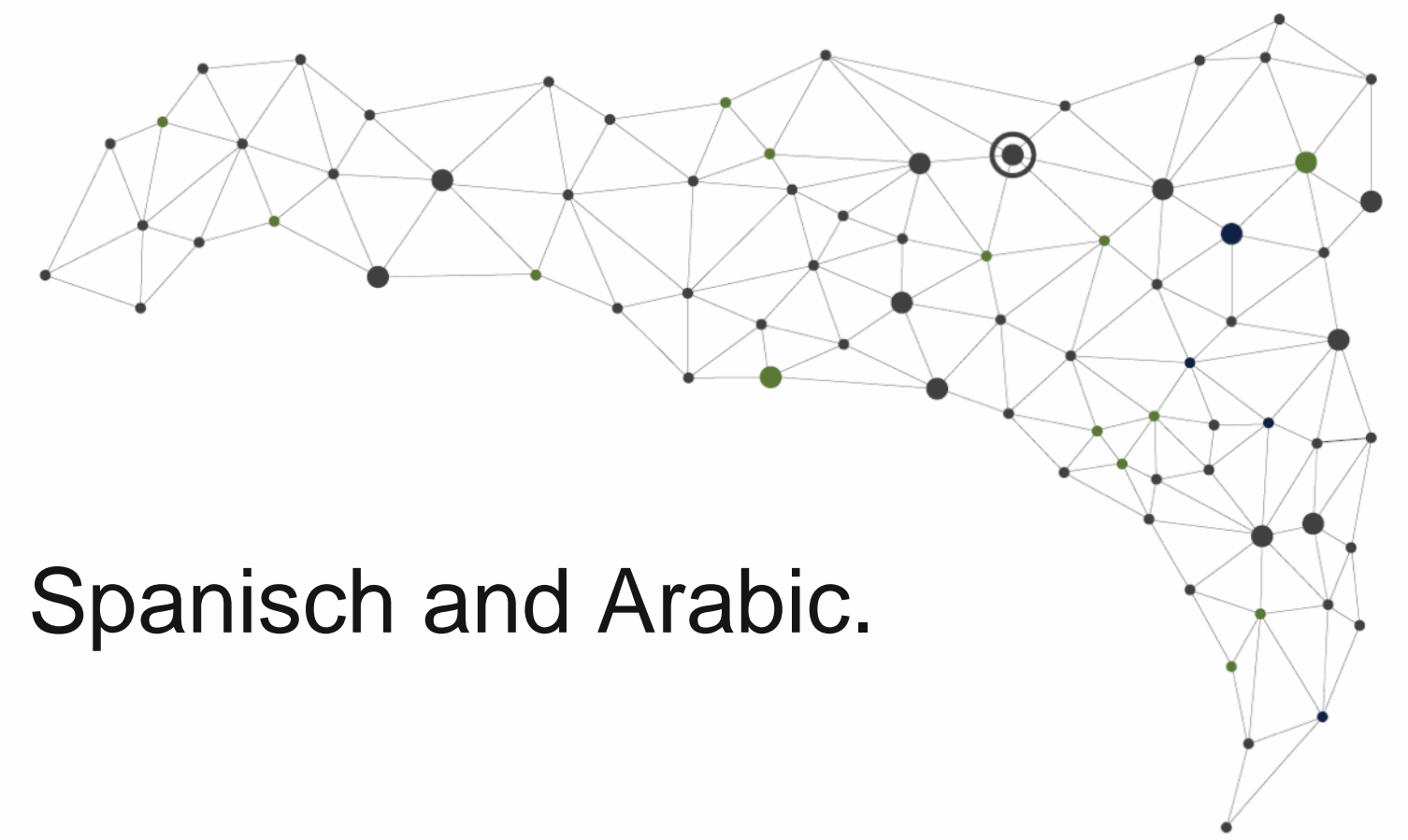


**SUMMARY**



Third session on digitalization:

## The role of digitalised public services as reactions to the COVID-19 pandemic



## Evaluation

Please take part in a **small evaluation**. It is available in English, German, Spanisch and Arabic.

<https://giz-cc.think-modular.net/form/connective-cities-covid-19-event>

## Informal Exchange

We are awaiting every participant for an **informal space** for exchange and virtual coffee

here: <https://giz.meet-modular.com/b/dan-dkl-9pd>

## Capacity building sessions

Please take a look at the rest of the program of the global exchange and feel free to join any session you find interesting. Next week Connective Cities offers many capacity building sessions.



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# Capacity Building Sessions



# Capacity Building Capsules for Urban Practitioners

Monday 30 <sup>th</sup>	Introducing the Community of Practice	How to apply innovation methods to local tourism. An introduction to the Business Model Canvas for municipal innovation.	13:00-14:00 CET
		How to use GIS to map out problems and design solutions for transportation and waste.	13:00-14:00 CET Parallel session
		'Managing uncertainty': Soft launching of the Capacity Building Week and overview of the methods to be learned and challenges to be tackled.	15:00-16:00 CET
Tuesday 1 <sup>st</sup>	Digital Readiness and Design Methods	How to organize and manage digital events and meetings with municipal actors in times of social distancing.	10:00-11:00 CET
		How to find and select inclusive and secure digital tools for non-digital natives: Videoconferencing tools, PM tools, Collaboration Tools.	12:00-13:00 CET
		How to co-create innovative solutions for citizens through Public Service Design methods.	14:00-15:00 CET
		How to co-create Team Empathy and a positive work culture at my municipal workplace in times of crises.	16:00-17:00 CET
		How to formulate and frame accurate public challenges and present it to financing bodies (mandatory for participation in the next day's Design thinking workshop)	18:00-19:00 CET
Wednesday 2 <sup>nd</sup>	Solution development workshop (design-sprint)	How to formulate and frame accurate public challenges and present it to financing bodies (mandatory for participation in the next day's Design thinking workshop)	10:00-11:00 CET Repetition
		Hands-on developing solutions for up to five challenges framed from harvested insights during the previous week's good practice exchange.	14:00-18:00 CET Workshop
Thursday 3 <sup>rd</sup>	Outlook Community of Practice	Solution presentations and information on financing opportunities with global institutions.	15:00-16:30 CET
		Closing Remarks & Community of Practice next steps	16:30-17:00 CET

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**[www.connective-cities.net](http://www.connective-cities.net) to**

***You can follow Connective Cities on  
Facebook, Instagram, LinkedIn and Youtube!***