

## #1 DAMMERMANN KULTURLIVESTREAM

- Content

\*cultural was heavily hit by the contact restrictions

\*learning: culture should be live and on stage, but eventually it worked out to be

\*local artists were paid 300 € per concert that was broadcasted on Youtube, Facebook and on cable TV

\*30 concerts with 60 artists

\*fund raising initiated: 26 k € were raised

\*what made it successful?

- -concert stage
- -audience and stakeholders are known - strong connection
- -high quality programme

\*no second live-stream as it would be a wrong sign (since concert halls should open due to a low risk of infection)

\*side effect: sick people who cannot join a concert felt

--> for this reason we decided to continue with this initiative: not to replace, but to accompany cultural events

- Q&A

\*How can digital literacy be fostered through this?

- - it's another topic, not political
- - using culture we can connect people and digital tools
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\*Who participated?

- -Facebook comments show that its on one side the usual target group of cultural activities (FB was more successful than Youtube)
- - we reached people from all over Germany and even from Asia
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\*What impact will these measures have long term on cultural development in Germany or in general, also with digital tools in mind?

<https://www.herzlich-digital.de/>

Facebook page: [https://web.facebook.com/herzlichdigital/?\\_rdc=1&\\_rdr](https://web.facebook.com/herzlichdigital/?_rdc=1&_rdr)

## #2 TIRINA

\*1-internal city administration

- -click-up reporting systems
- -e-learning platforms
- -own platform for internal communication

\*2-for the urban community

- -app and web to communicate COVID-19 related information
- -performance analytics (questionnaires) is a key factor to identify digital literacy
- -In a world where the word of mouth was business as usual, it is not easy to handle all of this remotely now in the new situation.
- -the raise of digital awareness is necessary, people are barely aware of digital rights

\*future prospects:

- -We're coming from an earthquake in 2019 and suffering from the consequences and then in addition, COVID-19 hit us.
- -Creating a agenda for upcoming innovation.
- -Pain- & Brainstorming with the incubators, entrepreneurs of our city to identify their needs
- -Stepping into the role of a match-maker of young skilled people and the existing problems

\*links

- -<https://tirana.al>
  - Q&A

We do have great schools, human resources creating excellent solutions, but we struggled with involving the population because people are used to another method of operation.

#3 - BOCHOLT LISA HEBING

\*due to the first lock down the local retail stakeholders were hit

\*25% of the voucher's value was provided by the city's marketing department

\*multiplying factor 5 --> 1 million was given and eventually the local economy was supported with 5 million euros

\*voucher system to support them, purchase was possible both on- and offline, everybody could have bought it

\*5 weeks to implement together with TOBIT as a nearby IT-company

\*ads: press, social media, people were talking about it a lot

\*impact on retail was better than on gastronomiy (this mostly closed)

\*buyers of all ages were represented

\*future prospect:

- - many nearby communities implemented this voucher system as well and what's critical to the success: there have to be lots of sites that accept the vouchers

- remarks

\*Heike Maus, Duisburg

- Bei uns gibt es einen Duisburger Deckel, der innerhalb von 3 Jahren eingelöst werden

kann. <https://www.duisburgistecht.de/duisburger-deckel>

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\*Maybe it makes sense to broaden the offer to cultural activities as well

\*Warum war die Aktion erfolgreich Ihrer Meinung nach und welche Faktoren haben zum Erfolg der Aktion beigetragen? Gab es alternative Ideen um die lokale Wirtschaft anzuregen und falls ja, warum hat man sich für die Gutscheinaktion entschieden?

#### #4 - DIGITAL WINDOW SHOPPING DARMSTADT

\*digital window shop was an online platform that collected over 500 retailers with info on social media,

\*free delivery system with e-bikes

\*information inserted into the digital shopping communicates with Darmstadt's city app

\*personal touch through professional photos of the people behind the local retailers and gastronomy appeared to be a great marketing instrument to foster local consumption

\*organizationally seen, this made it for us possible to connect with local stakeholders that we did not stay in touch with before

\*we kept the platform updated

\*future prospect: digital voucher system

\*crisis management tool: with the lockdown the access grew again

\*technical implementation: municipal IT service provider

\*<https://www.darmstadt-citymarketing.de/digitales-schaufenster/>

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