

Zoom-in on We.Service.Heerlen (WESH) | Participatory Approach



Challenges

- POOR Quality public space
- LOW Civic engagement
- HIGH Shop vacancy

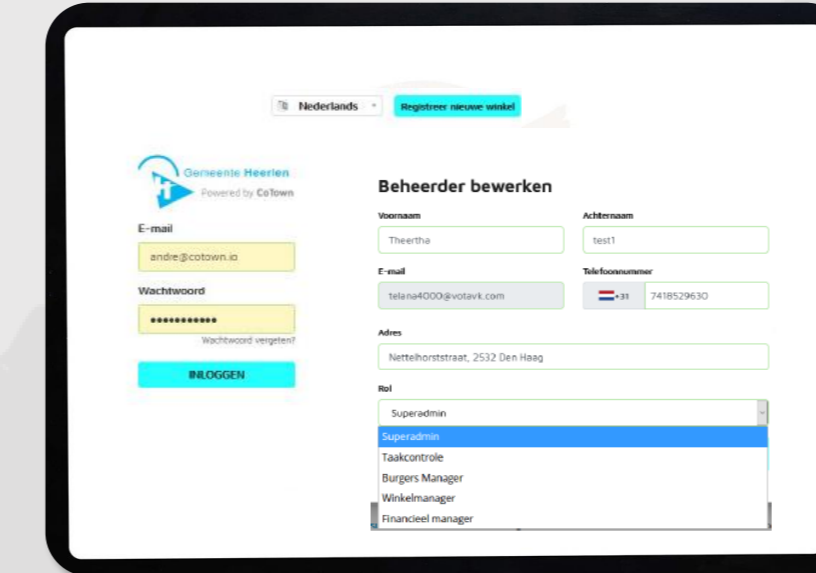
User process

1. Downloads app and registers
2. Checks listed tasks
3. Applies for preferred task
4. Picks up toolbox at community centre
5. Performs task and reports result
6. Results checked and Heitjes delivered



App

Web portal

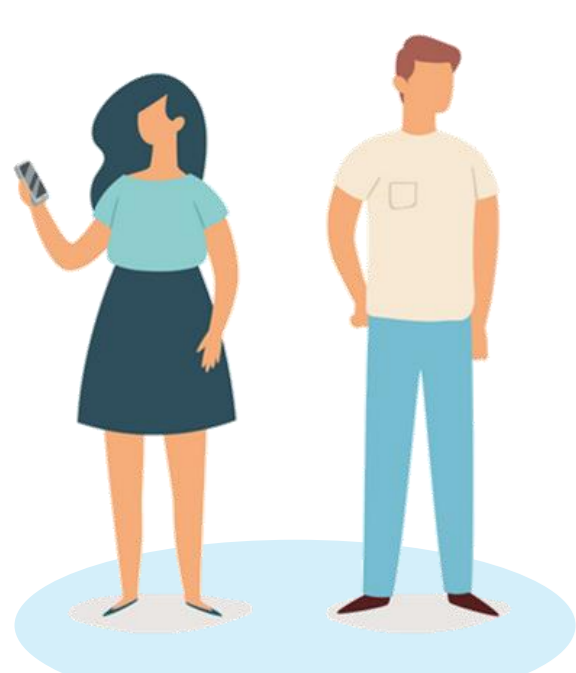


Content process

1. Engaged by city centre management
2. Joins platform for participating shops
3. Receives customers with Heitjes
4. Hands out products for Heitjes
5. Scans app and receives credits
6. Reimbursed by municipality

Goals

- IMPROVING Public space
- STIMULATING Civic engagement
- DIMINISHING Shop vacancy



Citizens

1,377 app users

1,150 hours of work done

Why participate? +

- Tidying up the neighbourhood
- Helping the community out
- Meaningful, fun time use
- Financial benefit

Why not? -

- No time in general
- Tasks are unattractive or too far
- Fear of having allowances cut

Participatory challenges citizens ~

- Diversity, availability and practicality of the tasks
- Strict tax regulations for voluntary work (e.g. 21+ years)
- Local associations can not perform tasks
- Sharing tasks & Heitjes with friends impossible

Participatory challenges entrepreneurs ~

- Number of participating shops and bars rather low
- Few places to spend Heitjes outside the city centre
- Customer journey for entrepreneurs
- Well-known retail chains should be involved

Why participate? +

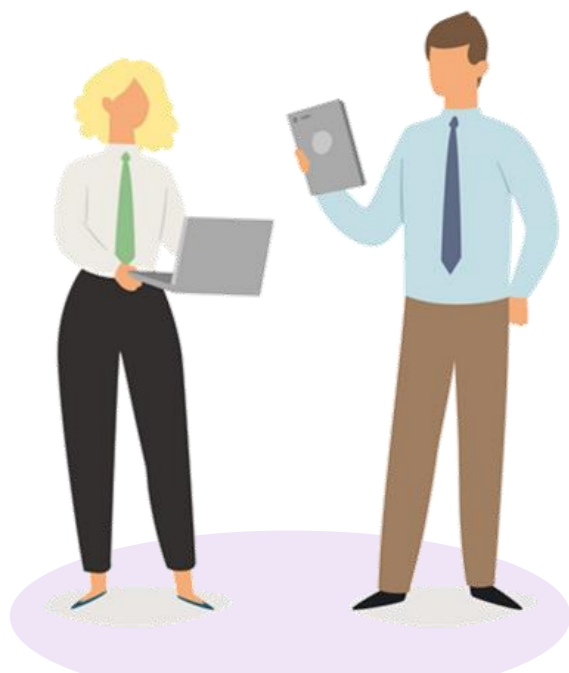
- Supporting local community
- Promotion for business
- Easy to use initiative
- Extra turnover

Why not? -

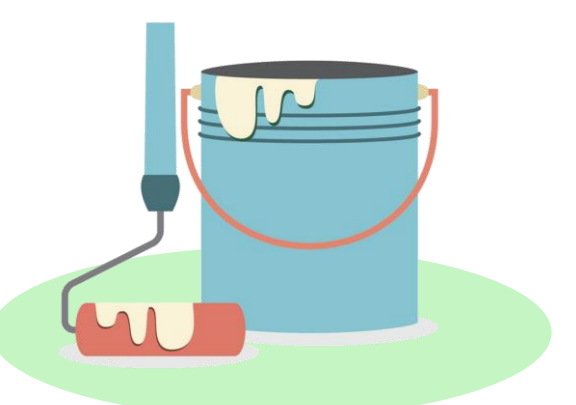
- Temporary initiative
- Reimbursement of sales
- Practical constraints for chains

21 shops joined

8 cafes & bars



Entrepreneurs



Tasks

366 tasks listed

185 tasks completed

Task principles !

- Not done by municipality
- Public space improvement
- Even accessible for disabled
- Very easy to perform
- Very safe to conduct (no injuries)

What to do? ?

- Painting park benches
- Painting curb markings
- Neighbourhood night watch
- Refreshing exterior of trash bins
- Cleaning playground equipment
- Walking elderly in a wheelchair

Where to spend? ?

- Playground entry tickets
- Coffee, tea, beer, wine, soda
- Sandwiches, salads, ice cream
- Make up, care products, perfume
- Toys, bottled wine, presents
- Tattoos, tobacco, scratch cards

Earning principles !

- Stimulating local entrepreneurs
- Cashed in entirely for products
- Reimbursed by municipality
- Not patronising (e.g. also alcohol, snacks, tattoos)

15K coins earned

30 coins on average



Earnings

Timeline

