CONNECTIVE CITIES

Virtual Global Exchange

Municipal Response to **COVID-19**

NOV 23rd - DEC 3rd

Commissioned by

giz Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH

Federal Ministry for Economic Cooperation and Development



Corona exists!

Magnolia Vega,
Head of Communications and Citizen Services Advisory Office, FONCEP - Economic Benefits, Severance and Pension Fund, Bogotá, Colombia

Sigrun Kreuser,
EIN Wendland, Staff Unit Lüchow-Dannenberg, Germany.

Imke Schroeder,
Press Office Online-Editorial Department, City of Kiel, Germany.

Hope Raisers,
Nairobi, Kenya

NOV
26th

How can municipalities raise awareness in times of crisis.

16:30 - 18:30 CET

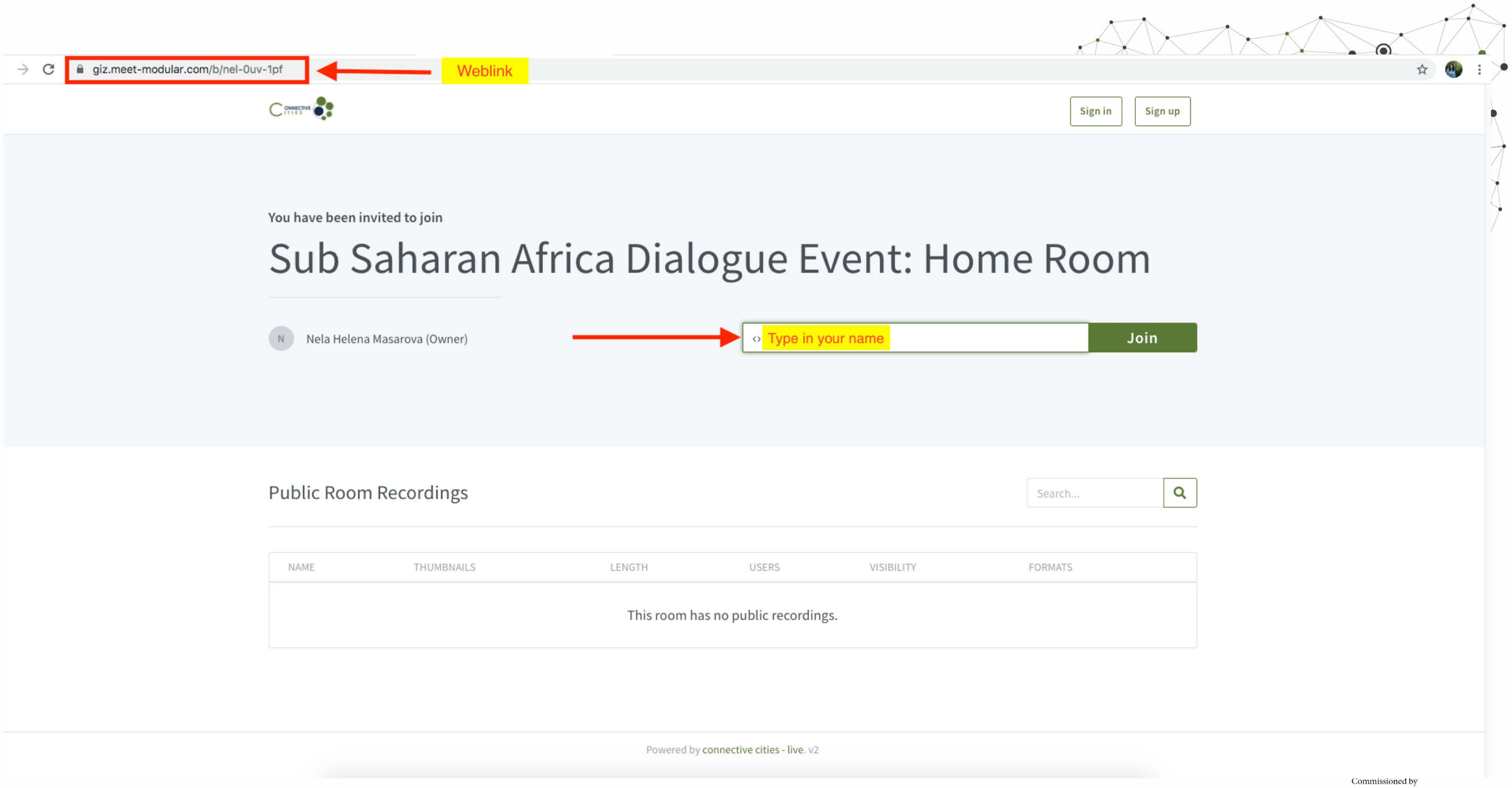
House Keeping Time!

Commissioned by

CONNECTIVE CITIES

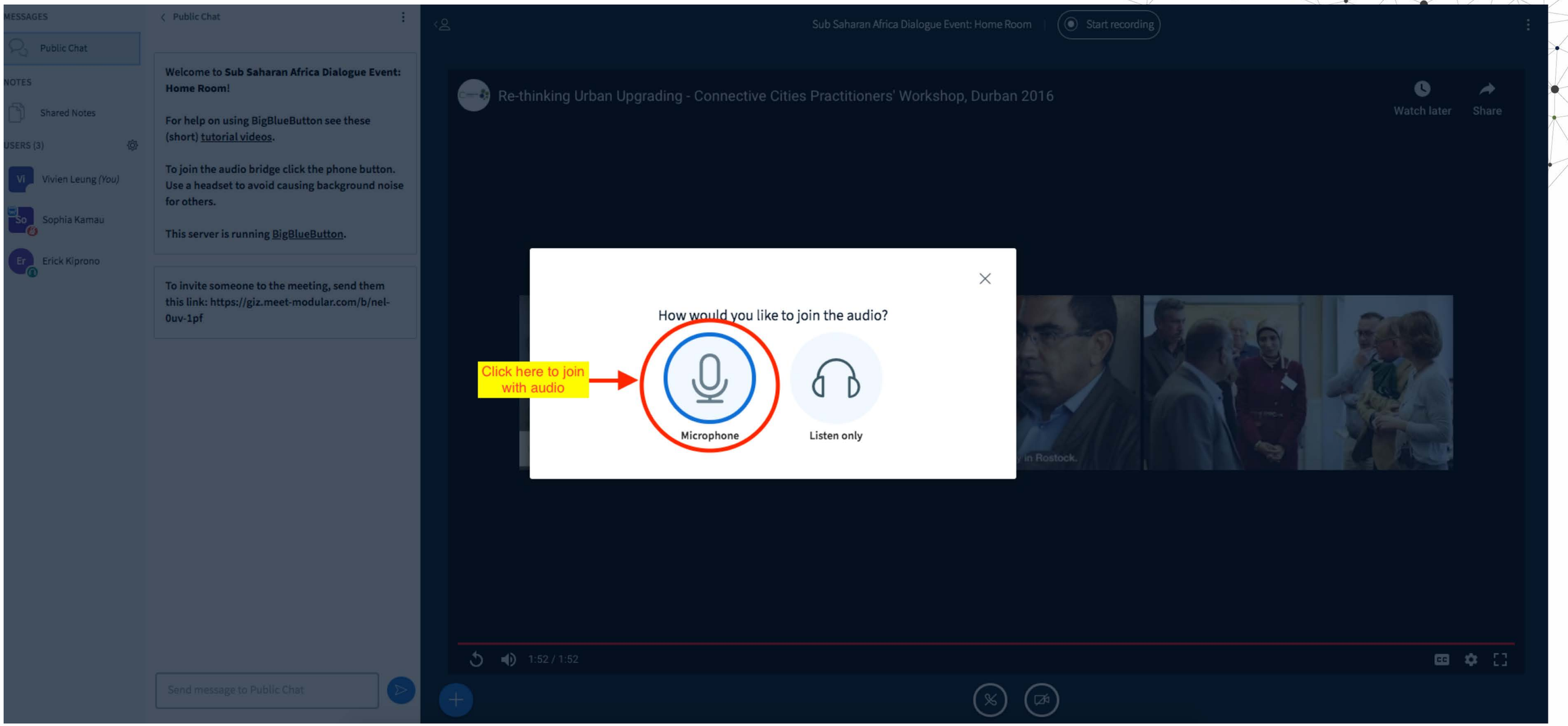
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Federal Ministry for Economic Cooperation and Development



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Sie wurden zur Teilnahme eingeladen

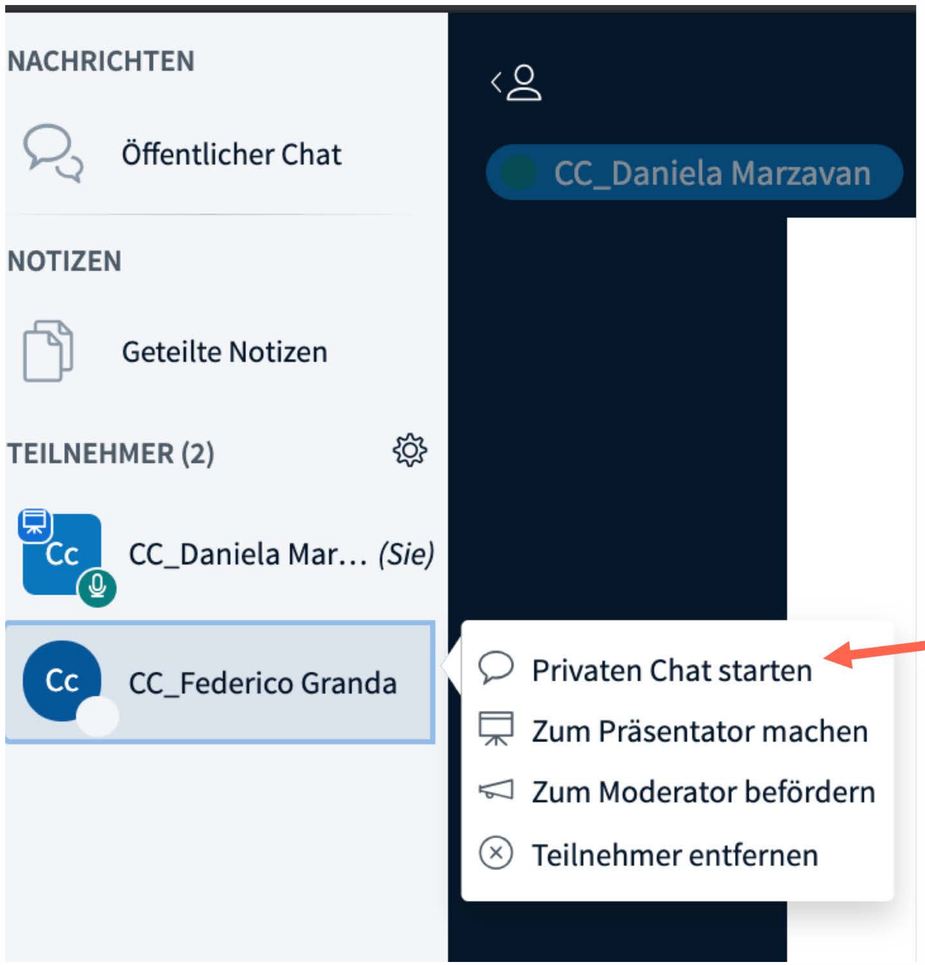
Home Room

C Christian Zange (Initiator)

CC_Daniela Marzavan | Teilnehmen

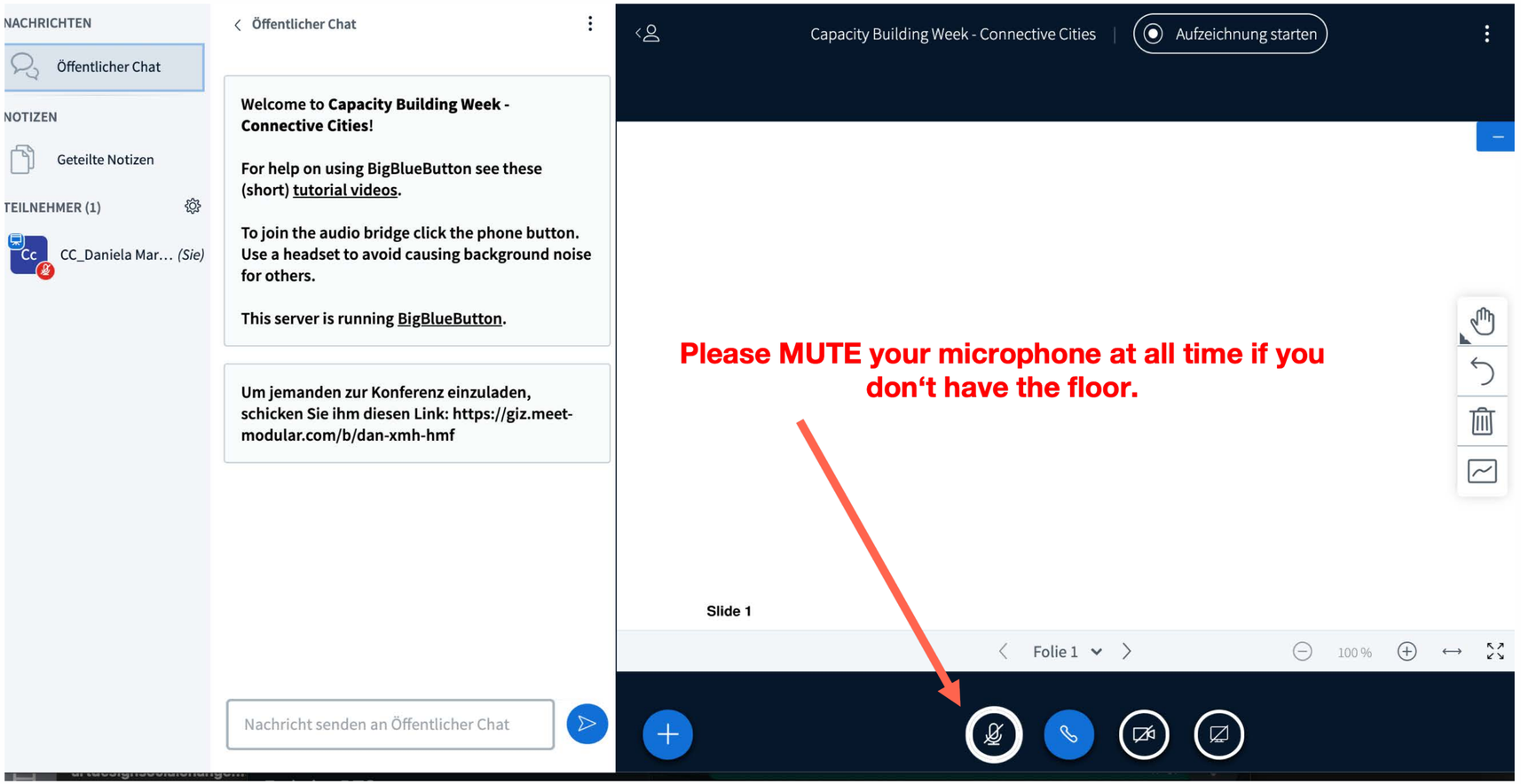
Anyone with this initials in front of their names is part of the Connective Cities (CC) support team.

Commissioned by
Federal Ministry for Economic Cooperation and Development



Reach out for help through private message!

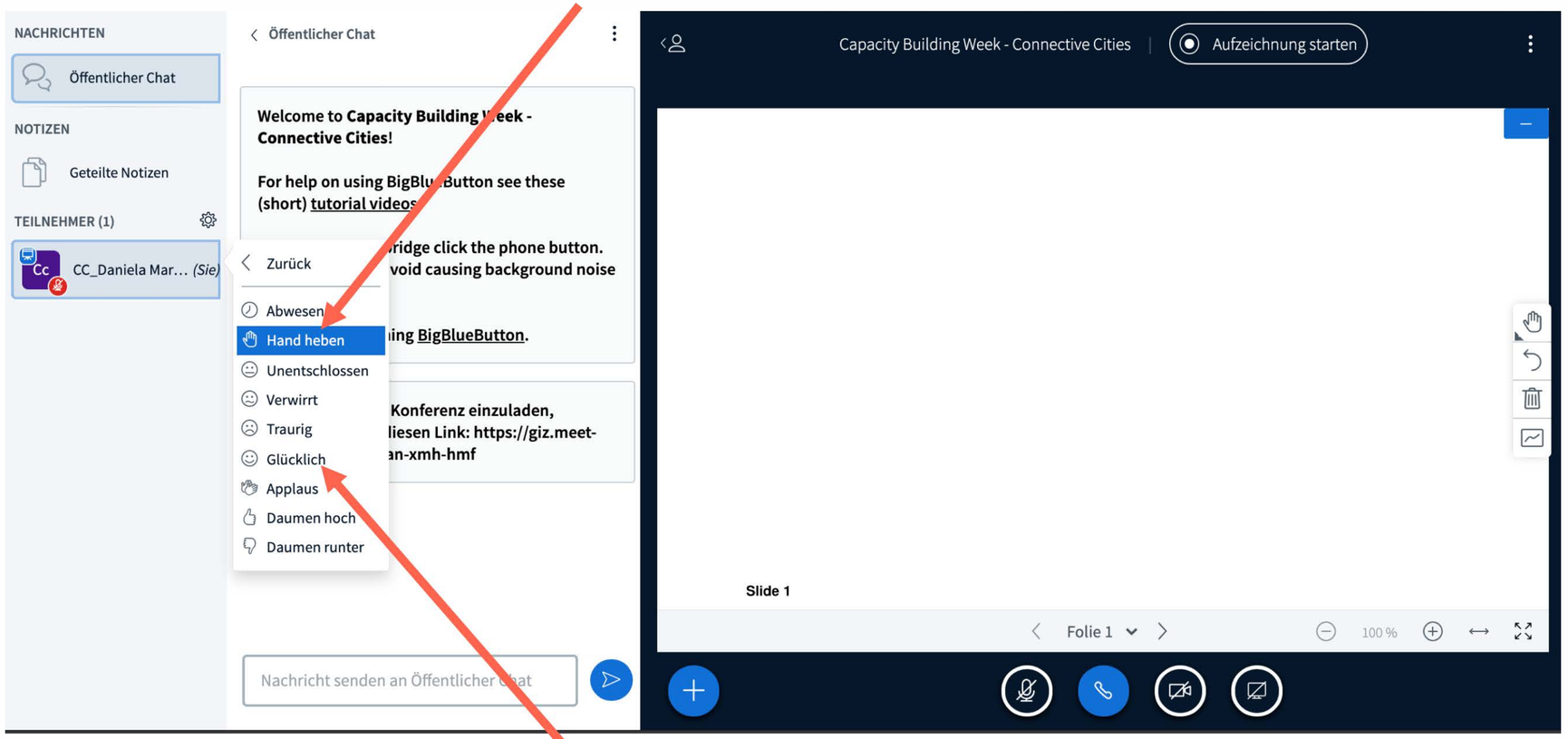
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Any question or comment?
Raise your hand and our co-host will give you the floor.



Any reaction to the speaker? Try out the icons!

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Corona exists!

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NOV
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How can municipalities raise awareness in times of crisis.

16:30 - 18:30 CET

Our words create, and to the degree that we know this is to the degree that they do.

- Michael Berg -

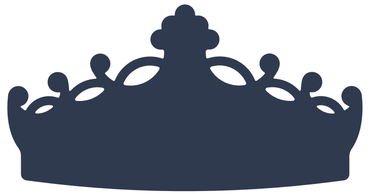
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NY
TOUGH



Describe in three words: what did you feel with the NY Tough video.

So, yes!



Corona Exists!

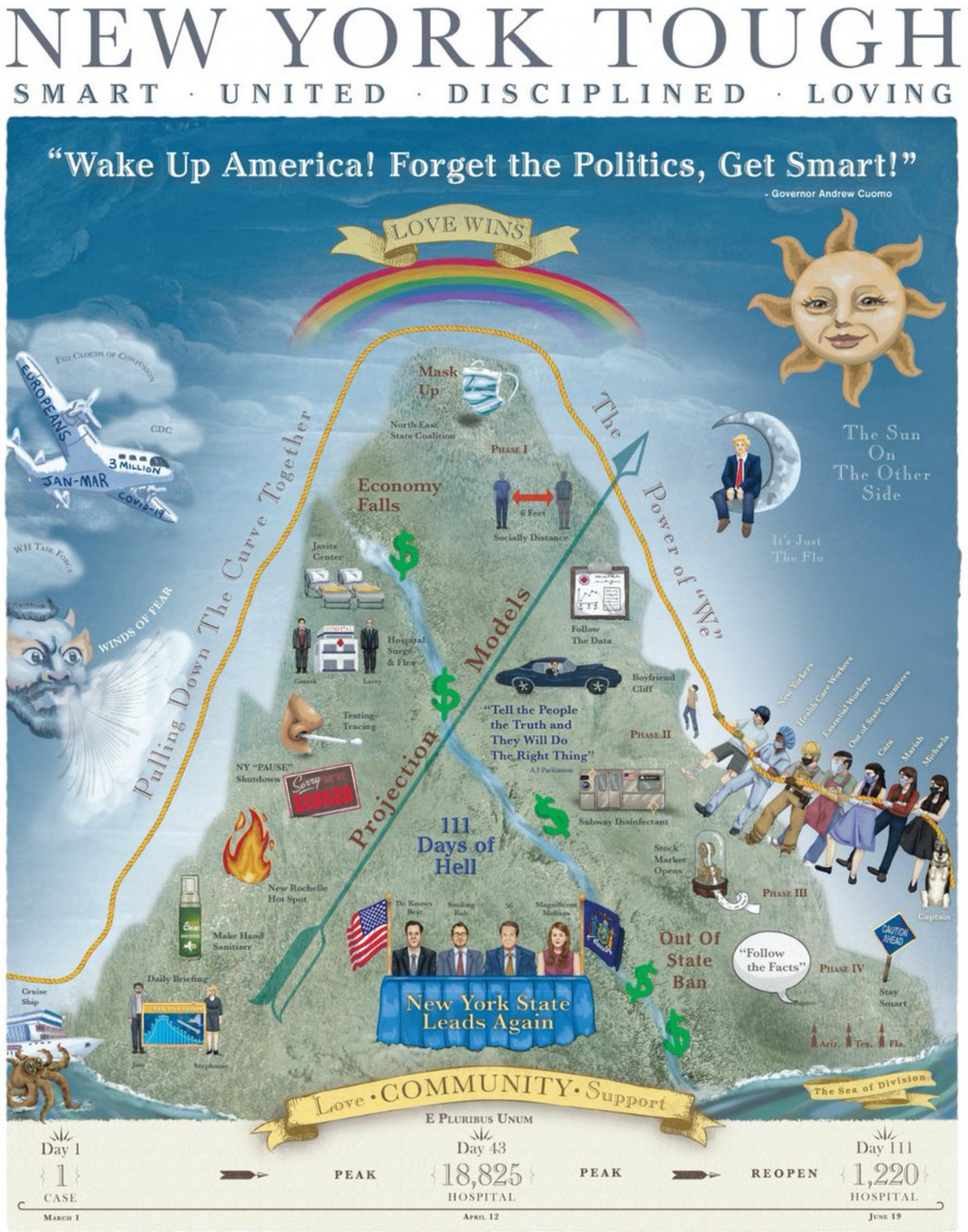
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Federal Ministry for Economic Cooperation and Development

But it’s up to us to define if it exists through fear, accountability or even through hope





Corona exists!

Magnolia Vega,
Head of Communications and Citizen Services Advisory Office, FONCEP - Economic Benefits, Severance and Pension Fund, Bogotá, Colombia

Sigrun Kreuser,
EIN Wendland, Staff Unit Lüchow-Dannenberg, Germany.

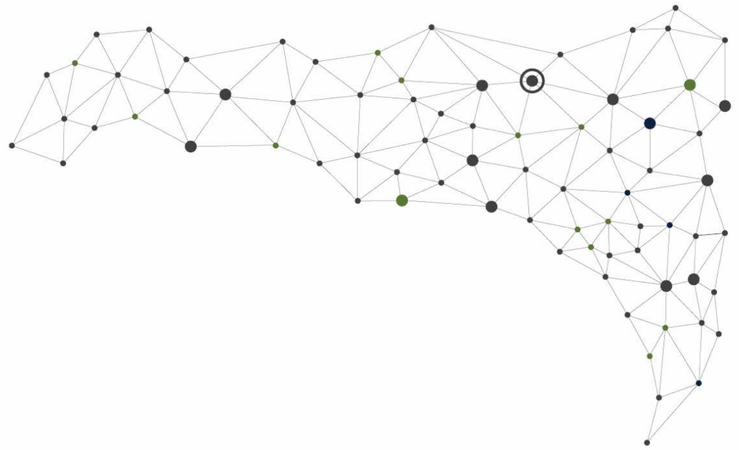
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26th

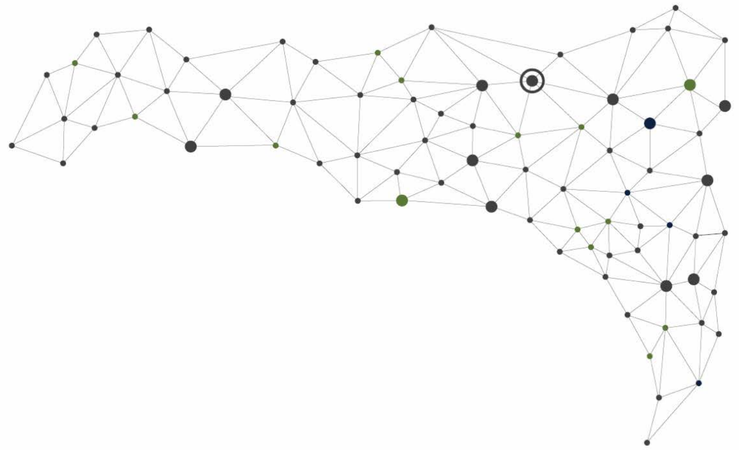
How can municipalities raise awareness in times of crisis.

16:30 - 18:30 CET



SPEAKERS

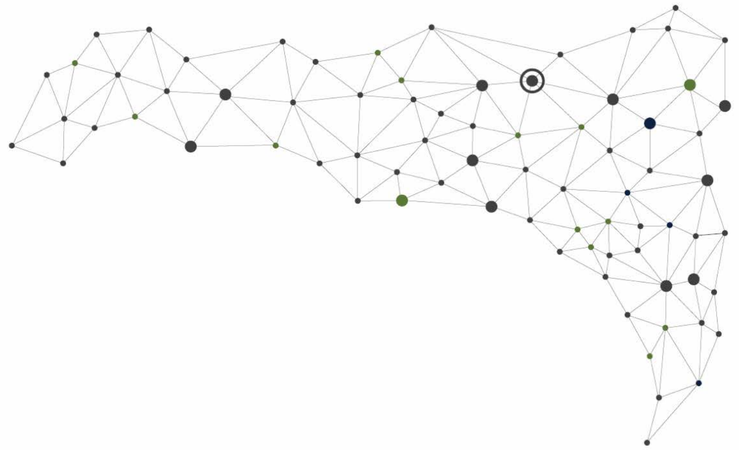
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Magnolia Vega,
Bogota, Colombia, (Spanish)

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Frau Sigrun Kreuser,
Stabstelle Lüchow-Dannenberg,
Wendland (German)

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Federal Ministry
for Economic Cooperation
and Development



CONNECTIVE CITIES

Connective Cities Virtual Global Exchange

Corona exists! How can municipalities raise awareness of the crisis?

Nov. 26th 2020 | 16:30 – 18:30 h

EIN Wendland: At home together.

Sigrun Kreuser | Lüchow-Dannenberg, Germany

CONTENT

1 About Wendland

2 „Covid“ and authority communication

3 EIN*) Wendland: idea // concept team // program

4 EIN Wendland: examples

5 EIN Wendland: statistics // feedback

6 EIN Wendland: impact

*) EIN = one

ABOUT WENDLAND

Landkreis Lüchow-Dannenberg

aka „Wendland"

1.227 km²	48.412 inhab.	39 / km²	48 Ø age

31.12.2019



located in the federal state of Lower Saxony (Niedersachsen)

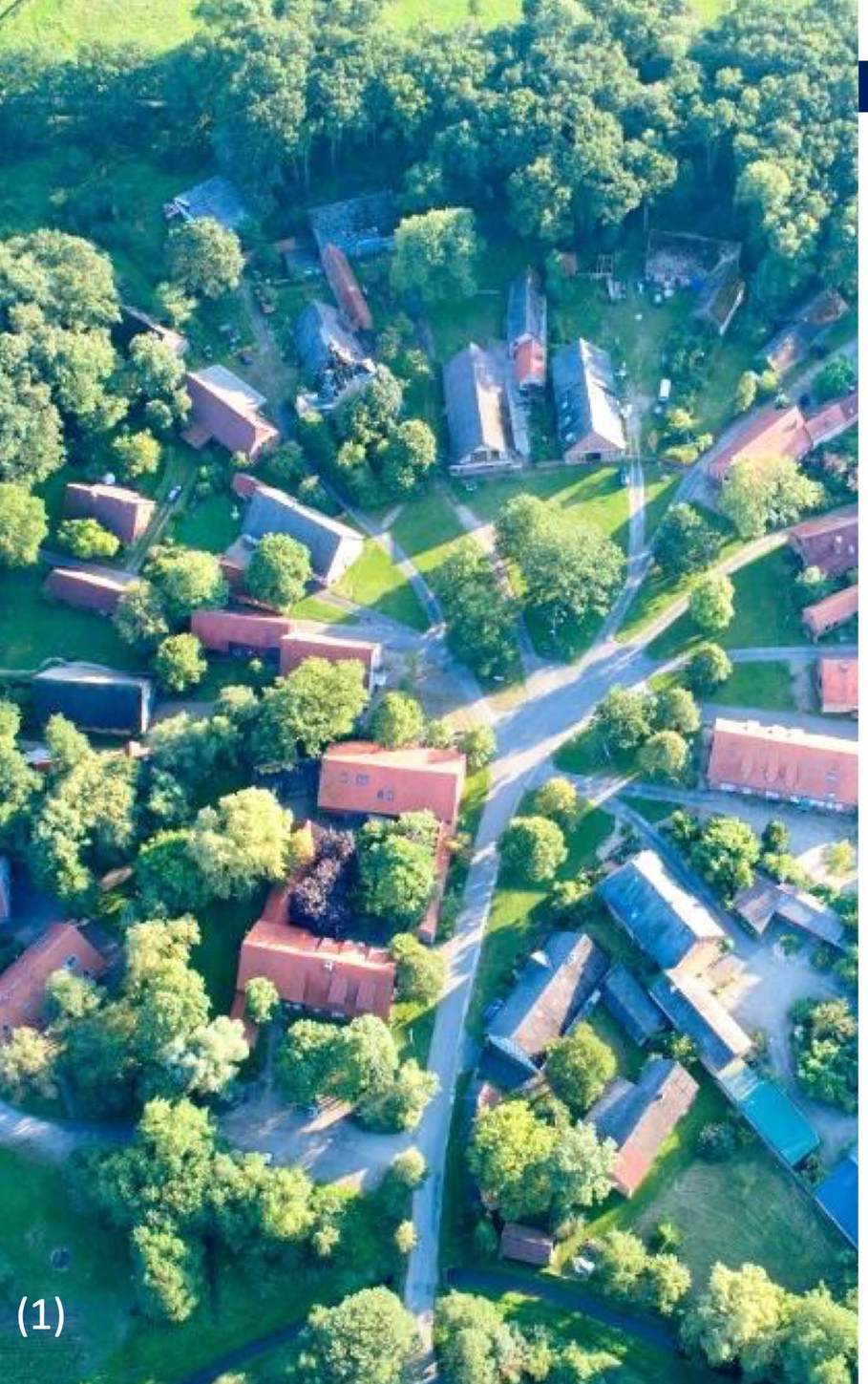
at the former inner German border

District administration headquarter in Lüchow

~ 400 officials and employees

3 municipality groups (Samtgemeinden)

27 municipalities (Gemeinden)



(1)

living

small towns (max. 9.400 inhab.) and
villages (some of them „round" > Rundlingsdorf)

untouched vegetation //
biosphere reserve (Elbe valley)

high percentage of organically grown
food and agriculture // sustainable lifestyle

active citizenship and a high sense of
solidarity // good-neighbourliness

strong anti nuclear movement
(nuclear storage facility in Gorleben)

since 2018 rollout of optical fibre network
(living 2.0 started, yeah! ;-))

economy

underdeveloped rural area

low income // poor infrastructure //
peripheral location

dependency on EU and federal funding

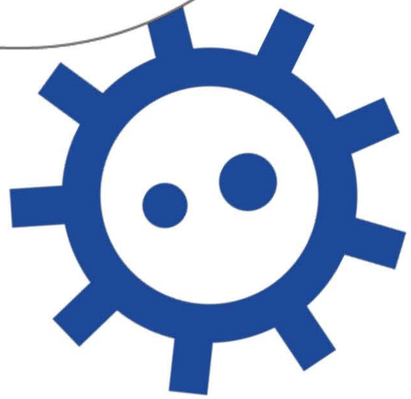
mainly SMEs

agriculture, handcraft business,
food, production, renewable energies



(2)

COVID AND AUTHORITIY COMMUNI-CATION



13.3.2020 announcement of lockdown in Lower Saxony

17.3.2020 **LOCKDOWN**

reduction of public transport network //

all shops closed except supermarkets and pharmacies //

elder and sick people were recommended to stay at home without physical contacts //

start of short-time working in many companies //

closure of accommodation and food service activities //

closure of hospital and residential care units for the public //

lack of reliable information about the disease and its transmission pathes //

mouth and nose protection not available //



District authority and local health departement
headquarter

new working „routine“ for a part of the employees

shift work or standby duty //
transfer to telephone hotline or disaster task force

COMMUNICATION

via daily press releases //
news on website

NO SOCIAL MEDIA EXPERIENCE AND ACTIVITIES



Administration unit „Regional Developement“
former postoffice

plus
EU-funded projects // business promotion office
Environmental authority // coworking space etc.

broad range of COMMUNICATION expertise

online marketing experiences //
social media activities //
graphic design

EIN
WENDLAND

pop-up social media
video channel
for Lüchow-Dannenberg
during lockdown

IDEA

using facebook for information exchange
and to organize help

highly frequented communication channel
e.g. during Elbe flooding 2013

EIN WENDLAND

EDITORIAL TEAM

pooling of abilities

channeling experiences

cooperation in competence clusters across project boundaries



Nicole

Landkreis Lüchow - Dannenberg
Stabsstelle Regionale Entwicklungsprozesse



Christof // Madeline

WENDLAND LABOR







Arne // Anika // Sigrun

FACHKRÄFTEAGENTUR WENDLANDLEBEN

CONCEPT

EIN WENDLAND
connects people.

On topics currently
relevant to everyone.

Offers local information for citizens via new media in times of social distancing.

Captures regional moods, help offers and innovative work solutions.

Opportunity to experience cultural activities together live on screen.



PROGRAM

mix of pre-produced videoclips and live acts - intially on almost daily basis

gathering ideas and searching for participants via business networks

used footage: cell phone films by citizens or companies –
processed and edited by EIN Wendland

additional free support by local filmmakers and cutters

supplemented by interviews or comments with
important current information of authorities or health department

collaboration with local daily newspaper (Elbe-Jeetzel-Zeitung // EJZ)

streaming via facebook and youtube,
later on embedded
at www.einwendland.de

30.3.2020	**first post**
15.6.2020	**final post**
36	**posts in total**
17:54	**hours released video material**
78	**participants**



premiere: welcome and live concert



Corona – explained by children



first social media interview of district administrator



book reading

EXAMPLES

live repair café



shopping assistance by youth red cross



help in case of domestic distress or violence



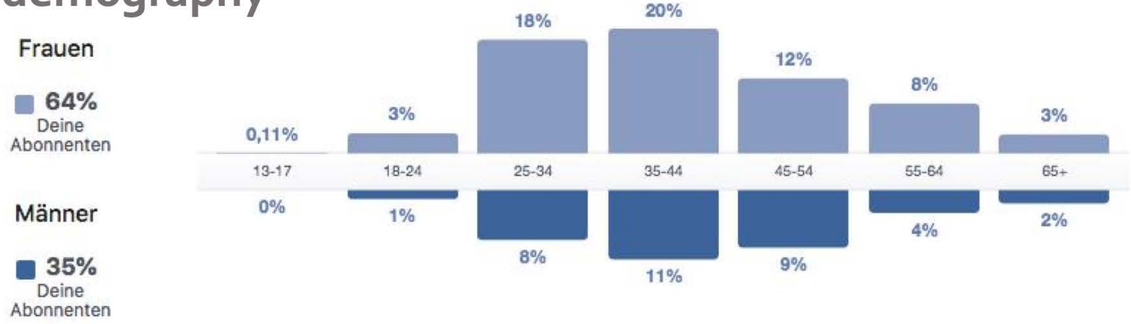
business insights – how to deal with covid restrictions



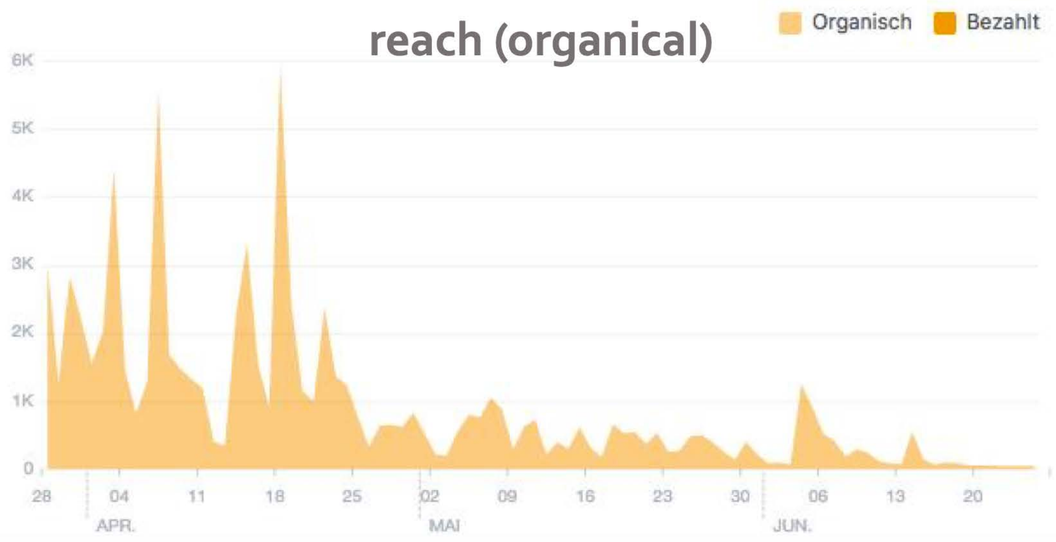
EIN WENDLAND

STATISTICS

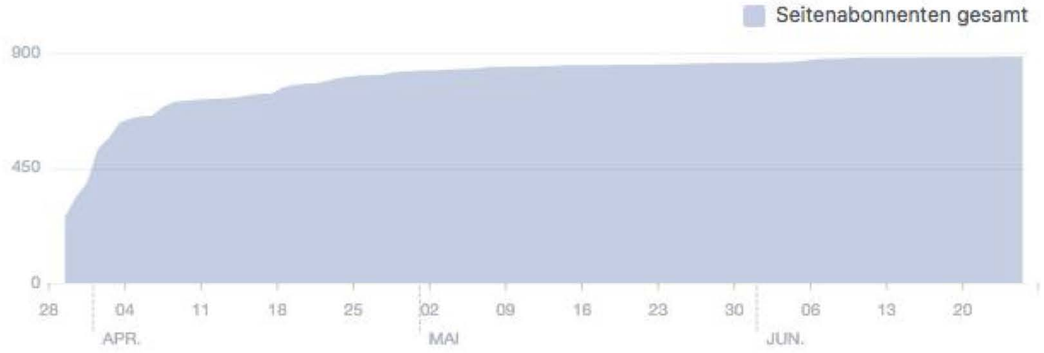
demography



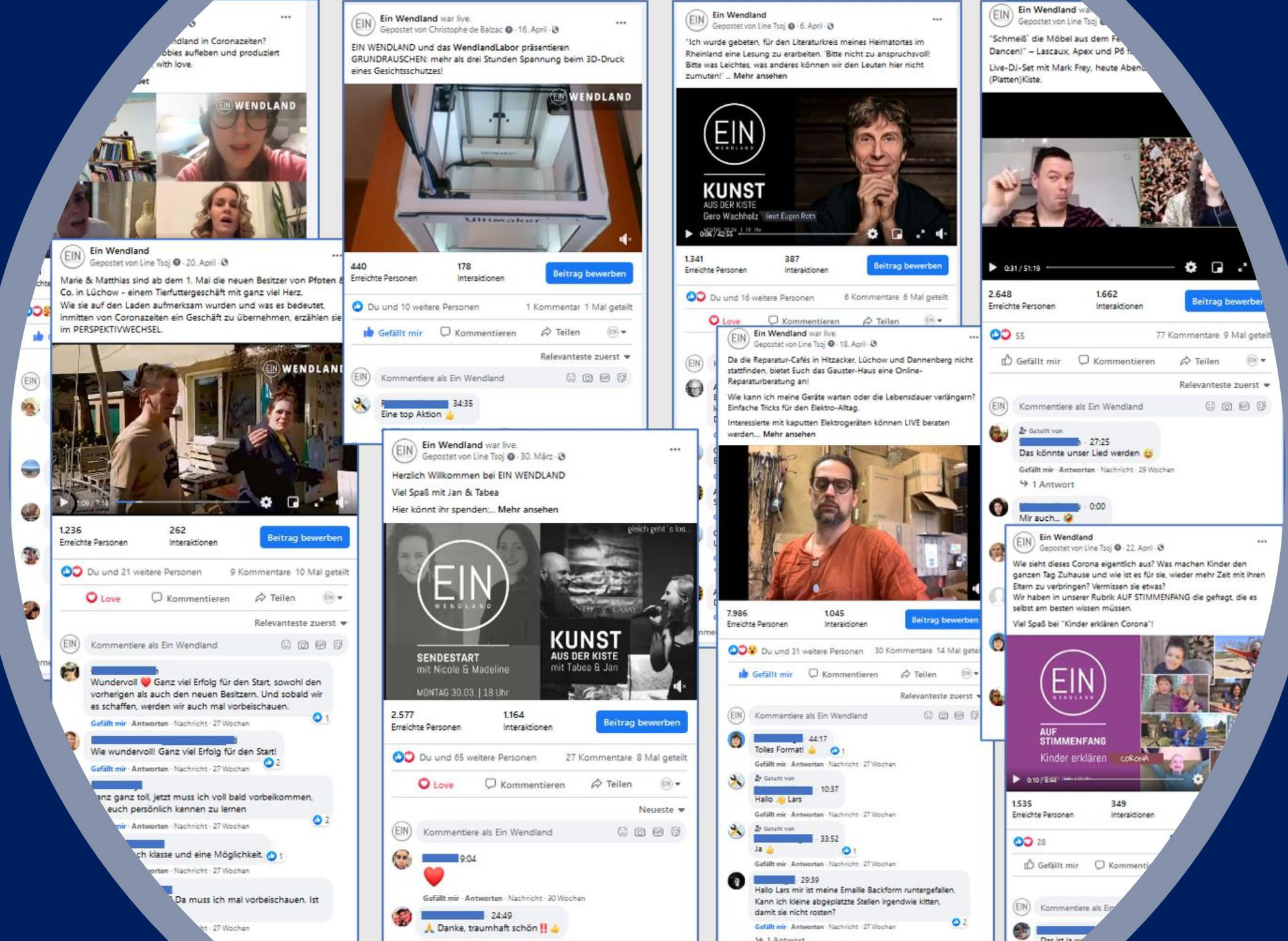
reach (organical)



subscribers



FEEDBACK


Ein Wendland war live.
Gepostet von Christophe de Balzac · 16. April ·
EIN WENDLAND und das WendlandLabor präsentieren GRUNDRAUSCHEN: mehr als drei Stunden Spannung beim 3D-Druck eines Gesichtsschutzes!
440 Erreichte Personen
178 Interaktionen
Beitrag bewerben
Du und 10 weitere Personen
1 Kommentar 1 Mal geteilt
Gefällt mir
Kommentieren
Teilen
Relevanteste zuerst
Kommentiere als Ein Wendland
34:35
Eine top Aktion
Ein Wendland
Gepostet von Line Tsoj · 20. April ·
Marie & Matthias sind ab dem 1. Mai die neuen Besitzer von Pfoten & Co. in Lüchow - einem Tierfuttergeschäft mit ganz viel Herz.
Wie sie auf den Laden aufmerksam wurden und was es bedeutet, inmitten von Coronazeiten ein Geschäft zu übernehmen, erzählen sie im PERSPEKTIVWECHSEL.
1.236 Erreichte Personen
262 Interaktionen
Beitrag bewerben
Du und 21 weitere Personen
9 Kommentare 10 Mal geteilt
Love
Kommentieren
Teilen
Relevanteste zuerst
Kommentiere als Ein Wendland
Wundervoll ❤️ Ganz viel Erfolg für den Start, sowohl den vorherigen als auch den neuen Besitzern. Und sobald wir es schaffen, werden wir auch mal vorbeischauen.
Gefällt mir · Antworten · Nachricht · 27 Wochen
Wie wundervoll! Ganz viel Erfolg für den Start!
Gefällt mir · Antworten · Nachricht · 27 Wochen
ganz ganz toll, jetzt muss ich voll bald vorbeikommen, euch persönlich kennen zu lernen
Gefällt mir · Antworten · Nachricht · 27 Wochen
Da muss ich mal vorbeischauen. Ist
Ein Wendland war live.
Gepostet von Line Tsoj · 30. März ·
Herzlich Willkommen bei EIN WENDLAND
Viel Spaß mit Jan & Tabea
Hier könnt ihr spenden:... Mehr ansehen
SENDESTART
mit Nicole & Madeline
MONTAG 30.03. | 18 Uhr
KUNST
AUS DER KISTE
mit Tabea & Jan
2.577 Erreichte Personen
1.164 Interaktionen
Beitrag bewerben
Du und 65 weitere Personen
27 Kommentare 8 Mal geteilt
Love
Kommentieren
Teilen
Neueste
Kommentiere als Ein Wendland
9:04
Gefällt mir · Antworten · Nachricht · 30 Wochen
24:49
Danke, traumhaft schön
Ein Wendland
Gepostet von Line Tsoj · 6. April ·
"Ich wurde gebeten, für den Literaturkreis meines Heimatortes im Rheinland eine Lesung zu erarbeiten. 'Bitte nicht zu anspruchsvoll! Bitte was Leichtes, was anderes können wir den Leuten hier nicht zumuten!' ... Mehr ansehen
KUNST
AUS DER KISTE
Gero Wachholz liest Eugen Roth
1.341 Erreichte Personen
387 Interaktionen
Beitrag bewerben
Du und 16 weitere Personen
6 Kommentare 6 Mal geteilt
Love
Kommentieren
Teilen
Ein Wendland war live.
Gepostet von Line Tsoj · 18. April ·
Da die Reparatur-Cafés in Hitzacker, Lüchow und Dannenberg nicht stattfinden, bietet Euch das Gauster-Haus eine Online-Reparaturberatung an!
Wie kann ich meine Geräte warten oder die Lebensdauer verlängern? Einfache Tricks für den Elektro-Alltag.
Interessierte mit kaputten Elektrogeräten können LIVE beraten werden.... Mehr ansehen
7.986 Erreichte Personen
1.045 Interaktionen
Beitrag bewerben
Du und 31 weitere Personen
30 Kommentare 14 Mal geteilt
Gefällt mir
Kommentieren
Teilen
Relevanteste zuerst
Kommentiere als Ein Wendland
44:17
Tolles Format!
Gefällt mir · Antworten · Nachricht · 27 Wochen
10:37
Hallo Lars
Gefällt mir · Antworten · Nachricht · 27 Wochen
33:52
Ja
Gefällt mir · Antworten · Nachricht · 27 Wochen
29:39
Hallo Lars mir ist meine Emaille Backform runtergefallen. Kann ich kleine abgeplatzte Stellen irgendwie kitten, damit sie nicht rosten?
Gefällt mir · Antworten · Nachricht · 27 Wochen
Ein Wendland
Gepostet von Line Tsoj · 22. April ·
Wie sieht dieses Corona eigentlich aus? Was machen Kinder den ganzen Tag Zuhause und wie ist es für sie, wieder mehr Zeit mit ihren Eltern zu verbringen? Vermissen sie etwas?
Wir haben in unserer Rubrik AUF STIMMENFANG die gefragt, die es selbst am besten wissen müssen.
Viel Spaß bei "Kinder erklären Corona"!
AUF STIMMENFANG
Kinder erklären Corona
1.535 Erreichte Personen
349 Interaktionen
28
Gefällt mir
Kommentieren
55
77 Kommentare 9 Mal geteilt
Gefällt mir
Kommentieren
Teilen
Relevanteste zuerst
Kommentiere als Ein Wendland
27:25
Das könnte unser Lied werden
Gefällt mir · Antworten · Nachricht · 29 Wochen
1 Antwort
0:00
Mir auch...
2.648 Erreichte Personen
1.662 Interaktionen
Beitrag bewerben

IMPACT

high acceptance and participation of the public - “at home togehter" was not just a slogan

posts are still viewed, liked and shared

decreasing barriers towards using new media in the district authorities

> **new social media presence in 2021**

since March 2020 design of many different digital events

We learned a lot about technology and our own technical boundaries.

We improved our problem-solving skills and the digital competence in our team.

We started new cooperations via phone and video conference without ever meeting our partners personally.

THANK YOU

Sigrun Kreuser
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s.kreuser@luechow-dannenberg.de

www.luechow-dannenberg.de
www.wendlandleben.de

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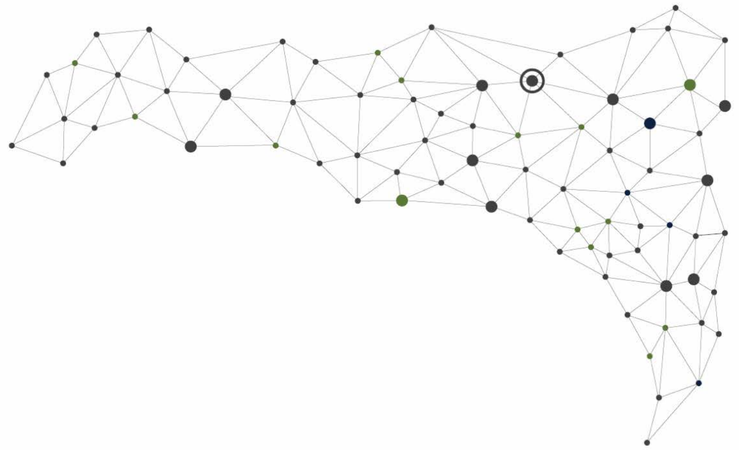


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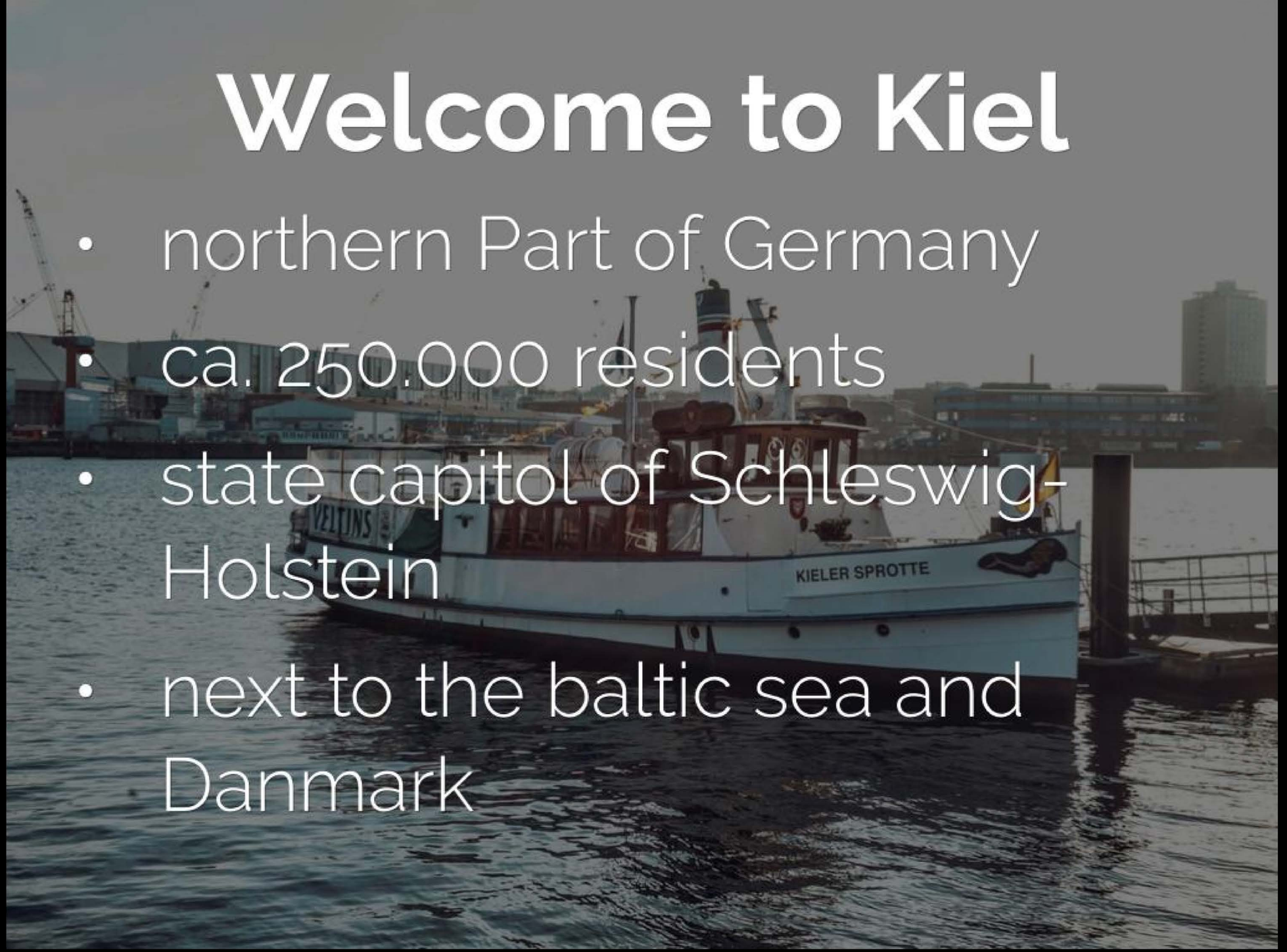


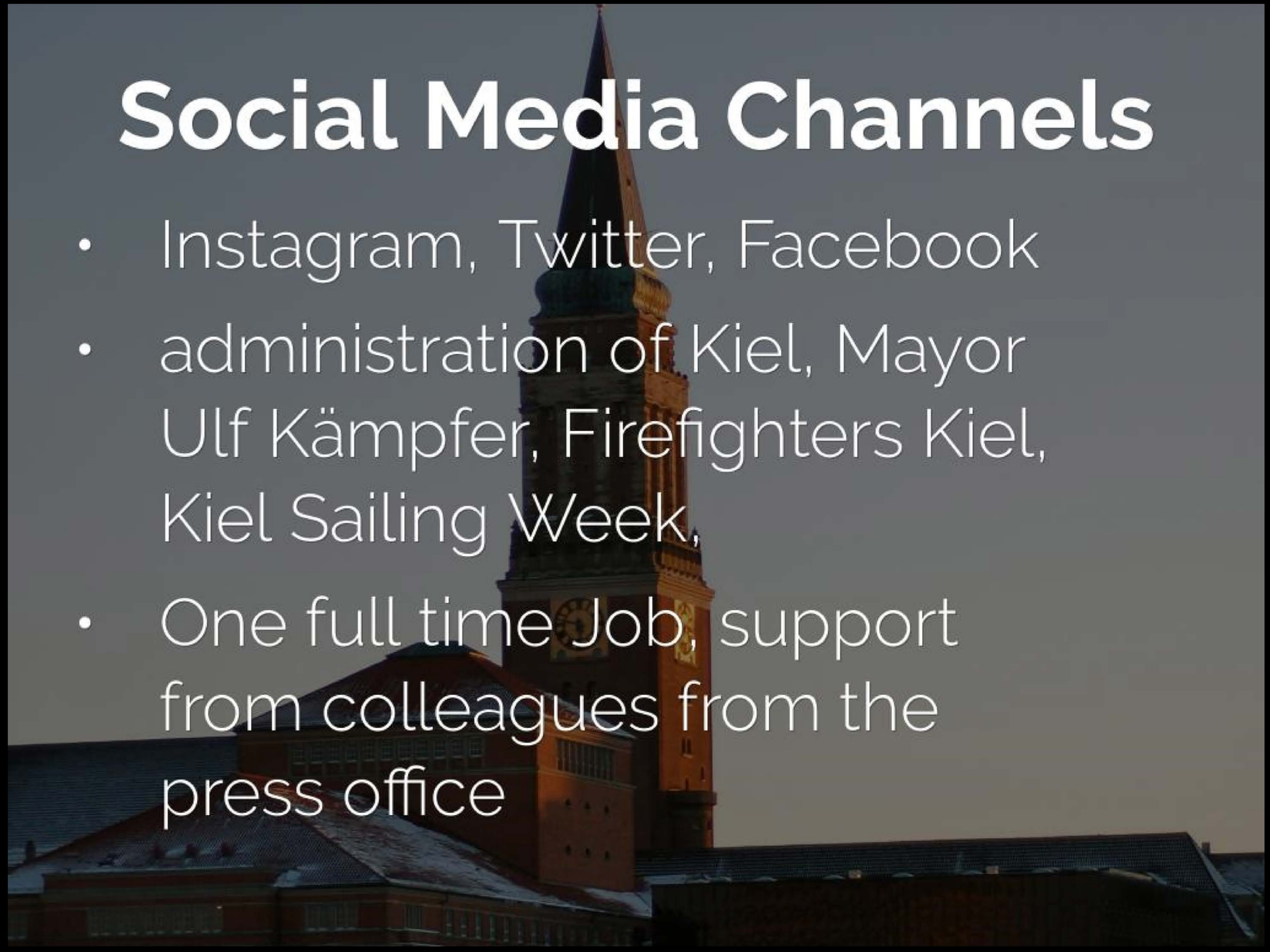
Imke Schroeder,
Pressereferat Online-Redaktion
Stadt Kiel (German /English)

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Federal Ministry for Economic Cooperation and Development

Welcome to Kiel

- northern Part of Germany
- ca. 250.000 residents
- state capitol of Schleswig-Holstein
- next to the baltic sea and Danmark



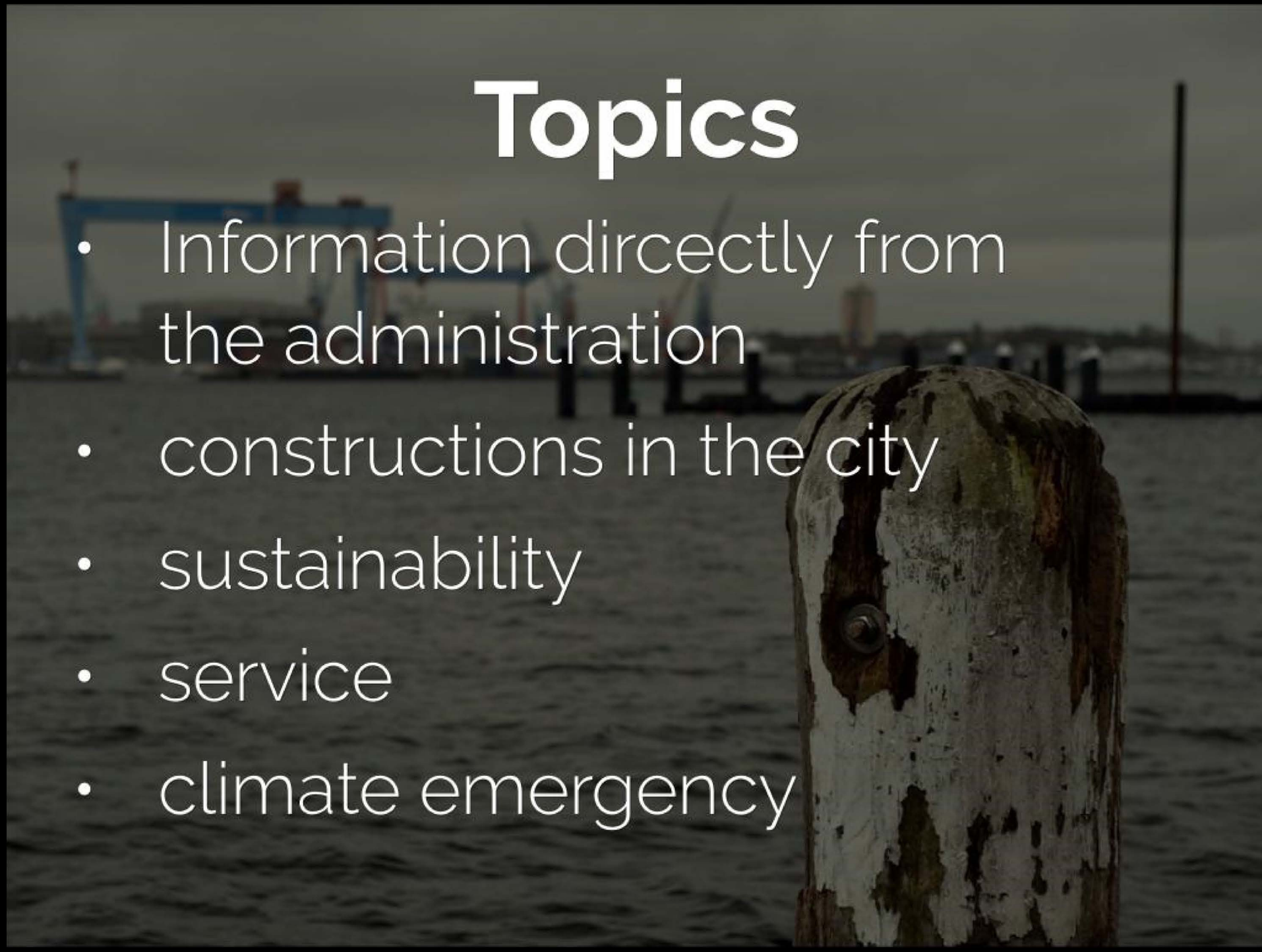


Social Media Channels

- Instagram, Twitter, Facebook
- administration of Kiel, Mayor Ulf Kämpfer, Firefighters Kiel, Kiel Sailing Week,
- One full time Job, support from colleagues from the press office

Topics

- Information dircectly from the administration
- constructions in the city
- sustainability
- service
- climate emergency




Coronavirus - the beginning
• insecurity of the population
• a lot of new rules
• insecurity of the population


What we did
• share, what we know
• explain over and over again
• transparency

What we earn

- massive growth of our accounts
- a lot of interaction
- trolls

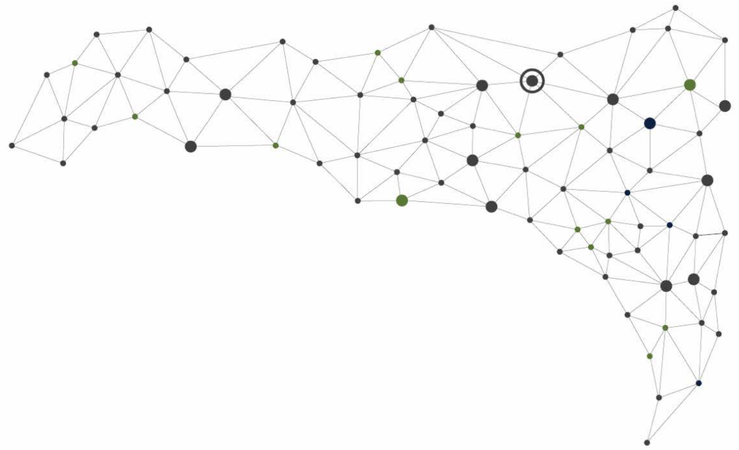




leads to

- a change of mind in the way we communicate
- Kiel.de = serious news
- growth of understanding of the importance of Social Media


Thanks for listening
Stena Line



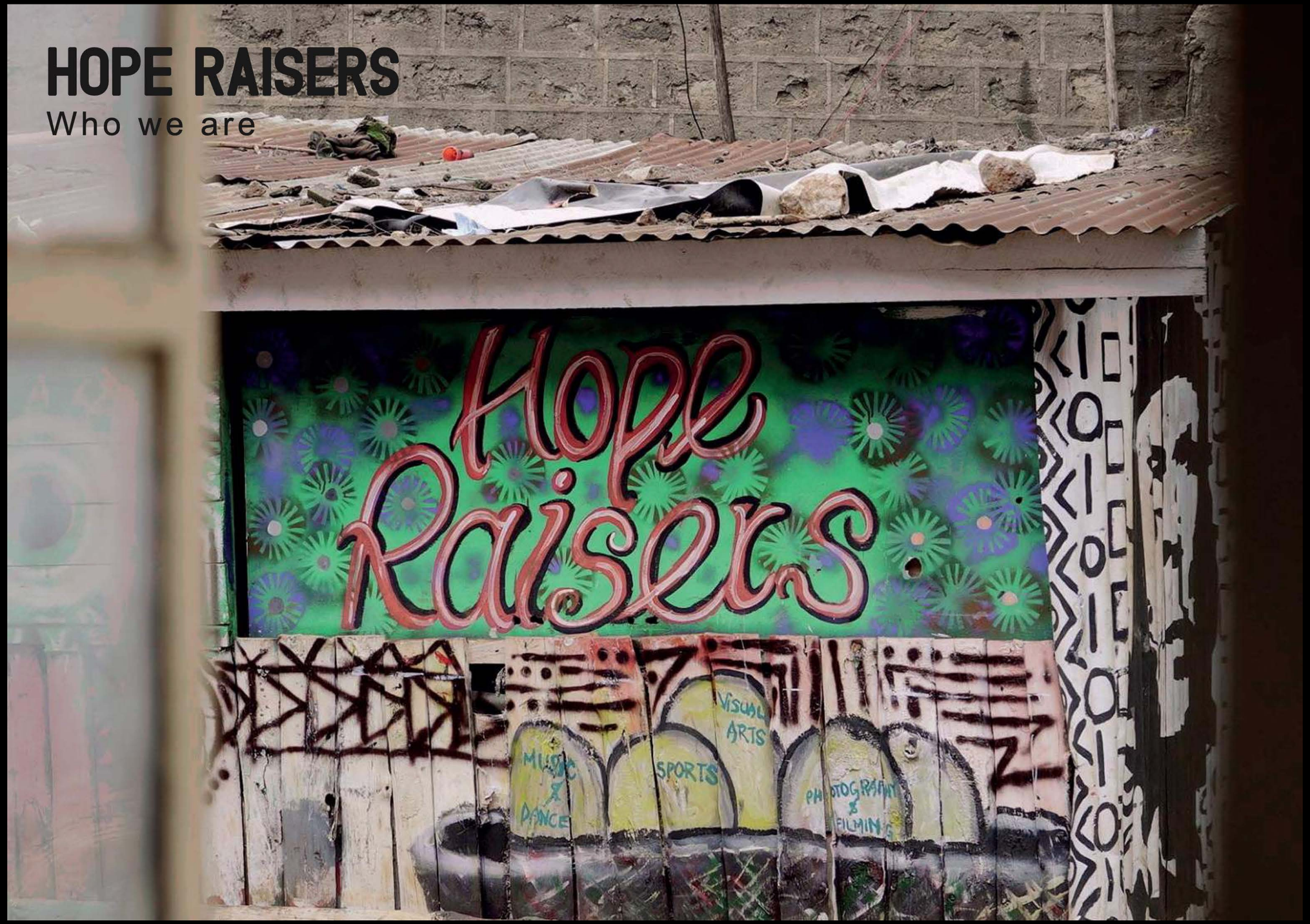
Daniel Onyango, Director, Hoperaisers Initiative. Nairobi (English)

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Federal Ministry for Economic Cooperation and Development


HOPE
RAISERS
AMPLIFYING
YOUNG PEOPLE'S
VOICES

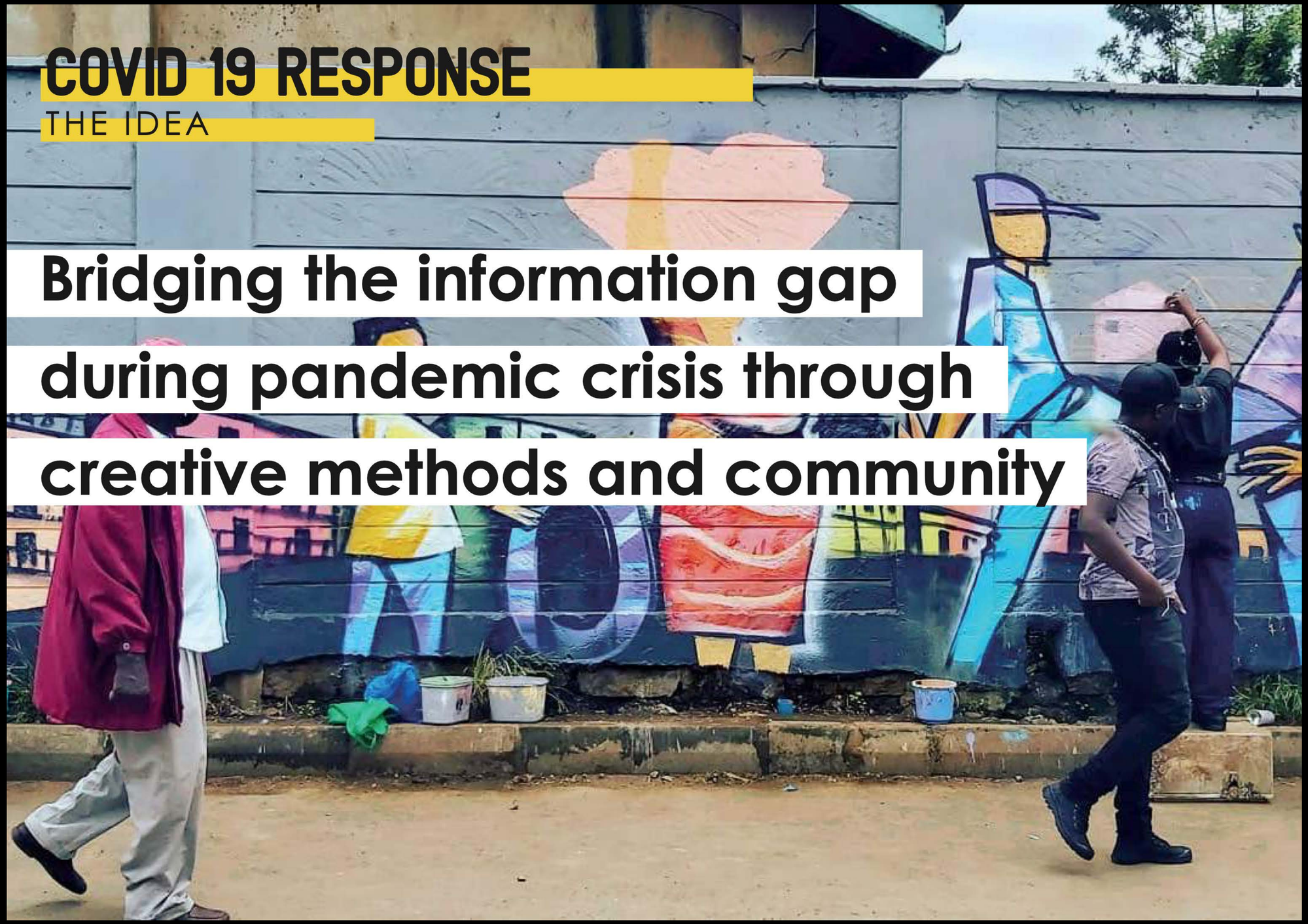
HOPE RAISERS

Who we are



COVID 19 RESPONSE

THE IDEA



Bridging the information gap during pandemic crisis through creative methods and community




KOMESHA
CORONA
MAJI
KUNAWA MIKONO KWA SEKUNDE ISHIRINI UKITUMIA MAJI NA SABUNI
KUVAA MASK UNAPOSA
UMBALI KIJAMII MITA MOJA UNUSU
NO CORO






#CORONA
UNIVERSITY
A HOPERAISERS
INITIATIVE


HOPE RAISERS
PRESENT
PERFORMANCE BY:
LAFRIK
MATATU
ACCOUSTIC
SESSIONS
HOPE
HOPE
HOPE RAISERS INITIATIVE
RAISERSHOPE
HOPE
RAISERS
WWW.HOPERAISERSINITIATIVE.COM
admin@hoperaisersinitiative.com
HOPE RAISERS TV

LESSONS LEARNED

DURING TIME OF CRISIS



There is a need to help communties to adapt to a new reality

Internet should be a basic need

Young people are a resource

Community Based Organisations are key in response and adaptation during crisis

HOPE RAISERS

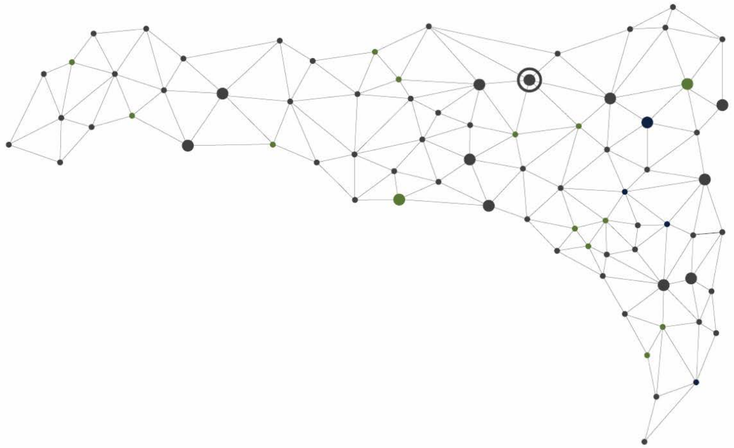
AMPLIFYING YOUNG PEOPLE'S VOICES

THROUGH:

- ART
- SPORTS
- CULTURAL EXPRESSION

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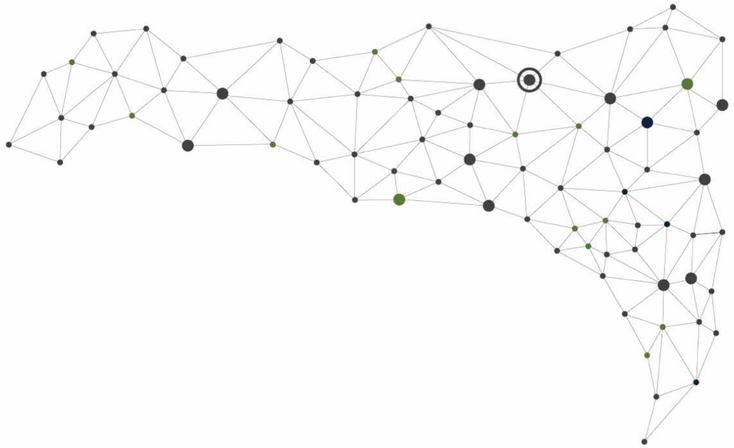
PANEL

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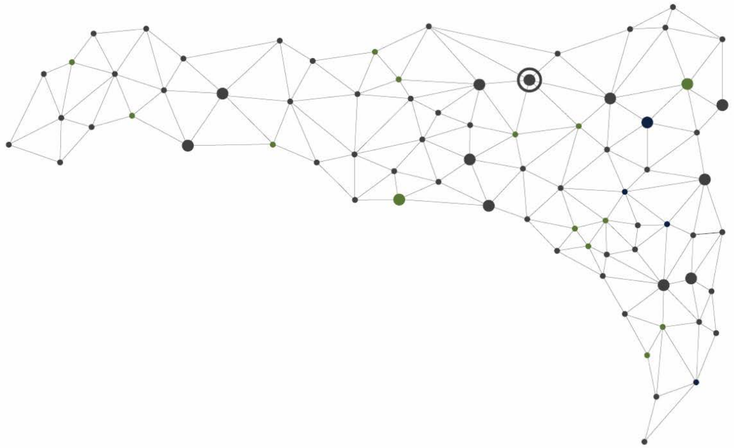
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With some hindsight in the COVID experience, which communications channels and practices work best?

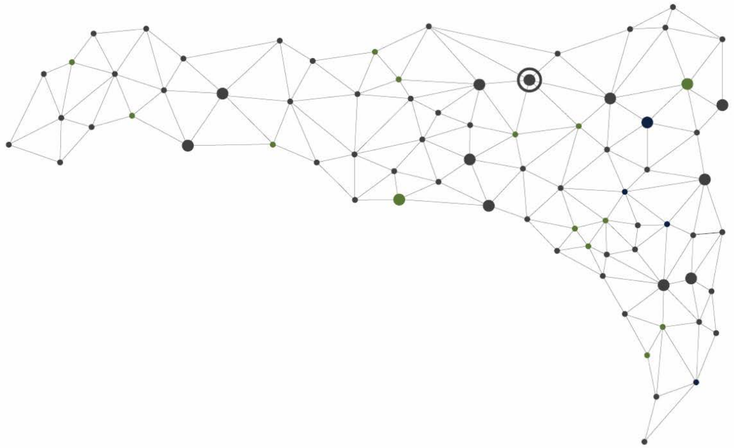
What worked and what did you learn from what didn’t work?

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Communication in a crisis is about keeping people informed on the most important and relevant information [*safety first*], but how have you considered connecting people/citizens with each other when they are physically and/or socially distanced?

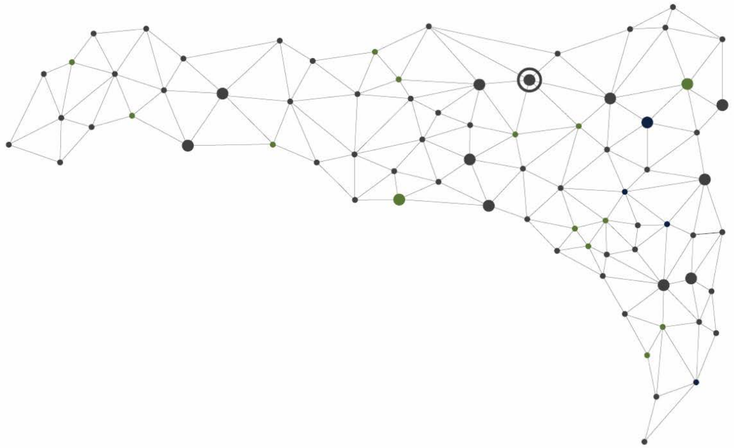
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How does the municipality influence and be a connector alongside other public sector actors to the business/private sector and even the arts/cultural and creative sectors?

It’s a big goal, but have you experienced good ’wins’?

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Q&A

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2’ break



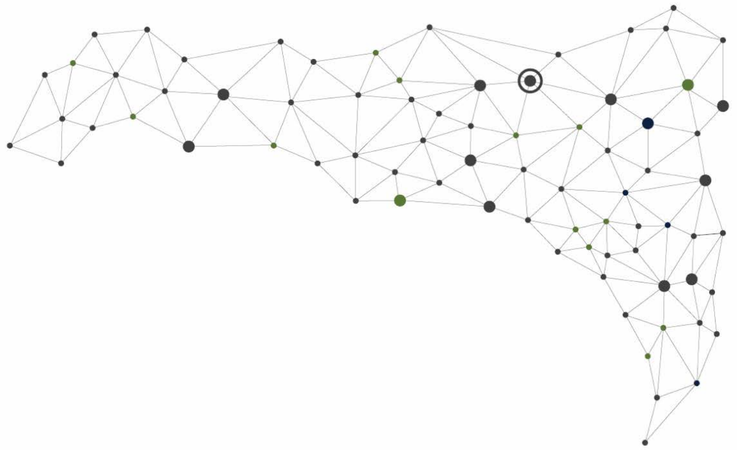
SUMMARY AND CLOSING

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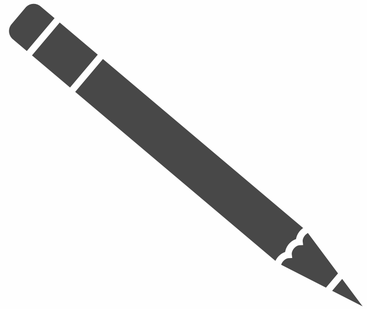


NEXT WEEK

Capacity Building Sessions

Capacity Building Capsules for Urban Practitioners

Monday 30th	**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 1st	**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 trough 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 2nd	**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 3rd	**Outlook Community of Practice**	Solution presentations and information on financing opportunities with global instiuturions.	**15:00-16:30 CET**
		Closing Remarks & Community of Practice next steps	**16:30-17:00 CET**





2’

FEEDBACK TIME !

Harvesting Insights: 30min-open end, informal conversations hosted by empathetic facilitators. Come and reflect your main takeaways, enjoy peer-to-peer deep listening and advise in an intimate and informal space.

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