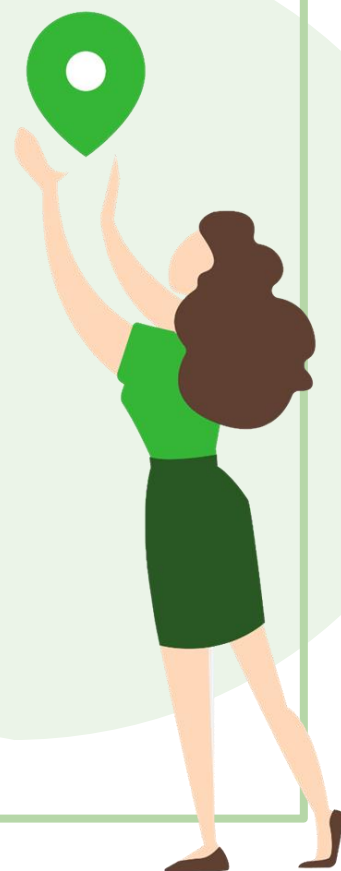
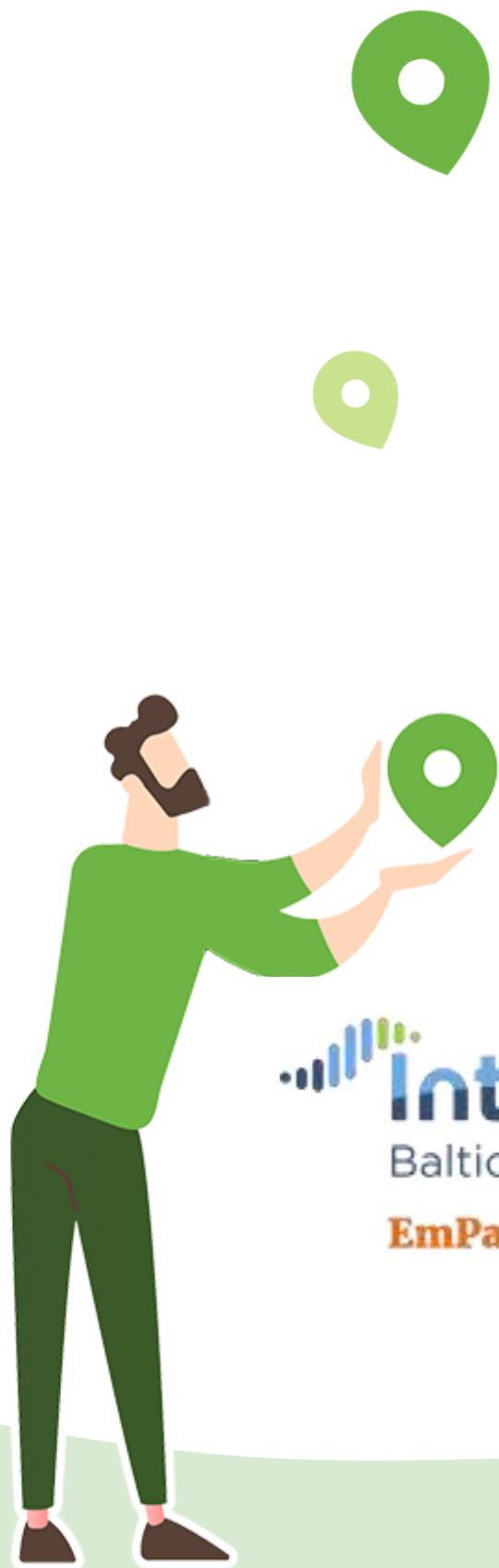


INITIATIVE BUDGETING



URBANPINION
MOSCOW
2021

CONTENT



**Interreg**
Baltic Sea Region
EmPaci

**ПРИОР**
СЕВЕРО-ЗАПАД



EUROPEAN UNION
EUROPEAN
REGIONAL
DEVELOPMENT
FUND



WITH FINANCIAL
SUPPORT OF THE
RUSSIAN
FEDERATION

WHAT?

- What is initiative budgeting. The origins of PB.6

WHY?

- Why is it important to inform residents about the administration's plans?10

HOW?

- Difficulties and risks18
- Participants in the formation of the urban environment20
- Online and offline tools31
- Continuity of the initiative budgeting process 49
- How to get initiatives, not complaints51

APPENDIX.....52

EXAMPLES OF POSTERS, BROCHURES, WEBSITES.....53

WHAT IS INITIATIVE BUDGETING?

The active position and initiative of the townspeople have a positive effect on the development of the city. One of the types of participation is **INITIATIVE BUDGETING**.



Pic.1. Citizens' meeting and discussion of development ideas



Pic.2. Citizens' meeting and discussion of development ideas

Initiative budgeting or participatory budgeting (IB, PB) - is a form of direct participation of residents in the creation of local self-government by putting forward initiatives for the purpose of spending part of the budgetary funds. It gives every citizen the opportunity to influence the development of problematic areas in the city (or village/countryside etc.).

IB is practiced **in more than 40 countries** and implements projects that meet the criteria of proactive budgeting.

Among the main signs of IB:

- participation of citizens at all stages of project implementation;
- participation of government officials in the discussion of projects;
- distribution of funds from municipal and state budgets;
- regularity and annual recurrence of projects;
- openness of events and public reporting on the implementation of projects.

ORIGINS OF PB

The history of participatory budgeting (IB, PB) began in the Porto Alegre, the capital of Rio Grande do Sul, the southernmost state of Brazil in the 1980s. The reforms were aimed to help the poor people: many lived in slums and had limited access to water, sewage, hospitals, and schools.

The success story in Porto Alegre is rapidly replicating. Initially started in Brazil, it then moved to other countries in Latin America.

In 1996, PB is recognized at the UN Habitat international conference in Istanbul as one of the best social practices.

PB came to Russia in the early 2000s, with the support of the state, various social projects were implemented with the participation of citizens.

In 2007-2008 in the field of PB, professional communities are created in Brazil, Colombia, Argentina, Spain and Germany. Initiatives such as the Chilean PB Forum, the Portuguese Participatory Budget Initiative, the British PB Unit, the American Participatory Budgeting Project, and others are emerging.

Experts and organizations started to concentrate knowledge about participatory budgeting during those years.

The tendency for PB is increasing every year, cities begin to integrate practices into complex systems of civic engagement. **Now PB is used in 1,700 cities around the world in different models, adapting the methodology to the realities of their locality.**

It is worth considering that PB would not have emerged without the political will of the authorities and their desire for democratization, as well as without support from below - from citizens who want to change the situation in their settlements. The United Nations, the World Bank and other global development institutions played an important role in the spread of PB.

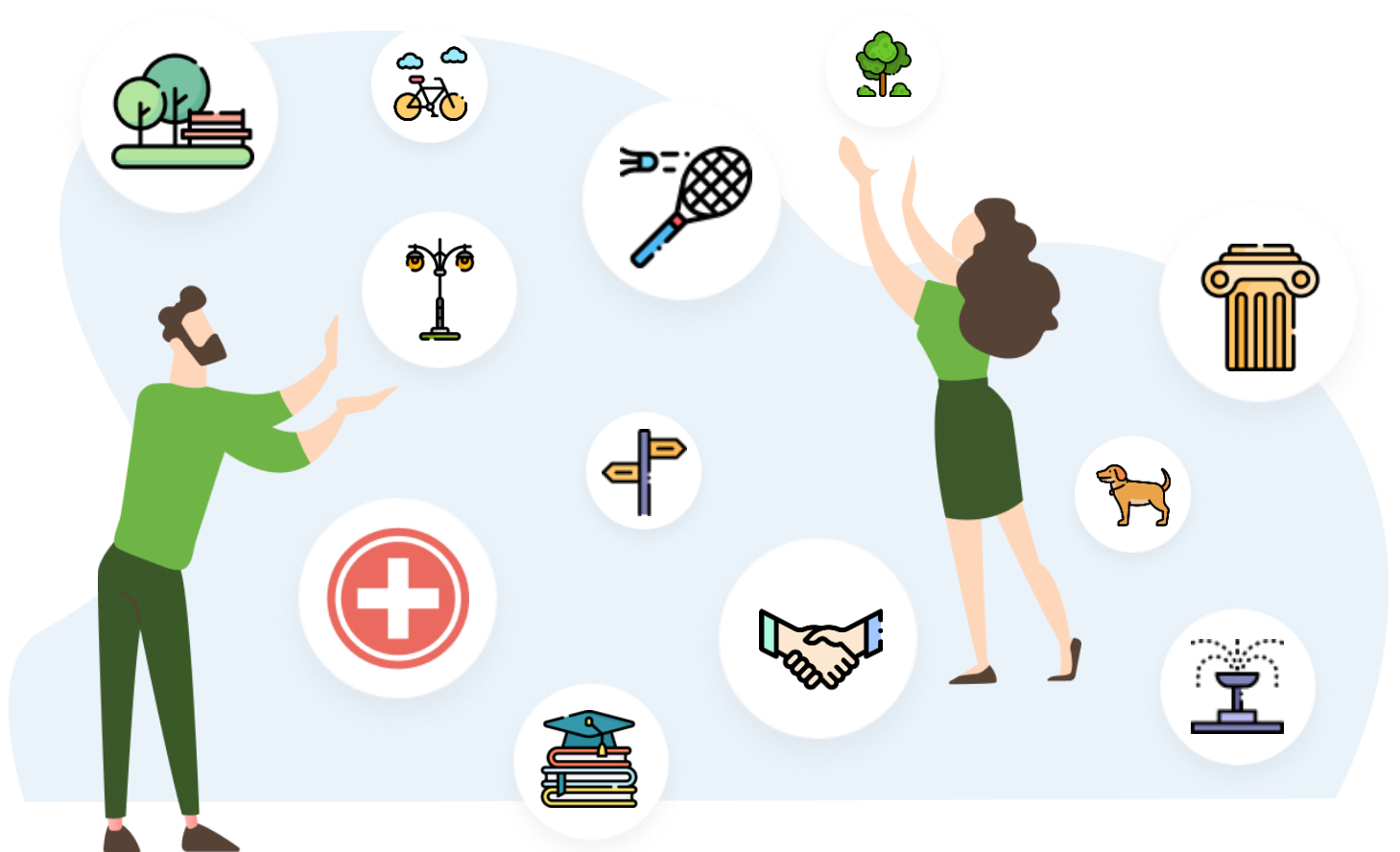




WHY?

WHY? is it important to inform residents about the administration's plans?

What does information give to society, and why is it so important to involve people in the process of territory development? Undoubtedly, information is beneficial for both parties - both the administration and the public. Let's take a closer look.



Pic.3.

IB gives the administration the following:

1) The positive image of the organization. Demonstration of interest in the problems of the city will undoubtedly be positively perceived by citizens, provided that events within the framework of PB are not carried out "for show", but have at least a minimal result, some kind of implementation and effects from it.

2) Prioritization of the budget. If the majority of residents choose to create a quiet zone with paths, then there is no point in wasting the budget on creating a noisy area with a stage and kiosks. And vice versa.

Local residents, like no one else, know the problems of the territory and will help direct its development in the right direction, because it often happens that without consulting the residents, the administration buys, for example, a dozen expensive and high-quality, but as it turned out, unnecessary benches. Instead of, say, several gazebos in the most popular places for communication.

3) Formation of a sustainable community of residents. Dialogue with the population helps to identify the most active groups of citizens who will continue to be ready to discuss important issues, come to meetings, and disseminate information about measures for the development of the territory. Thus, a certain "backbone" of civil society is formed, a group of people interested in improving their yard, district, city.

4) Formation of a stable community of business and non-profit organizations. Business representatives, as well as various public organizations have a direct impact on the development of territories. They can not only support the project financially, but also informationally, share knowledge, take part in the direct improvement of the territory with their own hands, and provide any other additional resources.

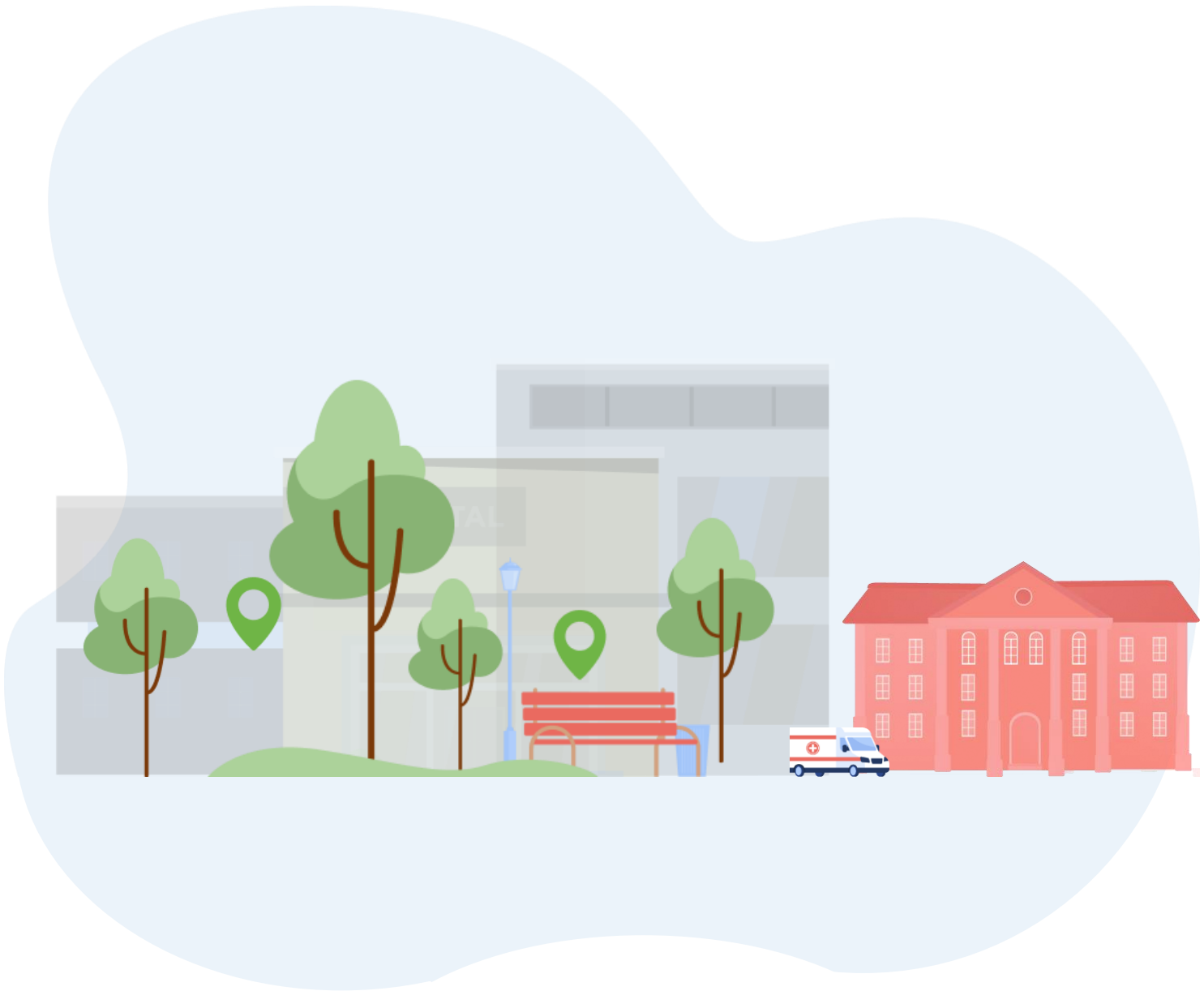
And most importantly, such organizations can become a source and start of change, help establish a dialogue with the population, and involve residents in the process. Partnerships with business and various NGOs will help to form a real community for its development in the territory.

5) Reducing conflicts among the population. Often on the territory there are groups of the population with diametrically opposite views and needs (young people and the elderly, families with children and dog owners, representatives of different nationalities, etc.). An open dialogue can help these population groups finally discuss issues of concern in a more organized format, weigh **THE PROS** and **CONS**, and gain support from other groups of the population and the attention of the administration. In communication, a compromise is born, and therefore ways of solving previously existing conflict situations. A decrease in negativity among the population means, in turn, a natural decrease in negative attitudes towards the administration, because the administration is ready to listen and set up a dialogue.

6) The basis for the strategy for the development of the territory, the basis for the designers. Initiatives and ideas of residents, identified during population surveys, can form the basis for future projects for the development of territories, projects for the design of the urban environment. Where to add a path, where there are not enough playgrounds, - all this can be pointed out by residents who know their city best of all. For architects, all the data collected is important information for the formation of a truly high-quality, and most importantly, the desired project.



Pic.4.



Pic5.

The IB gives the citizens the following:

1) Ability to express your opinion.

Everyone wants their opinion to be heard and taken into account. Residents often have a lot of very interesting and practical ideas for the development of the territory, they have experience and knowledge in certain areas. And also they actively participate in the life of the district. The main thing is to provide residents with different options for participation, so that everyone can choose a convenient format for themselves. For example, new mothers may have many ideas but little time. In this case, they will be comfortable with interactive online participation formats. Elderly people, on the contrary, have a lot of time, experience and understanding of many problems, but they are not active Internet users, which means they need various options for offline involvement.

2) Search for like-minded people, getting to know neighbors. In the process of discussing ideas, residents can unite according to their interests, form support groups for certain initiatives.

For some, the process of proactive budgeting will be an excellent opportunity to get to know neighbors and demonstrate their active position. This is especially true for young families with children or people who have recently moved to a new home.

3) Feeling of belonging to the territory.

Often times, acts of vandalism or neglect of the territory take place where people do not feel that they are attached to caring for the space. Direct participation in the discussion or implementation of projects (especially planting plants, construction of wooden objects, creation of art objects, cleaning of the territory, etc.) allows people to feel that this is really their yard, district, city. A person will not destroy or spoil what he has created with his own hands. Moreover, active citizens are ready not only to look after their territory, but also to protect it from unscrupulous citizens.



4) Formation of a more active civic position, raising the general cultural and educational level. Often people do not even know what opportunities the state provides them with, they are not familiar with modern trends in urban planning and urban studies. Informing about the practice of proactive budgeting, about examples of modern urban spaces, allows you to form new interests among residents, broaden their horizons, provide an opportunity to join activists and urbanists, learn how to correctly express their opinion and argue him, as well as participate in discussing other people's ideas.

5) Direct participation in the distribution of the budget. Proactive budgeting is one of the few cases where you can really see how funds are being allocated and take part in it.

6) The ability to help identify really important issues. Residents know best of all the urgent needs of the courtyard, district, city. Drawing public attention to really important things is a responsible task that should not be neglected.



Pic. 6 Photo from pexels.com

HOW

?

Difficulties and risks

The process of involving residents in the discussion of important issues has many pitfalls.

Let's figure it out. In our toolkit, we'll go into more detail on all of the aspects listed below.

1) Involvement of residents in submitting initiatives. This is not an easy process. Try to combine online and offline methods for the best results. In the online space, most people come through posts and targeting on Facebook. It is important to note that each district and city can apply its most appropriate methods of citizen engagement - in a noisy and hectic metropolis, online tools can work great, while in a small city it will be much better to combine offline and online tools, including posters, publications in local newspapers and other methods that allow to activate the population at a more local level.

2) Inclusion of the elderly in the process of proactive budgeting. The older generation is usually the most active, but uses the Internet less.

Posters on doorways, local newspapers, questionnaires in mailboxes are suitable for submitting information, and for collecting initiatives - volunteers and taking calls.

3) Results of the survey. Respondents are always worried about what will happen to their ideas, how they will be used. Try to prepare the answers to these questions in advance. Well, and most importantly, if you ask people, then be ready to take on some of their proposals, or to argue why this is impossible.

4) Regularity of communications. Keeping up with the results. The development of the territory is a continuous and complex process, therefore it is important not only to collect opinions and implement some of them, but also to continue the joint development of the renewed territory.

Citizens should be informed in advance about what the next stages of the project will be, including providing a platform - an online portal or a local newspaper or any other suitable method that will allow citizens to regularly check the progress of initiative budgeting, track the status of initiatives and understand what will be implemented, how is the implementation process going, what will happen to the territory in the future

5) Verification of respondents - when using the online platform, you can enter through social networks, State services or by phone number. You can also give access to your Personal Account to each specific homeowner.

6) The preponderance of complaints, not suggestions. This is one of the most common situations, as residents find it difficult to move from discussing pressing problems to discussing initiatives for the development of the city.

In order to solve this problem, there are several methods, including the necessary:

- education of the population - publications on the topic of urban studies and town planning, examples of high-quality improvement, advice on how to develop the territory on your own;
- the correct message in the announcements, posts and description of the portal for collecting initiatives - you must immediately indicate that you accept exactly the initiatives, ideas for the development of the territory, and you receive complaints about problems by some other method;
- contests for the development of territories - this stimulates citizens to submit ideas, and will help to develop dialogue, discussion and voting.



Pic. 7

Participants in the formation of the urban environment

Participants in any urban planning process are all those who are influenced by the urban environment and those who can themselves influence it.

Participants in participatory design, as well as proactive budgeting can and should be not only architects, administration and residents, but also **everyone who is somehow influenced by the urban environment and those who can themselves influence it. Let's take a closer look at the list of possible participants in the work on the project.**



Pic.. 8 Photo from pexels.com

Participant type: Local business (coffee shops, small shops, beauty salons, kiosks, etc.)

Possible help in the project:

1) Allocation of funds and resources for the improvement of the territory next to its object (landscaping, parking, lighting, children's area, recreation area, separate collection). Local businesses can directly transfer these requests from residents if it is required to improve a small area adjacent to specific objects. Such changes will benefit everyone - administration saves resources, business makes a more attractive and

modern space and increases sales, and residents will receive a convenient and beautiful element of the urban environment;

2) Participation in the discussion or improvement of large urban areas. Local businesses are often aware of many important urban problems: from insufficient lighting in a park to poor road quality.

Neighborhood with such disadvantages of the urban environment has a negative impact on small business facilities. Despite the fact that many problems of this kind can be corrected only at the level of the administration of a district or city, local business can take part in renovating the space - at least submit an application for a problem, take part in its discussion;

3) Informing the population. A local café or a small shop is a great place to hang posters and flyers to inform the public about proactive budgeting and its activities.

Participant type: Large business (retail chains, shopping centers, banks, etc.)

Possible help in the project:

1) Co-financing of large urban projects. Just large organizations are able to participate in public-private partnerships, or fully finance projects related to the urban environment. Such a step removes some of the costs from the administration and at the same time helps businesses to demonstrate their interest in urban issues, compliance with urban trends, social and environmental awareness.

2) Informing the population. A popular retail chain store is a great place to hang posters and flyers that will inform the population about proactive budgeting and activities within its framework.

Participant type: Communities in social networks (groups, bloggers)

Possible help in the project:

1) Expertise. Among the audience of the groups there may be many specialists in various fields who are ready to help the project of the territory development with their knowledge or skills on a gratuitous basis;

2) Informing the population. Posts and targeting in social networks is one of the most popular and effective channels for informing the population;

3) Conducting polls. The posts are used to collect votes from citizens online.

Participant type: NGOs (volunteers, foundations, communities of activists and urbanists, hobby clubs, circles)

Possible help in the project:

1) Participation in the improvement of the territory. NGOs can often recruit volunteers and citizens who are ready not only to discuss the problems of the territory, but also to take a direct part in its improvement - to plant plants, carry out cleaning, take part in the construction of temporary small architectural forms;

2) Expertise. Among the members of non-profit organizations there may be specialists in various fields who are ready to help the project

of the territory development with their knowledge or skills on a gratuitous basis;

3) Informing the population. NPOs are an excellent place to hang posters and flyers that will inform the population about the implementation of proactive budgeting and activities within its framework. In addition, volunteers can distribute leaflets to mailboxes, conduct surveys, and collect the opinions of older people.

Participant type: Educational organizations (preschool educational institutions, schools, universities)

Possible help in the project:

1) Expertise. Among the parents there may be many specialists in various fields who are ready to help the project for the development of the territory with their knowledge or skills on a gratuitous basis;

2) Informing the population. Educational institutions are a great place to leave posters and flyers to inform the public about proactive budgeting and its

activities. In addition, students can send leaflets to mailboxes, conduct surveys, collect the opinions of older people;

3) Provision of places to spread information. It is possible to hold meetings with residents aimed at discussing the development of the territory.

Participant type: Development and management companies

Possible help in the project:

1) Allocation of funds and resources for the improvement of the territory next to its object (landscaping, parking, lighting, children's area, recreation area, separate collection). A development and management company can directly transfer these requests from residents if it is required to improve a small area adjacent to specific objects. Such changes will benefit everyone - the administration will save resources, businesses will create a more attractive and modern space and increase sales, and residents will receive a convenient

and beautiful element of the urban environment. Such a step removes some of the costs from the administration, at the same time, it helps businesses to demonstrate their interest in urban issues, compliance with urban trends, social and environmental awareness;

2) Informing the population. Development and management companies can help inform their residents about proactive budgeting activities.

Participant type: Transport organizations (public transport, taxis)

Possible help in the project:

Informing the population. Public transport and public transport stops are a great place to display posters and

flyers that will inform the public about the implementation of initiative budgeting and activities within its framework.

Participant type: Multifunctional document centers (MDC), post offices, bank branches

Possible help in the project:

Informing the population. The MDC and the Post Office are great places to post

posters and flyers to inform the public about proactive budgeting and its activities.

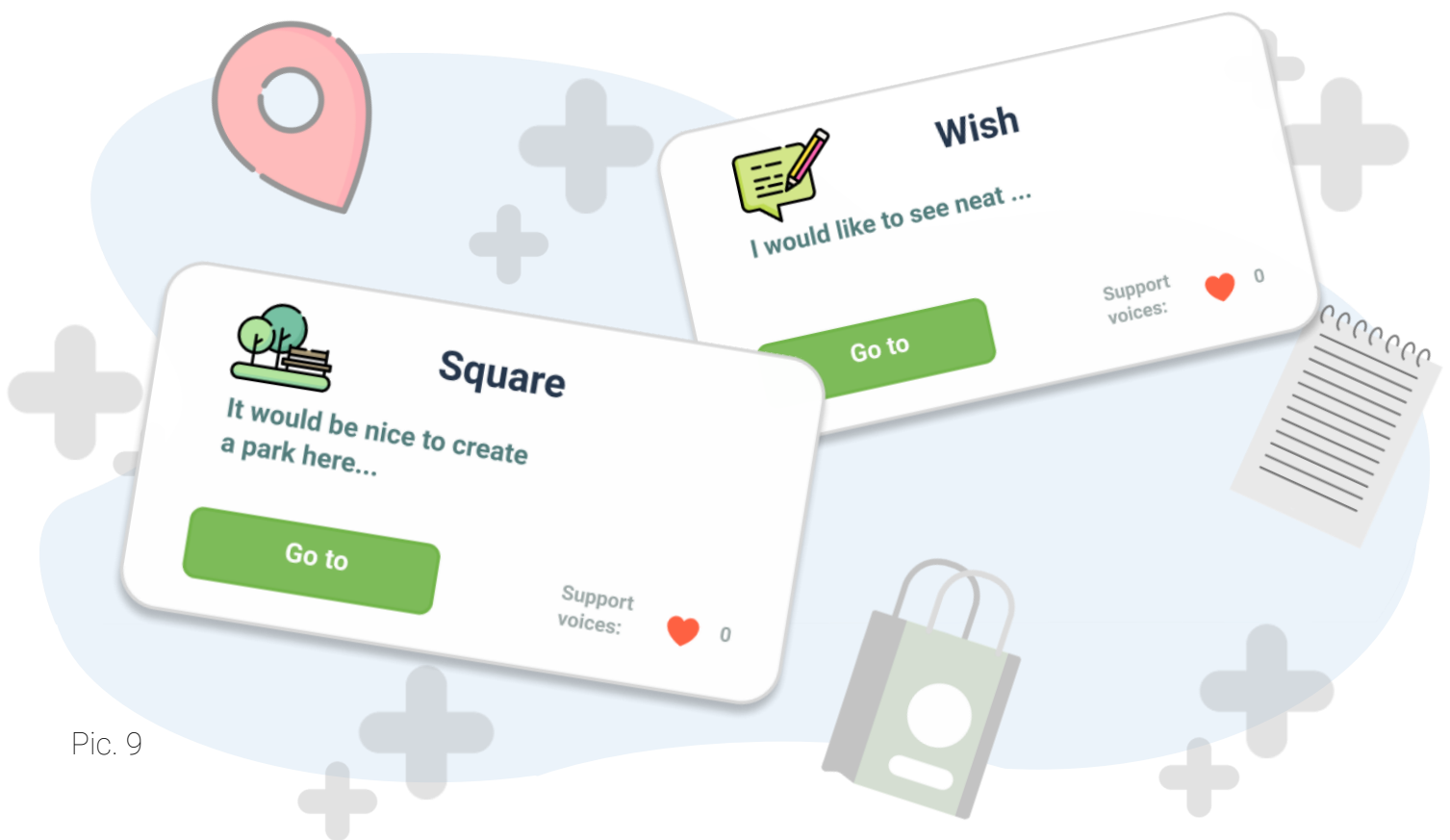
Participant type: Media (local newspaper, TV and radio channels)

Possible help in the project:

1) Expertise. Among the audience of the media there may be many specialists in various fields who are ready to help the project for the development of the territory with their knowledge or skills on a gratuitous basis.

2) Informing the population. Mass media is one of the most popular and effective channels for informing the population

3) Conducting polls. In a live broadcast on an urban topic, you can conduct a survey of the population, collect ideas in the format of messages, calls, voting.



Pic. 9

TYPES OF RESIDENTS

according to the age



Type of residents by age	Features of involvement in the process
Children and adolescents	Children and adolescents also need to participate in improving the urban environment. For them, you can choose simpler and more interactive formats, for example, a drawing competition, sticking stickers with ideas on a board, various city-planning games, workshops. These events can be held directly at the school base.
Young people (18 - 35 years old)	These are the most active Internet users who can easily use online tools for initiative budgeting. It is worth noting that it is students and young people who can help organize both online and offline engagement. There are many active people among young people who are ready to help with the dissemination of information and holding meetings with residents.
35-50 years old	These townspeople are experienced and often active, but at the same time the busiest people - family, work. All these factors make it difficult to actively participate in offline events. Various online participation options can be offered to this population. However, do not forget about offline formats (publication in a newspaper, flyers in a mailbox, receiving SMS and calls, etc.), since often people of this group are not so active on the Internet, prefer not to waste time on social networks, or at all they are not used.
50-65 years old	For me this population should be offered both online and offline methods. with age, some people begin to become more active Internet users, try to reach for their grandchildren and children, try to learn how to use new tools. However, there are those who are rather conservative and are not active users of the Internet; for such people, live meetings, the opportunity to speak out, and apply their experience are more suitable.
Closer to the elderly age 65-80 years old	For older people, it is necessary to offer comfortable options for offline involvement - informing with posters in entrances and post offices and the MFC, libraries, flyers in mailboxes. The collection of ideas can be organized with the help of volunteers or by taking calls to the toll free number 8-800.

TYPES OF RESIDENTS

by interests, activity, employment
and other parameters



Type of residents by age	Features of involvement in the process
Unemployed	<p>This type of residents can afford to come to live meetings, if not related to groups of young families with children, the elderly and people with disabilities. It is a great idea to involve these people in active actions for the immediate improvement of the territory or in the dissemination of information about proactive budgeting. For these people, such activity can be useful in order to learn something new and to acquire skills that will help them in finding and getting a new job, if necessary.</p>
Students	<p>Both online and offline formats of involvement and participation in proactive budgeting are suitable for students, since this group of the population has more free time and more interest to participate in such projects. Thus, students can become not only initiators, but also those who help inform other citizens, organize events, and even bring some initiatives to life.</p>
Young families with children	<p>As a rule, young families are the most active users of the urban environment - they walk a lot, visit various cultural and recreational facilities. Mothers with strollers and young children are well aware of the problems of the area - the lack of ramps, the need for a new park or playground. This group of people is open to communication, however, they hardly have time to attend meetings of residents. Young families need online tools where they can quickly submit ideas and comments.</p> <p>To inform this type of residents, both posts on social networks and simple offline tools are suitable - posters in entrances, in schools, preschool institutions, libraries, local cafes.</p> <p>It is very important to help parents involve their children in the development of the urban environment - it will be useful for children to participate in drawing contests, workshops, town planning games, planting plants, creating wooden objects (birdhouses, benches, art objects).</p>

Type of residents by age	Features of involvement in the process
Dog owners	<p>This group of residents can sometimes be in conflict with families with children or with the elderly, so it is so important to ensure their dialogue and mutual understanding, if possible, invite them to joint meetings.</p>
Expats, foreigners	<p>People from other countries who have lived in your territory for a long time should undoubtedly be included in the discussion of the urban environment. To reduce misunderstanding and conflicts, it is necessary to invite all citizens to the meetings, including foreigners, however, one should not forget that then an interpreter is needed at the meeting. When using online engagement and voting formats, it is best to use platforms that allow you to select not only the language of your country, but also English so that representatives of other countries can take the survey. If necessary, information on initiative budgeting can be disseminated through embassies, cultural centers of countries, foreign university students. Students can also volunteer to collect initiatives from foreign citizens. волонтеров для сбора инициатив иностранных граждан.</p>
Sports lovers	<p>Playgrounds, like children's playgrounds, can be a great place to post information about proactive budgeting. Sports fans usually belong to communities of interest or play as a team, so that they will definitely be able to convey what they see to other citizens.</p>
Working remotely	<p>People working remotely, of course, use less public transport, but they can consume other components of the urban environment as actively as other residents. On the contrary, their demand for comfort is much higher, because they would like to see a comfortable environment and all the infrastructure near the house.</p> <p>This type of residents especially values their personal time. It is more convenient for people who work remotely to express their opinions in an online format than to go to a live meeting.</p>

Type of residents by age	Features of involvement in the process
<p>Disabled people (people with disabilities)</p>	<p>This type of residents cannot attend all the meetings live, therefore, to participate in the discussion, it is necessary to provide an online format, video meetings or online voting can be organized. It is important to take into account the opinion of this type of residents, because people with disabilities not only need a comfortable environment and our help more than others, but they can also point out problems in the improvement of the territory and in the architecture of public and residential buildings.</p>
<p>Urban activists and urbanists</p>	<p>This is the most active type of residents. They will be the co-organizers of your project - they will not only be able to take part in the survey and discussion themselves, but they will also be able to disseminate information among other citizens, as well as participate in organizing and holding meetings, and possibly directly in the improvement of the territory (planting trees or building some then small objects).</p>



ONLINE AND OFFLINE TOOLS

To work effectively on a project, you must use both offline and online tools. It is their combination that gives the best results, since it allows you to notify about what is happening and involve as many representatives of different population groups as possible in proactive budgeting.



Pic. 10.

OFFLINE TOOLS



Tool type	For which population groups	What gives
Publication in a local newspaper	Suitable for informing the elderly, middle-aged people, as well as those who do not actively use the Internet.	It helps to present information more formally and keep it for a long time, since people can have access to the printed newspaper at any time if they keep it. In addition, the newspaper can be distributed in mailboxes, so you can convey information to all residents.
A plot on a local TV and radio channel	Suitable for residents who do not actively use the Internet, for example, the elderly, middle-aged people, but such a communication channel can also be relevant for young residents and middle-aged people who are actively working - in this case, the news in the morning broadcast on the TV channel may be relevant for them and can inform about initiative budgeting. Radio -plots are suitable for those who are driving or working at home and actively listen to the city radio network, this format is also suitable for senior citizens and middle-aged people who do not actively use the Internet, but are active listeners of the radio.	It helps to present information more formally, as well as to give a good visualization of the territory for which the collection of initiatives will take place, since a television program can show a plot about the territory, as for radio plots, there is an opportunity to give a live interview with the administration or with other participants in the proactive budgeting process.

Tool type	For which population groups	What gives
Flyers and posters at important points in the area (MFC, post office, bank, administration building, school, library)	For a wide range of residents. Post office, bank, MFC - suitable for middle-aged and elderly people. School and preschool for young families with children.	Helps to present information more formally, as well as to demonstrate it side by side and on a par with other opportunities and services provided by the state.
Leaflets in mailboxes	For all residents.	Help spread information to all residents.
Posters in the entrances	For all residents.	The posters at the entrance are visible to everyone, with the correct and capacious presentation of information, the poster can convey the main aspects to the residents while they are waiting for the elevator or checking the mailbox.
Souvenirs with symbols	For all residents.	At events for children (contests, sports days) and for adults (concerts, contests) you can give, among other gifts, souvenirs with the symbols of the initiative budgeting portal or your region or city. Thus, you can draw attention to proactive budgeting, advertise it.

Tool type	For which population groups	What gives
Events related to the survey / territory development	For all residents.	Planting trees, a photo exhibition, construction of art objects, garbage collection, creation of birdhouses and feeders - all this and other events are an excellent reason to unite residents into communities, establish contact with the administration, inform about proactive budgeting, and show how to develop space around you.
Lectures	For all residents.	Often, residents are not aware of modern trends in landscaping, urban planning norms and many other important aspects related to the urban environment. Introduce useful information to the townspeople through lectures.
Volunteers	For the elderly and people with disabilities	Volunteers will help collect and digitize ideas from people who cannot attend offline events or do not use the Internet
Focus groups, meetings	For all residents.	Depending on the topic of your survey or the areas of initiative budgeting, you can conduct in-depth interviews with different groups of the population. This method will help to reveal the details of the problems of the urban environment, to better understand your residents - their needs and interests.



ONLINE TOOLS



Tool type	For which population groups	What gives
A note or widget on the administration website	For all residents, but mainly for middle and old age	Allows you to present information more formally, especially for those groups of residents who prefer to actively follow the actions of the administration, the implementation of projects and the distribution of the budget.
Post in the administration group	For all residents, but mainly for middle and old age	Similar to the first paragraph, but allows presenting information in a more modern form, including more convenient for young residents.
Posts in groups of other topics	For all residents	Allows you to expand the circle of residents who can learn about initiative budgeting.
Social media targeting	For all residents	One of the methods of informing a large number of citizens. However, it can be financially costly as opposed to serving in an administration or peer group that may allow you to advertise proactive budgeting on a barter or no-cost basis.
Receiving calls and sms	For seniors, those who do not actively use the Internet, as well as for people with disabilities	A simple and straightforward method for accepting initiatives of residents who cannot attend a live meeting, and also cannot express their opinion via the Internet

Tool type	For which population groups	What gives
Newsletter by e-mail and private messages	For the most active residents	If you already know specific people interested in the development of the city and actively participating in the development of territories, and you have their e-mail or a link to their VKontakte profile, then you can write directly. Residents will not only submit their initiatives, but will also help spread information about initiative budgeting among neighbors.
Poll on a specialized site	For all types of residents, but mainly for those who actively use the Internet	You can create a separate portal for collecting initiatives. It is important that it has a simple and intuitive interface, and the transition to it is also simple, for example, through a widget on the administration website
Lectures	For all residents	Lectures can be held online, all the more convenient in the era of a pandemic. You can tell a large number of residents of different ages, interests and specializations about urban planning trends in urban planning, how to develop the territory, about the work of your portal, about what initiatives can and should be submitted

Currently, many services have appeared that allow interactive work with residents.



Examples of some online services and online tools



Pic. 11

VIDEO CONFERENCE

Zoom

<https://zoom.us/>

Lectures, meetings, project presentations can be held. There is a free version of 40 minutes and various options for business versions. Convenient link. This is one of the most popular services, many people know how to use it.

Whereby

<https://whereby.com/>

You can work directly in the browser, no additional installations are required. However, the service is not as well known as Zoom.

Spatial chat

<https://spatial.chat/>

This is one of the most interactive services for online events, in which you can create a virtual space, that is, against a virtual background, on which, for example, tables, chairs, etc. can be depicted. , your online meeting of residents can take place, and all participants will be reflected in the form of icons with avatars, they will be able to move around this virtual field and unite in groups or, for example, listen to one speaker

SURVEY

GoogleForm

https://www.google.com/intl/ru_ru/forms/about/

This is the most popular survey service - it is free and easy to use; you can submit a survey simply using a link. In this service, you can form various types of questions with both text answers and multiple choice and various other options

Typeform

<https://www.typeform.com/>

In this service, you can form beautiful and more interactive polls, in which each next question will arise in turn, and the respondent will have the feeling that he is participating in some kind of dialogue. In addition, polls can be beautifully styled with a variety of fonts, backgrounds, images and videos. However, the service has a very limited free version, and the paid version is not a budget option for many organizations.

SurveyMonkey

<https://www.surveymonkey.com/mp/global/russia/>

One of the high-quality survey services - provides various types of questions and high-quality analytics

INVOLVEMENT PLATFORM

Urbanpinion

<http://urbanpinion.com>

Service for creating surveys about the urban environment, as well as proactive budgeting platforms. The user receives a landing page with basic information about his project with images, contacts, and most importantly an interactive map on which respondents can post their initiatives. Based on the results of a survey or actions on the portal, analytics are displayed in the personal account. In addition, the service provides the creation of an extended analytics album on demand, as well as online and offline promotion and the design of posters and posts for promotion. The service operates on a subscription basis, provides its services both for activists and small groups of citizens and for organizations, and you can subscribe or still choose to create a survey or portal for a specific project for one month

Maptionnaire

<https://maptionnaire.com/>

Service for creating surveys about the urban environment, as well as city portals for collecting initiatives. The main element of this service is a map on which you can collect residents' initiatives. There are different types of subscription, you can choose the most convenient

INTERACTIVE BOARD

Miro

<https://miro.com/>

This is the most popular survey service - it's free and easy to use, you can submit a survey simply by clicking on a link. In this service, you can form various types of questions with both text answers and multiple choice and various other options

Mural


<https://www.mural.com/>

One of the quality survey services - provides various types of questions and high-quality analytics



Pic. 12.

Polls can be conducted both in social networks and through special forms or services. For some cases, more traditional methods are also convenient. Let's take a look at the basic functionality of the different survey tools, and then talk about which cases each is suitable for.

FUNCTIONS	VK Fb	GoogleForm Typeform	PDF - questionnaire in the mailing list	Urbanpinion and other special platforms	Paper questionnaires (in boxes or received by hand)	
Comments and dialogue of respondents	+			+		
Vote	+	+		+		
Several questions in the questionnaire		+	+	+	+	+
Registration of respondents	+	+		+		
Analytics	+	+		+		
Clarity and openness of answers	+			+		
Survey page design		+		+		
Convenient feedback	+	+	+	+		+



For what cases is each of the tools suitable:

- If you need a quick survey to determine the focus of further research, or the coloring of the attitude of residents to any problem, then the easiest way is to conduct a short survey on the social network. So you will get a quick cut of opinions, as well as immediately see which groups the audience is divided into, and you will be able to record contacts of positive active citizens for subsequent work;
- if you need a detailed survey, you can offer residents a paper questionnaire or a pdf mailing list, especially if you are working with the segment of older residents. However, keep in mind that you will not only have to distribute / send out the questionnaires, but also collect them back, and then analyze the answers and enter them into the database;
- a simpler analogue form of the previous method can be the distribution of online questionnaires issued in special services such as google-form;
- if you want to organize a larger-scale proactive budgeting process with active discussion and voting, then it is better to opt for specially designed platforms.

An important aspect is the way respondents register on the portal or during a survey. Let's consider the main methods.



Pic. 13.

Authorization methods	Peculiarities
Via social network	<p>This is the easiest and fastest way of authorization, if possible, it is important to offer various options for social networks, for example, VKontakte, Facebook Odnoklassniki, since representatives of different cities, as well as people with different interests and people of different ages, may prefer certain social networks. Registration through social networks is a quick and easy way, however, it should be borne in mind that it is not suitable for all user groups, since not all people use social networks, or not everyone wants to go through full verification and provide access to their personal page</p>
Via email	<p>This is one of the most classic methods of registering on the portal, however, it does not allow you to track the reality of the respondents, since a person can register from several emails. In order to exclude such a moment, it is necessary to track the IP of each user. In addition, this method can be difficult for users, since when a user has forgotten the password, he has to restore it, and this takes extra time, but you will keep the person's e-mail in the database, and you will be able to send him any letter in the future. or an answer about the possibility of implementing his initiative</p>
Public services	<p>This is one of the most reliable methods, since you can be sure of the reality of the respondents, because they have confirmed their identity in advance at the state service. This method is quite fast, especially if the user has saved passwords for public services, then the login will be almost automatic, just like through social networks.</p>
Phone number	<p>The phone number is not such a quick way to register, but it is also quite reliable. In addition, you can organize in this way the registration of specific homeowners, if, for example, you know the linking of places of residence to specific numbers, and thus you can make sure that exactly the people you need got access to your survey. In the future, you can keep in touch with them through a phone number and, if necessary, call back or send an SMS, since the data will be saved in your database.</p>

Google account

A convenient way for those who do not use social networks or are not registered with public services, but would like to go through a quick and easy registration using their Google account. However, this method does not allow for accurate user verification, since after all, a Google account is tied to mail, and several of them can be created. In this case, you also need to monitor the IP of respondents.



Pic. 14

Continuity of the initiative budgeting process.

Proactive budgeting must necessarily be a continuous process and consist of several stages, each of which has its own specific function and cannot be excluded from the overall process. In Russia, there is a document that imposes some restrictions on the

proactive budgeting process - [Federal Law of 06.10.2003 N 131-FZ \(as amended on 01.07.2021\) On general principles of organizing local self-government in the Russian Federation](#)

We will tell you about one of the possible options for forming the process of initiative budgeting. Such steps to implement the budget with the participation of the population are used in many European countries and have already proven their effectiveness.

1. Preparation - methodological recommendations were prepared and a description of the procedure was approved, funds for the implementation of the initiative were envisaged in the municipal budget, and an advisory working group was convened.

2. Informing the population - the population is informed about the planned activities in the municipality in various ways, they get acquainted with the main goals, terms and principles of submission of the initiative. We recommend posting this information on the municipality's website, social media, or distributing leaflets.

3. Idea seminars - during which residents share and discuss possible ideas with the community, meetings with the community are organized in various formats. This can happen both during live meetings and on virtual venues where residents are given the opportunity to express their ideas and initial proposals.

4. Preparation of project ideas - concrete and financially sound proposals are formed from ideas, residents gather in groups, consult with experts, an advisory group on various issues. This can be done by organizing seminars or meetings in a different format.

5. Submission of project ideas - prepared project ideas are transferred to a working group created by the self-governing body.

6. Evaluation of project ideas - carried out by elected representatives of the municipality, therefore it is important to have certain evaluation criteria and selection mechanisms, it is recommended to develop them together with the city administration, the organizing committee and citizens. These criteria should be made public and should be established before starting the budgeting process. The selected project ideas are submitted to the residents for a vote.

7. Adjustment of project ideas - after the project ideas have been evaluated, the group of idea authors, if necessary, are provided with comments and suggestions on how residents can improve the idea so that it meets the criteria, as well as consider, for example, additional costs. In this way, returning ideas for revisions and improvements to residents provides an opportunity to further refine the proposal and make it applicable to the entire community, city or municipality.

8. Approval of ideas by residents through voting - during the voting, residents choose one or several projects that they like. Voting can be organized both by the most usual method by dropping ballots into the ballot box, or virtually, using various platforms.

9. Announcement of winners - Winners can be announced in a variety of ways, through media reports, on the municipality's website, on bulletin boards, etc.

10. Implementation and monitoring of winning projects - the city administration, having prepared technical plans, is responsible to the community for the entire process of implementing the winning projects. Special civic committees can be convened to oversee the implementation of projects, and the municipality can provide public information on the progress of projects.



How to get initiatives, not complaints

Often people do not want to ask because they are afraid to receive negativity and complaints instead of ideas and suggestions.

To get your answers back on track:

Define the task correctly. Your portal or survey should immediately be called "Ideas for...", "My city _____", "Your budget", etc. It's simple, but it's often overlooked. If you create a portal, then in the future you can hold a competition among residents for its name. This will strengthen the position of this resource, and will also provide additional information to citizens.

Ask the right questions. Ask residents - How would you like to see this space? What would you like to add here? Avoid the words problem, fix, etc.

Set categories. If you do not want to complain about holes in the road,

And of course, it is important to understand that good ideas arise where:

- established a dialogue with the authorities
- the most pressing problems solved

These 2 factors allow residents to calmly reflect on the development of the territory, realizing that they will be heard, as well as that more pressing, but still standard, topics like a bad container site will in any case be resolved, and a situation will not form when the budget is thrown on creating an incredible park, while the population is experiencing a host of other problems.

immediately suggest discussing more positive categories - landscaping, sports fields, etc. You know better. It is possible to set clear limits on what exactly the allocation of the allocated budget is supposed to be.

Encourage. You can offer residents gifts for the most interesting ideas. Believe me, no one wants to submit a message to the competition about the fallen off plaster.

Educate. Often, residents simply do not know what to offer. Show them helpful videos or articles about comfortable urban environments and urban trends. This will help the residents to get inspired.

Application

Examples of posters, brochures, websites, etc.

For promotion, it is desirable to develop a set of materials in the same style, for example, posters, flyers, images for posts, products with a logo. It is best if you choose no more than 3 primary colors and 3 font sizes for your information materials. Use a white background to make text and images easier to read. It is more convenient to make posters in A4 or A3 format, A5 flyers.

What is desirable to place on the poster:

- The logo of the project / portal / organization / city;
- In larger print - the main appeal to residents / Name of the project;
- Invitation to a survey / event, a more detailed description of the task;
- Initiative submission / event address, date / deadline, contact person. If there is a link to the portal for submitting initiatives or the website of the administration, then it can be placed in text or in the form of a QR code.

What is desirable to place on the flyer:

- The logo of the project / portal / organization / city;
- In larger print - the main appeal to residents / Name of the project;

- Invitation to the survey / event, description of the task, less text than on the poster;
- Initiative submission / event address, date / deadline, contact person. If there is a link to the portal for submitting initiatives or the website of the administration, then it can be placed in text or in the form of a QR code.

What is desirable to place on the image for the post:

- The logo of the project / portal / organization / city;
- Large print - main appeal to residents / Project name;
- Date / duration of the event;
- If there is a link to the portal for submitting initiatives or the administration site, then it can be placed in text or in the form of a QR code.

Example poster

перевод
картинок

МОЙ СУОЯРВИ

ПРЕДЛОЖИ СВОИ ОБЪЕКТЫ ДЛЯ БЛАГОУСТРОЙСТВА БЕРЕГА СУОЯРВСКОГО ОЗЕРА

Обустройство береговой линии вдоль Суоярвского озера

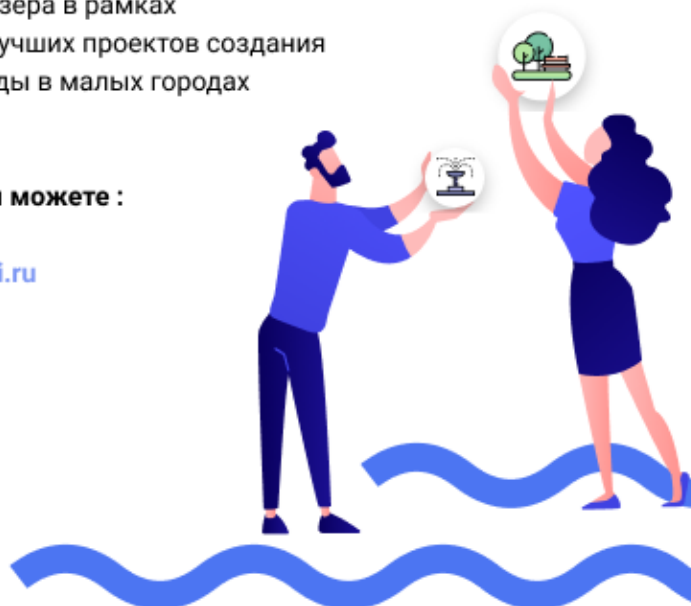
Администрация муниципального образования
"Суоярвский район" приглашает всех неравнодушных
и инициативных жителей города решать вопросы
благоустройства и развития города вместе!
Предложите свои идеи для благоустройства береговой
линии вдоль Суоярвского озера в рамках
Всероссийского конкурса лучших проектов создания
комфортной городской среды в малых городах
и исторических поселениях

Предложить свою идею вы можете :

На сайте bereg-moi-suoyarvi.ru



Адрес и телефон
администрации г. Суоярви:
8(81457)5-14-50
186870, г. Суоярви,
ул. Шельшакова, 6



Interreg
Baltic Sea Region
EmPaci



Flyer example


МОЙ СУОЯРВИ

**ПРЕДЛОЖИ СВОИ ОБЪЕКТЫ
ДЛЯ БЛАГОУСТРОЙСТВА
БЕРЕГА СУОЯРВСКОГО ОЗЕРА**

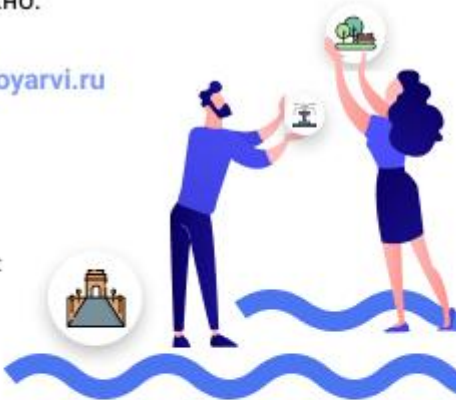
Администрация муниципального образования
"Суоярвский район" приглашает принять
участие в обустройстве береговой линии
вдоль Суоярвского озера




Предложить идею можно:

На сайте bereg-moi-suoyarvi.ru



Адрес и телефон
администрации г. Суоярви:
8(81457)5-14-50
186870, г. Суоярви,
ул. Шельшакова, 6

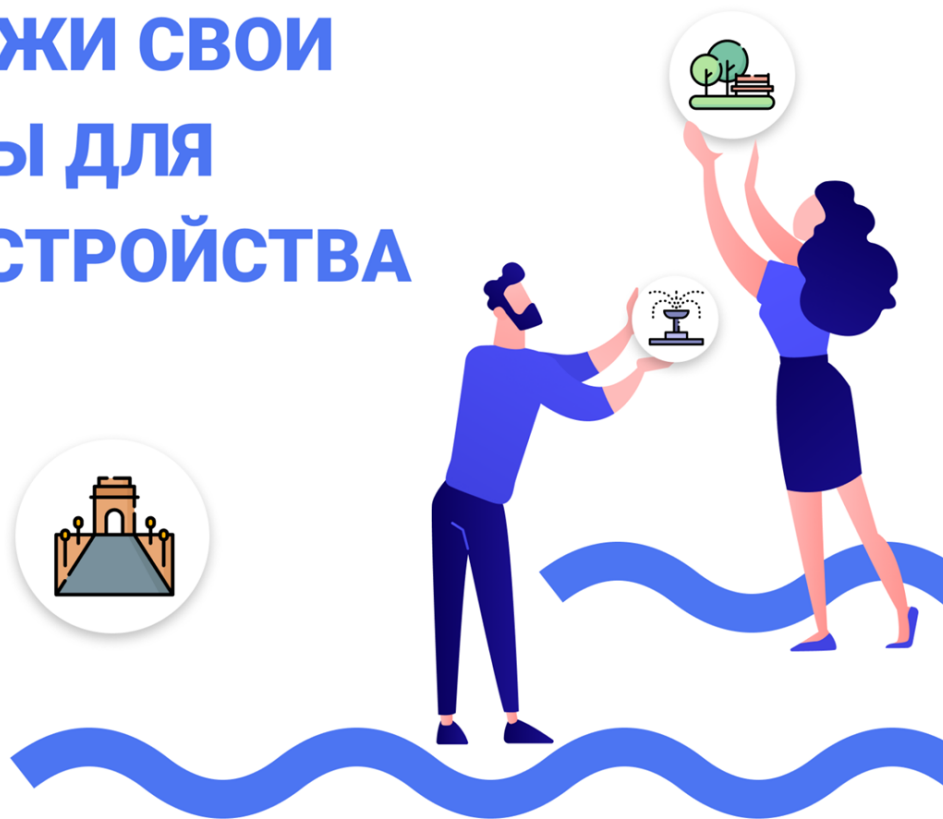


 **Interreg**
Baltic Sea Region
Erasmus+
 **EUROPEAN UNION**
EUROPEAN REGIONAL DEVELOPMENT FUND
 **REPUBLICAN SUPPORT OF THE RUSSIAN FEDERATION**

Sample image for a post

МОЙ СУОЯРВИ

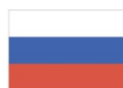
**ПРЕДЛОЖИ СВОИ
ОБЪЕКТЫ ДЛЯ
БЛАГОУСТРОЙСТВА
БЕРЕГА**



Interreg
Baltic Sea Region
EmPaci



EUROPEAN
UNION
REGIONAL
DEVELOPMENT
FUND



WITH FINANCIAL
SUPPORT OF THE
RUSSIAN
FEDERATION

Flyer example

КАЛИНИНГРАД

ПРЕДЛОЖИТЕ СВОИ ИДЕИ ДЛЯ РАЙОНА КАЗАРМЫ «КРОНПРИНЦ»

Балтийский филиал ГМИИ им. А.С. Пушкина в рамках проекта «Urban Cultural Planning» приглашает принять участие в развитии казармы «Кронпринц» и прилегающего к ней района

Предложить идею можно:
на сайте otmetky-kronprinz.ru



Контакты:
Руководитель проекта
Юлия Бардун
yulia.bardun@ncca.pushkinmuseum.art



EUROPEAN
REGIONAL
DEVELOPMENT
FUND



WITH FINANCIAL
SUPPORT OF THE
RUSSIAN
FEDERATION



ГОСУДАРСТВЕННЫЙ МУЗЕЙ
СОВРЕМЕННОГО ВИЗУАЛЬНОГО
ИСКУССТВА
ИМЕНИ А.С. ПУШКИНА



ГЦСИ ГОСУДАРСТВЕННЫЙ ЦЕНТР
СОВРЕМЕННОГО ИСКУССТВА



Sample image for a post

КАЛИНИНГРАД

ПРЕДЛОЖИТЕ СВОИ
ИДЕИ ДЛЯ
РАЙОНА КАЗАРМЫ
«КРОНПРИНЦ»

otmetky-kronprinz.ru

Interreg
Baltic Sea Region

EUROPEAN UNION
EUROPEAN REGIONAL DEVELOPMENT FUND

WITH FINANCIAL SUPPORT OF THE RUSSIAN FEDERATION

Государственный музей изобразительных искусств имени А. С. Пушкина

ГЦСИ
Государственный центр современного искусства

FLAGSHIP

U^C Urb
Cultural Planning

Sample image for a post

КАЛИНИНГРАД



ПРЕДЛОЖИТЕ
СВОИ ИДЕИ
ДЛЯ РАЙОНА
КАЗАРМЫ
«КРОНПРИНЦ»

otmetky-kronprinz.ru



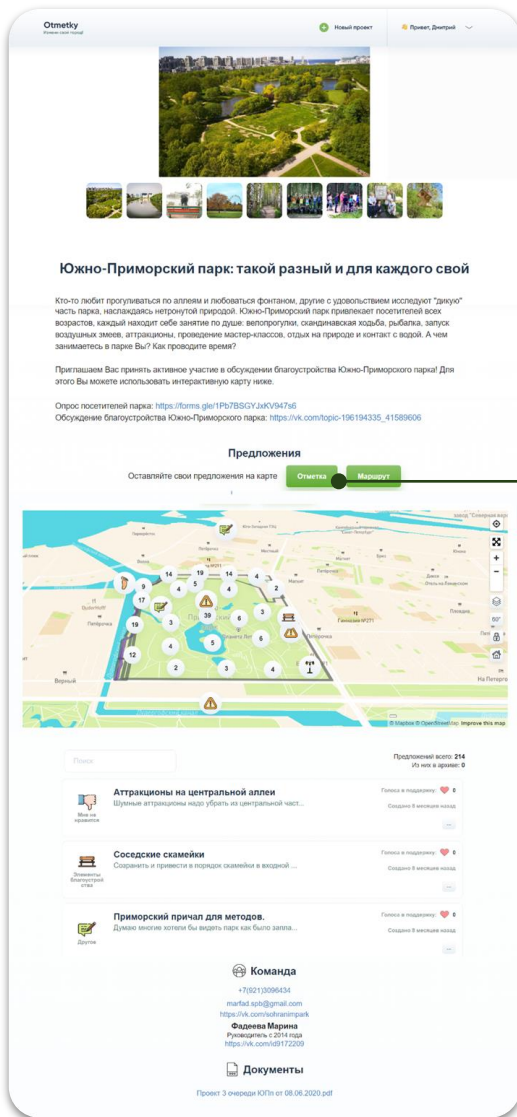
ГОСУДАРСТВЕННЫЙ МУЗЕЙ
ИЗОБРАЗИТЕЛЬНЫХ ИСКУССТВ
ИМЕНИ А.С. ПУШКИНА

ГЦСИ

ГОСУДАРСТВЕННЫЙ ЦЕНТР
СОВРЕМЕННОГО ИСКУССТВА



An example of website design



Gallery

Description of the survey

Poll Form Button

Interactive map (optional)

Cards with initiatives, voting

Contacts and documents

Example of products with a logo



Example of products with a logo





COMMAND

Gerasimova Nadezhda

Ideologist, urbanist, contact person

https://t.me/nadejda_architect

+79219226016

hello@urbanpinion.com

Koveshnikov Boris

Full stack developer

Kaurova Margarita

Urbanist

Skorokhodova Nina

Project Manager

INVOLVE CITIZENS IN DIALOGUE

urbanpinion.com
2021 год