



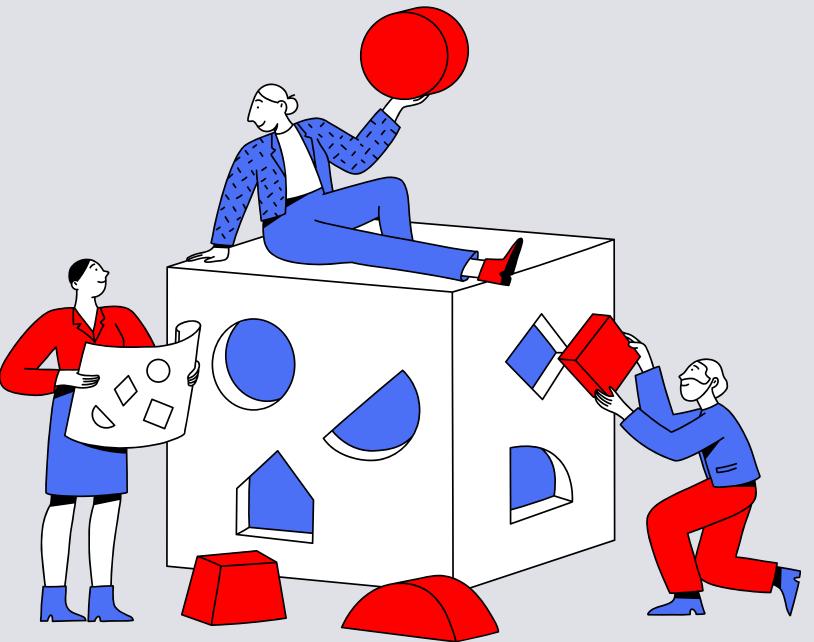
# DEMOCRATIC CONFIDENCE

## GROUP 1.4

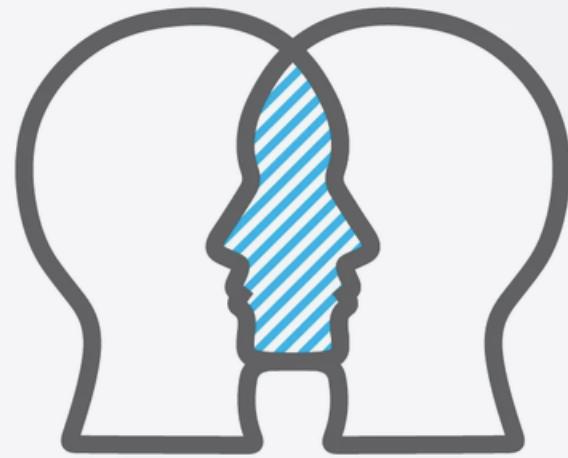
Freja, Emma, Emese, Emanuella, Jacob, Gerda

# PROBLEM STATEMENT

How can young people be empowered to make citizen proposals?



# Design Thinking



Empathize



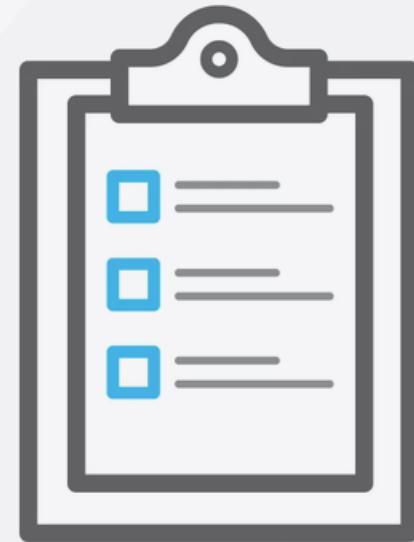
Define



Ideate



Prototype



Test

# RESEARCH

Some of our insights to assist with the problem statement.

The majority have never heard about  
deltag.aarhus.dk and their opportunity to  
submit a proposal.

A large part of the respondents think they  
rather vote for a proposal than submit one  
due to the long process.

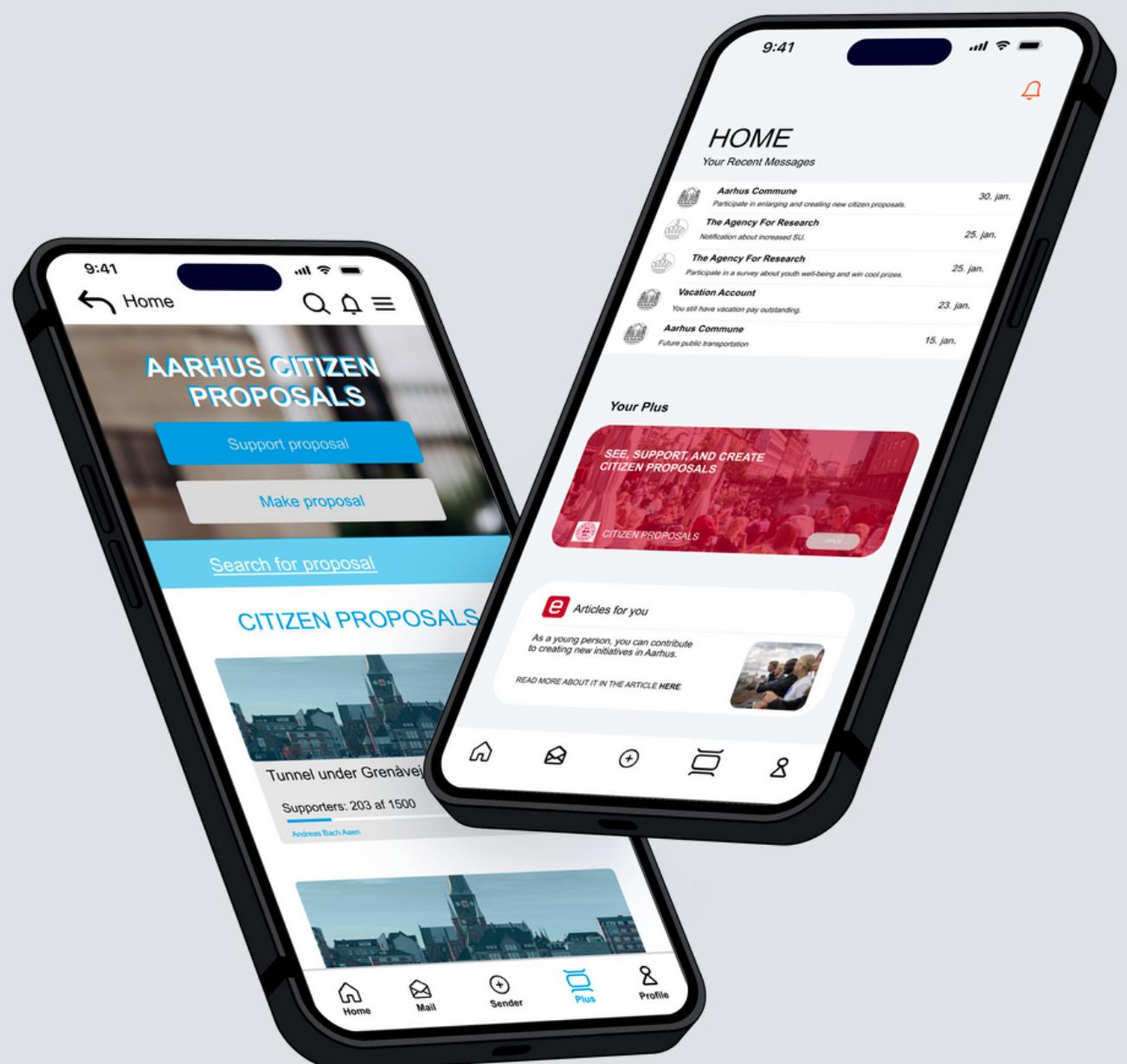
When it comes to being more engaged, respondents  
argue that the lack of awareness and the tedious  
process are part of the reasons they feel discouraged  
in making proposals.



Define

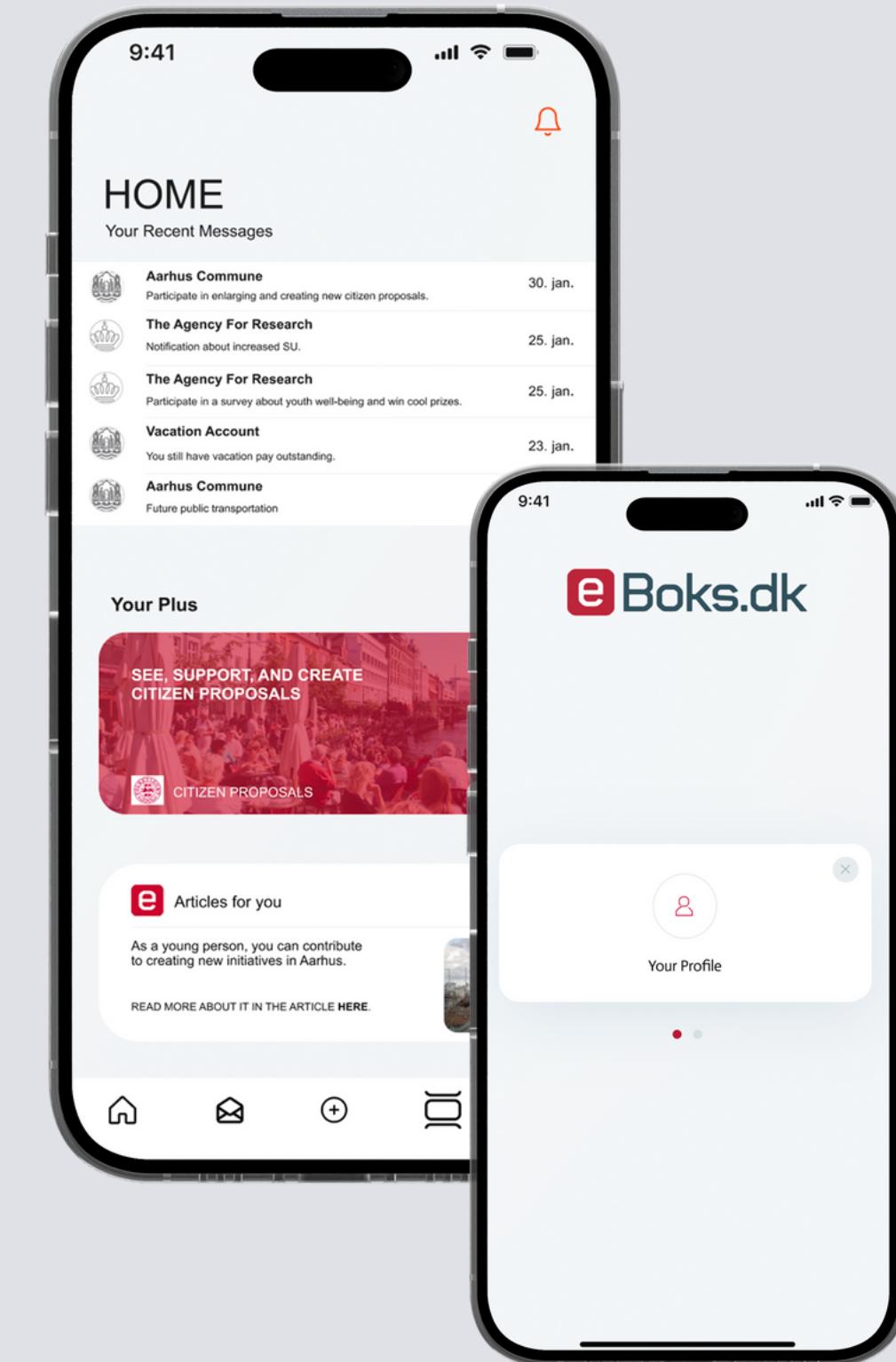
# SO WHAT DO WE WANT TO CREATE

How do we spread awareness about city proposals and how do we get the younger generation to become more engaged in voting and making change?



# SOLUTION

We have focused on making it easily accessible for young people to access citizen proposals by highlighting it through E-boks.



<https://www.figma.com/file/Vu3mjfWhtxAKc7CFUhjV1D/E-boks---Borgerforslag?type=design&node-id=0%3A1&mode=design&t=xrLHqMOgkNtrHWt1-1>

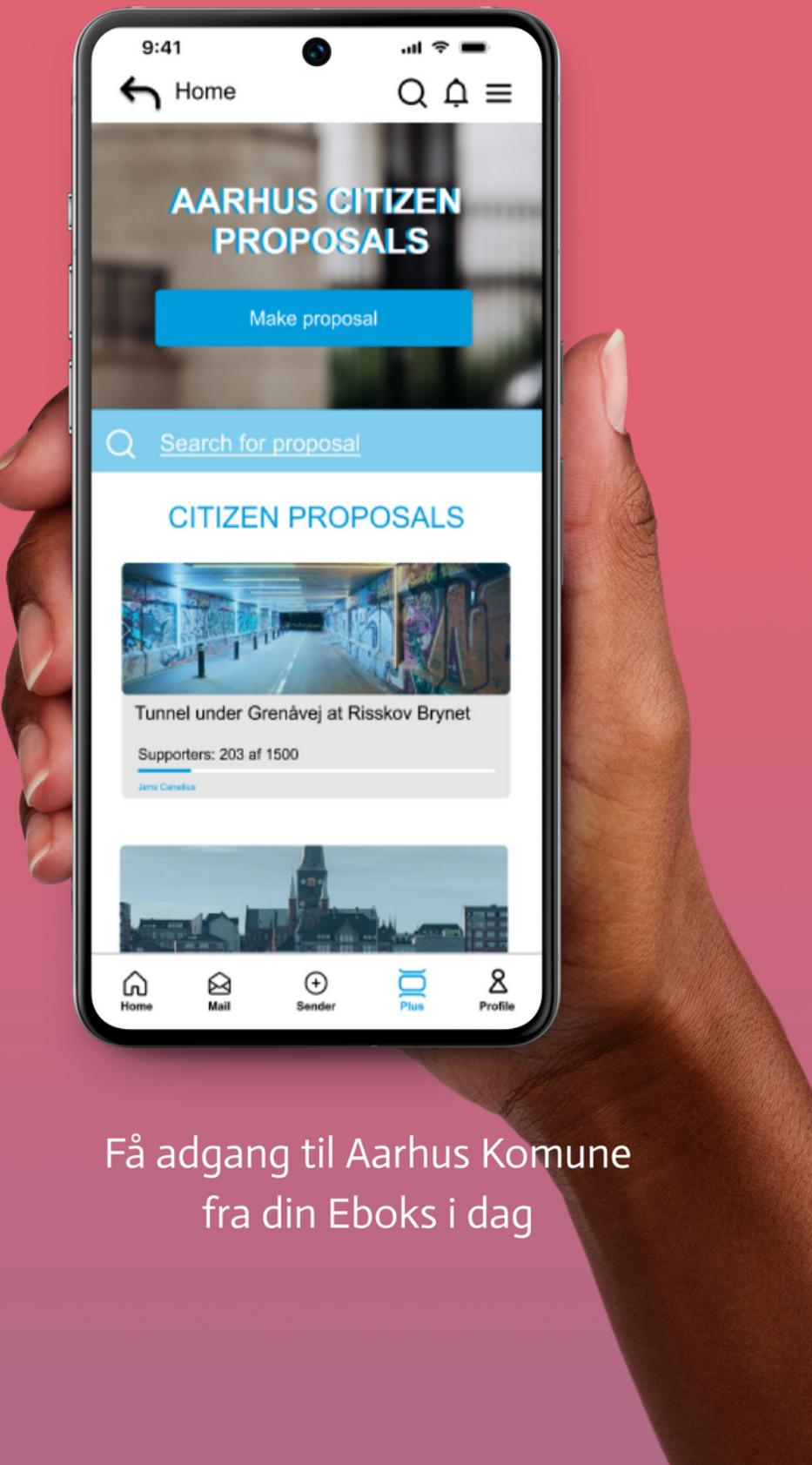
# PLUS

Foreslå nyt byforslag nu  
fra din Eboks

# Marketing

We have also discussed how to solve the problem related to young people not knowing the current proposal website.

- New feature ( E-boks )
- Bus stop poster
- SoMe

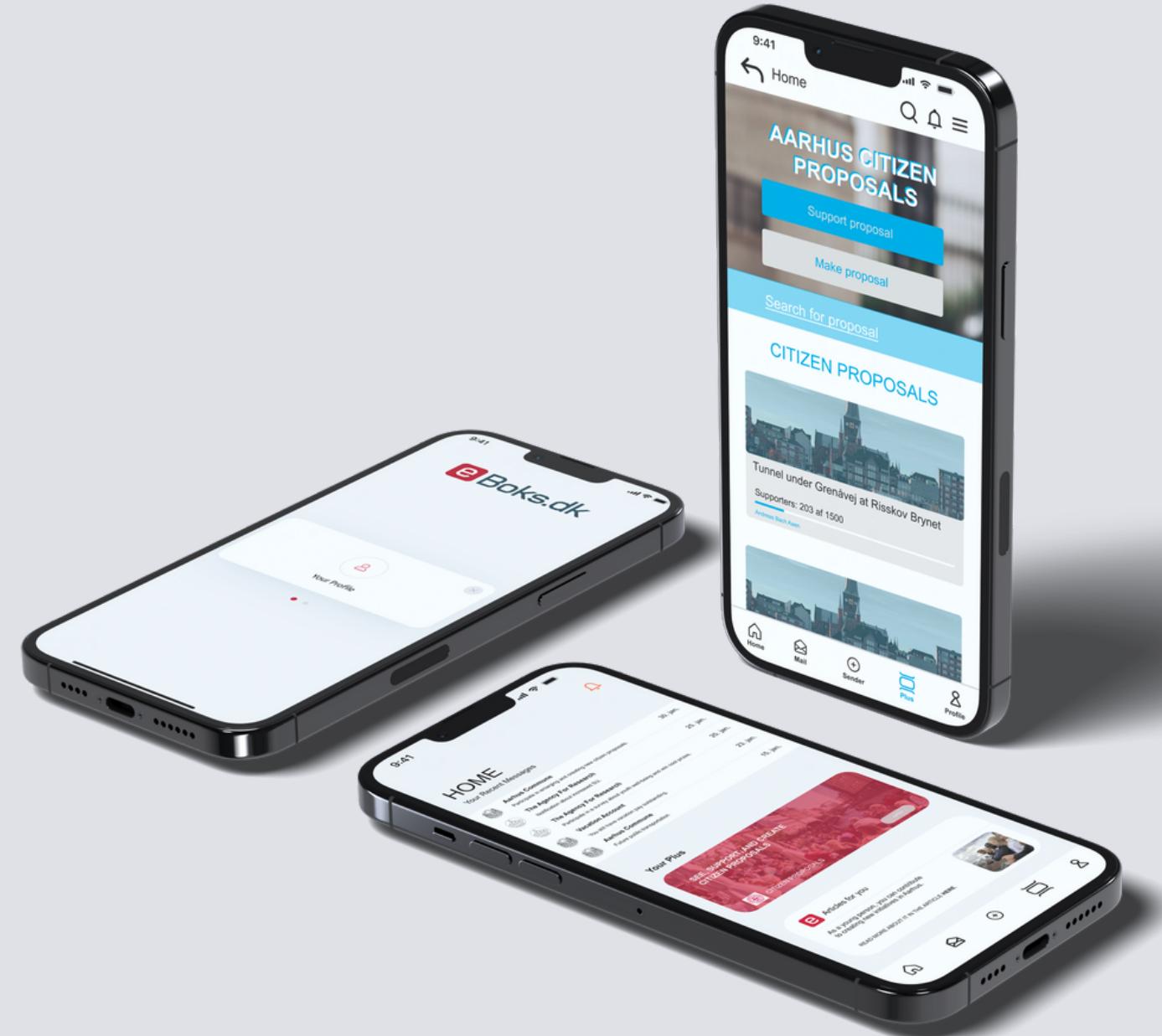


Få adgang til Aarhus Komune  
fra din Eboks i dag

# HOW DOES THAT CREATE VALUE?

Marketing initiatives to increase focus

- Using E-boks
- User-friendly
- Create and inspire each other
- Make themselves more visible, awareness
- Categories, Follow helps with engagement



A collage of various scenes from a Dutch city, likely Groningen, featuring historic buildings, a canal, and people in outdoor cafes. A large, semi-transparent white rectangle covers the center of the image, containing the text "THANK YOU" in a bold, black, sans-serif font.

THANK YOU