

How do we make residents care about their city?

Petra Dzurovcinova



Our problem statement

How might we create opportunities for residents to engage with their city?



Listening to them and meeting them where they are



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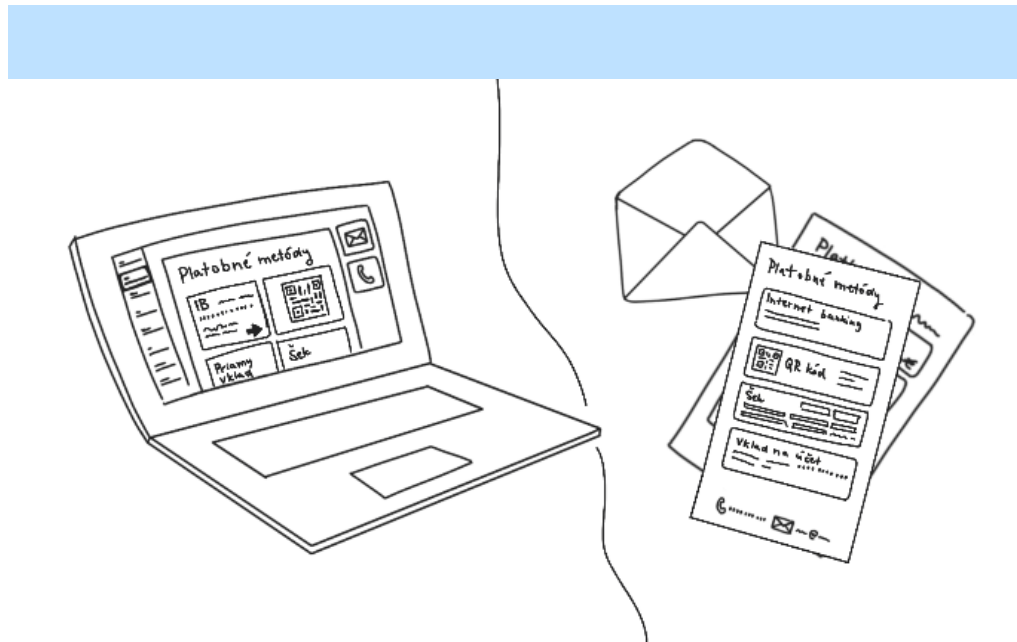
Our problem statement

How might we build and sustain trust of our residents?

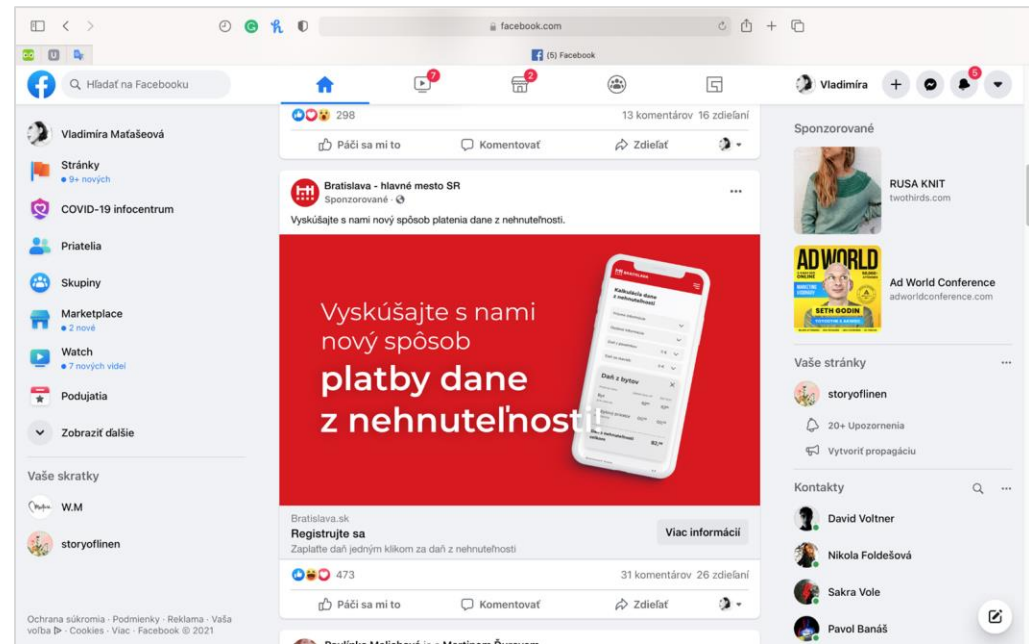


Digital services - a gateway to residents' hearts

Starting small, thinking big



Paying taxes with love



Trust brings results

“I paid my tax in approximately 5 minutes after the email arrived, on one click and while being on vacation in Asia..”

“I got all the tax information I wanted to know. I am glad that this way you are stepping into the 21st century.”



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