

STUDENTS PRIZE

INNOVATE FOR THE CITY OF TOMORROW

CITIZEN

CROWDFUNDING FOR URBAN PROJECTS

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HEAD OF PROJECT

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THEME

In the digital era, what would the city of your dreams look like?

WEST REGION

Context

Governance of cities has not yet caught up with the possibilities offered by the digital revolution. Despite the appearance of many participative applications, citizens still feel they are not sufficiently involved in the collective decisions made, with development projects, in particular, often seen as failing to respond to their needs.

Description

As a way of putting citizens at the heart of the decision-making process, the team of student engineers at the Ecole des Arts et Métiers designed a crowdfunding application – CitiZen – dedicated to financing urban projects. The principle is simple: a series of projects advocated by citizens or elected officials are presented on the application interface. Each user can decide to invest money in one of these projects. In return, they receive an equivalent compensation in kind (bus or metro tickets, theatre tickets, etc.). Once the final investment goal is reached, the project can be launched.

Benefits

Through their direct contribution to financing an urban project via crowdfunding, citizens play a decision-making role. For the local authority, it is a way of developing and maintaining constructive dialogue with the citizens it serves, notably thanks to the mechanism of compensation in kind. The VINCI Group could use CitiZen to strengthen links with citizens and elected officials by promoting the image of a company that responds to the concerns of city stakeholders.

- 1 CitiZen gives citizens a simple and concrete way
- 2 of being actively involved in their city.

