# citizenlab

Your community engagement toolbox

CitizenLab is the all-in-one platform for public engagement. Reach your community using a wide set of methods, manage their input efficiently, and receive automated insights to better inform decision-making.

About CitizenLab

The town hall for the digital era

CitizenLab is an impact-driven company providing governments with an online engagement platform. The user-friendly platform enables you to centralise and manage all consultation projects in one place.
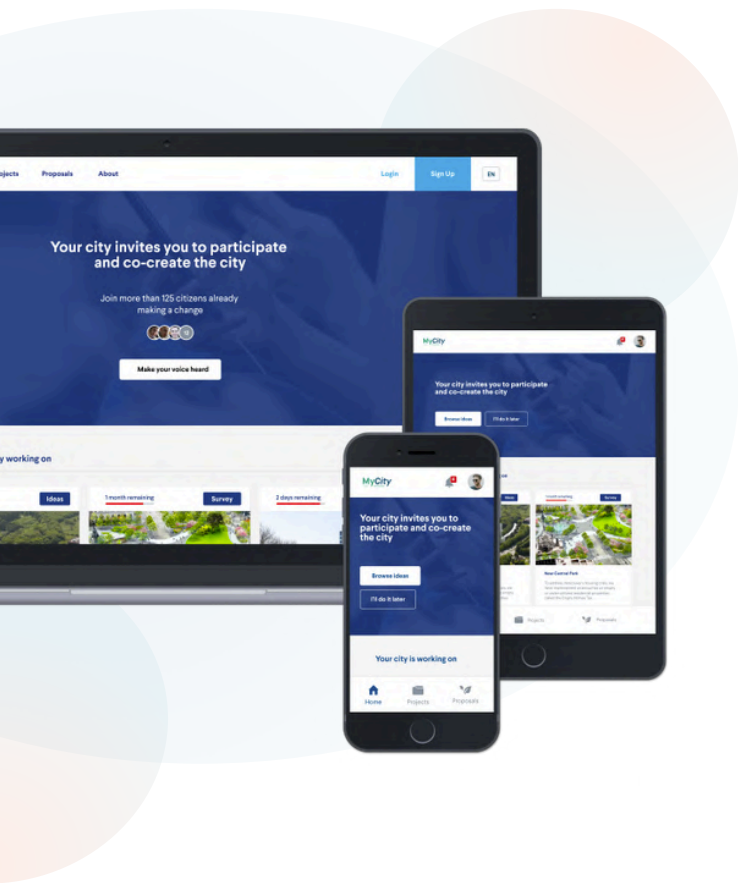
8 — **Awards**, including the World Summit Award in "Government and Citizen Participation" in 2020.

+200 — **Governments** of all sizes. A fast-growing network of forward-thinking governments in different countries.

+2,500 — **Projects** in all policy domains: from urban transformation, over climate action, to mobility.

+500,000 — **Citizens.** That's what drives our team every day: amplifying citizens' voices on topics they care about.

How it works

1. Engage your community

Collect new ideas, receive feedback on your plans, gather votes to gauge support, or organise online workshops. All in one place.

2. Manage their contributions

Seamlessly moderate all comments, process community input, and collaborate with your team.

3. Decide based on insights

Save time processing inputs and gain a granular understanding of citizens' needs, using our integrated insights tools.

What's so unique about CitizenLab?

Easy-to-use platform

A modular toolkit with a superb user experience. Launch your new projects in just a few clicks.

Powerful back-office

We understand that every context is different. The admin tools give you full control to customize the platform and manage it efficiently.
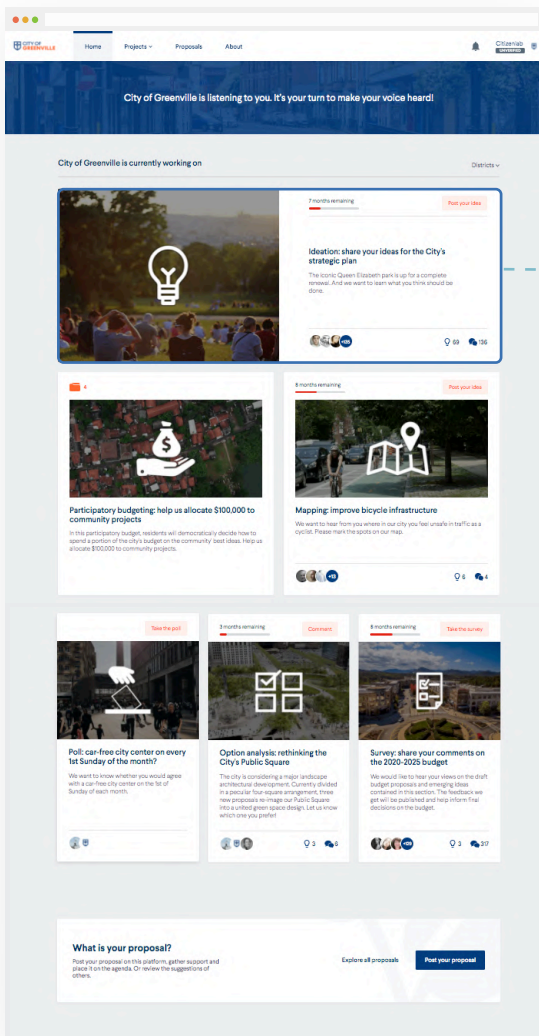
Online workshops

Combine the best of both worlds and host face-to-face workshops within your projects to reach group consensus.
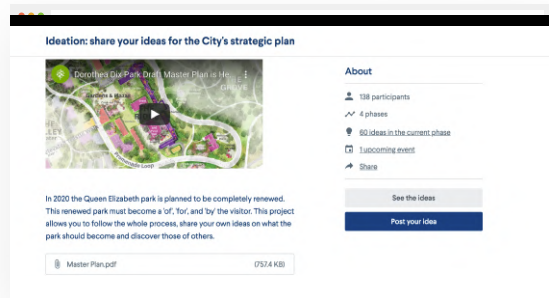
Text analytics & insights

As community input keeps flowing in, save precious time processing all data thanks to our AI-powered reporting module.
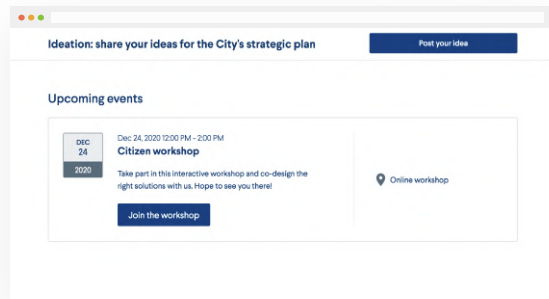
All your projects, in one place
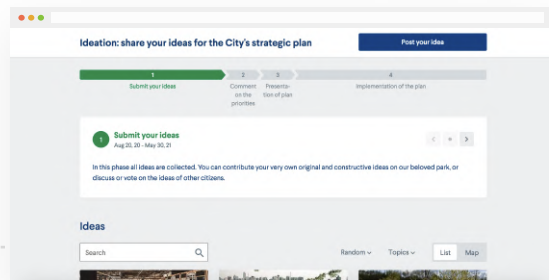

Within each project

Information

Add attachments, images, video, and text to inform your community.

Events

List all past and upcoming related events, incl. online workshops.

Project overview

Keep all your engagement projects in one central place. Use the 'Folders' feature to organize projects logically.

Timeline

Build your own process using one or more engagement methods and set expectations.

Pick from a *complete* toolbox of engagement methods

| Information	Surveys	Quick Polling	Option Analysis	Q&A	Mapping	Ideation	Online workshops	Participatory budgeting	Proposals	Volunteering

Inform ▶ **Consult** ▶ **Involve** ▶ **Collaborate** ▶ **Empower**

Ideation

Use the user-friendly ideation method to collect large volumes of input on your platform, and complement it with live, face-to-face deliberation to reach group consensus.
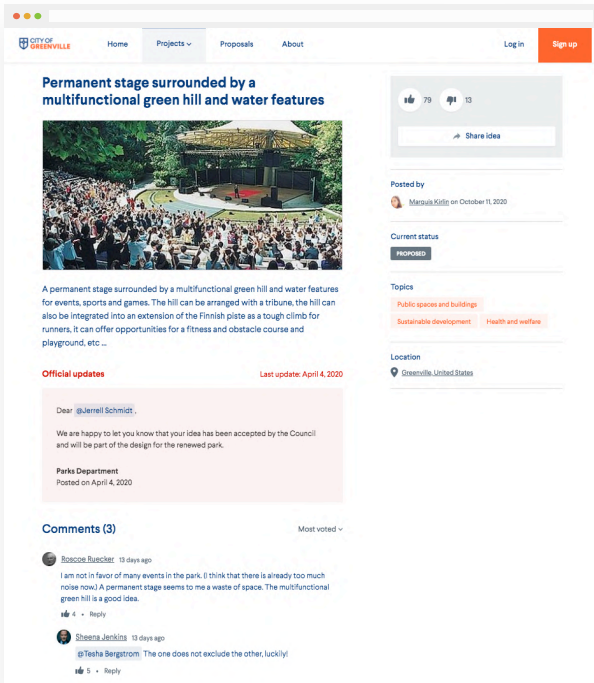
FOR CITIZENS

Ideas, comments, votes

The engagement method at the core of the platform. Ask a question and tap into the collective intelligence.

- Rich idea form with topics, location, attachment, and image as metadata;
- Interactive discussions through threaded comments, mentions, and votes;
- Social media sharing and notifications to boost engagement;
- Configurable idea fields and topics per project;
- Disable/enable idea posting, commenting, voting per phase;
- Allow for a limited number of votes per phase, or disable downvoting.

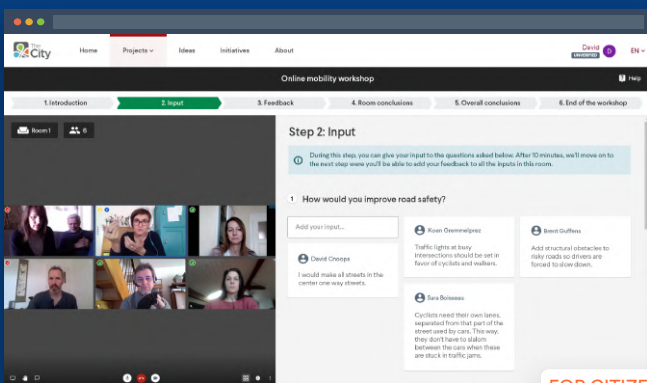**FOR ADMINS**

Moderate & give feedback

Share timely feedback with your community, either all at once through status changes, or individually through official updates.

- Statuses per idea (e.g. new, considered, accepted), fully customizable;
- Official updates that stand out from all other comments;
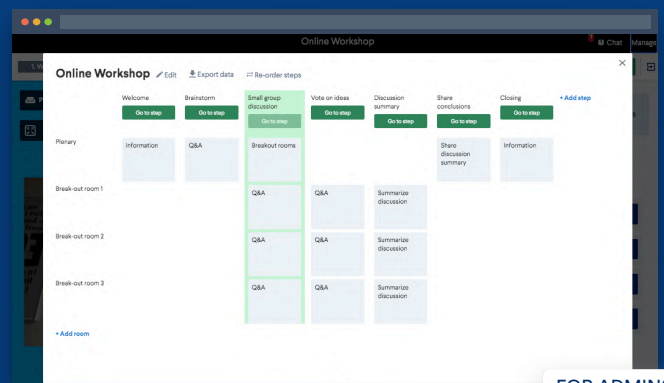- Spam reporting and profanity filters for easy moderation.

Online workshops

Bring your public meetings online and host workshops to deliberate on topics. In combination with other methods, workshops are most powerful to deepen the conversation face-to-face and find group consensus.

FOR CITIZENS

FOR ADMINS

Highly interactive discussions

With the timeline on top, video integration on the left, and workshop interactions on the right, you have the tools you need to facilitate the conversation.

- Jitsi video integration with admin controls to mute all, disable video, go full screen;
- Present pre-defined questions through polls, collect ideas and gather votes;
- Ask group facilitators to summarize their break-out room's discussion.

Script your own workshop

A complete facilitator's toolkit. Add steps to your workshop, break all participants up into smaller groups, and pre-define the interaction method at each step.

- Use countdowns at each step to indicate how much time is left;
- Switch between break-out rooms to check how each conversation is going;
- Export all workshop data to Excel, and save hours on transcribing post-it notes.

Proposals
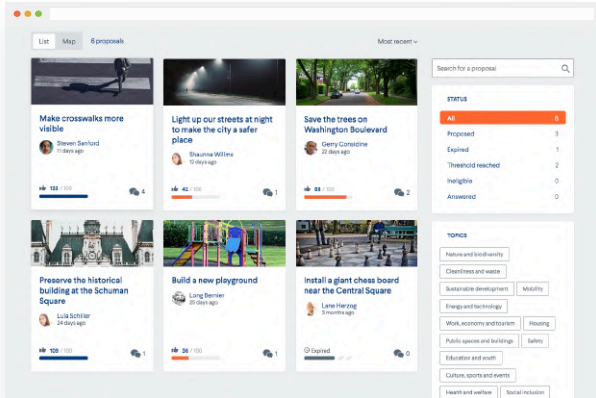
Crowdsource bottom-up proposals, outside of your projects. The voting threshold and deadline will help you understand what's most important.

- Configure your **voting threshold** (e.g. minimum 100 votes required);
- Pre-define the **next step** if the threshold is reached (e.g. feedback by council);
- Require **identity verification** and consider votes as digital signatures.

Participatory budgeting
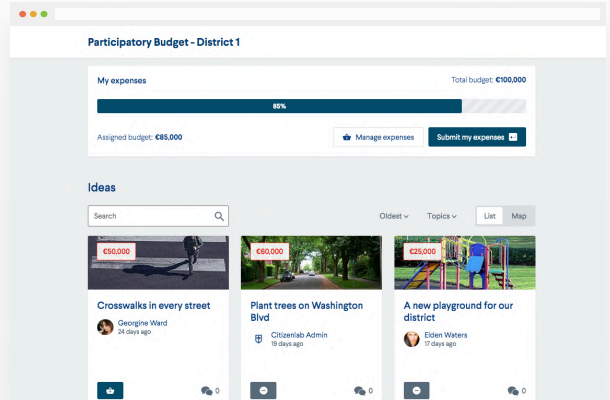
A great way to gamify public participation. Let your residents allocate funds to different community initiatives using knapsack voting.

- Assign a **budget** to each initiative on the ballot;
- Pre-define **how much** can be spent within the participatory budget;
- Set your **currency** or work with a points system.

Mapping
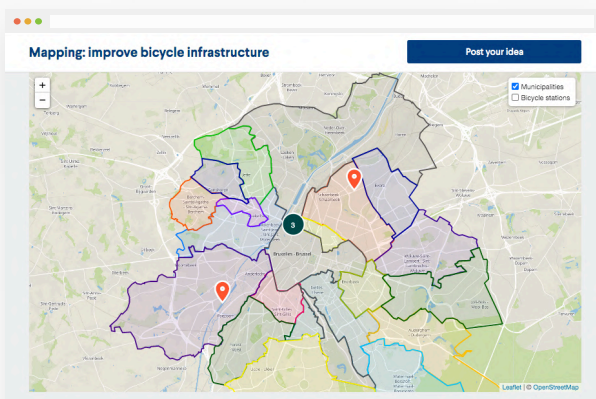
Allow your community to drop pins on a map and source location-specific input. Add layers to inform the public and steer the participation.

- Upload your **custom map layer** as a shapefile on top of the OSM base layer;
- Set the **perimeter** within which the community can share input;
- Configure the zoom level and let participants **browse** through the map.

Volunteering
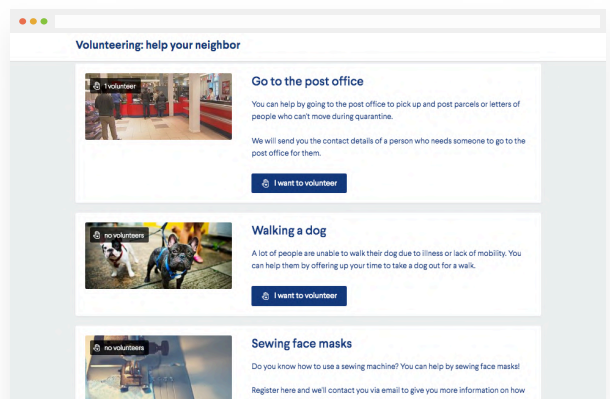
Create a space to coordinate volunteering actions. Useful to activate your community in the implementation of projects.

- Coordinate the volunteering work and pre-define the **actions**;
- Gather a **list** of volunteers for each action;
- Once volunteers have signed up, **communicate** about what's next.

Option analysis
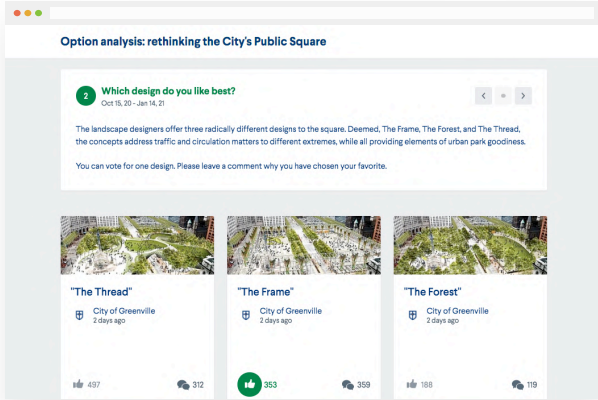
Propose a set of options to your community, and let them deliberate and decide on their favorite proposal. The way to get feedback on your plans.

- You propose the **options**, the community shares their comments;
- Limit the **number of votes** and disable downvoting;
- Collect comments about preferences and analyze the **argumentation**.

Q&A   COMING SOON
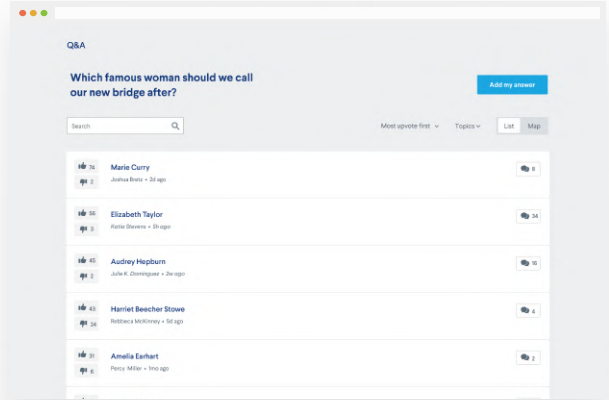
The Q&A method helps you gather specific answers to the questions you ask. An easy method to engage your community interactively.

- Answers are shown in a **list view**, making it easy to explore the contributions;
- Answers consist of just a **title**, no description. Engagement in two clicks;
- Receive **notifications** as a moderator when new answers are in.

Polls & surveys
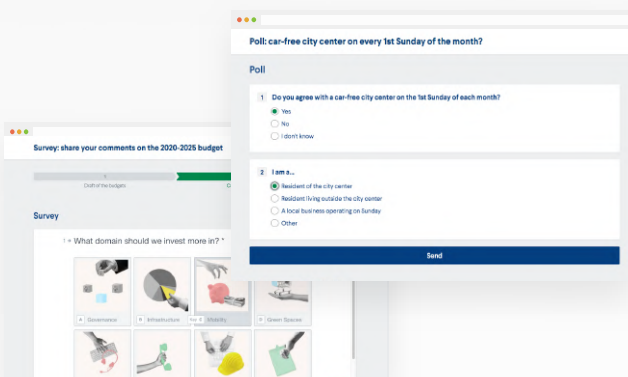
Ask a short list of questions via polls, or set up a survey for more complex cases. A proven way to easily engage your community.

- Compose a simple list of questions via the **polling** feature;
- Combine with identity verification and use polling for **referenda**;
- Native **survey integrations** with Typeform, Google Forms, Enalayzer;

Identity verification
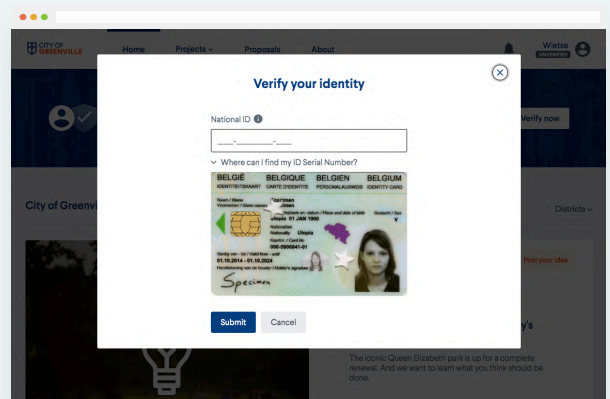
Ask your community to verify their identity before they get full participation rights. Use the available integrations with ID brokers or generate unique codes.

- Integrate with your **local ID broker** (e.g. itsme, FranceConnect, DigiD, NemID);
- Upload a list of **verification codes** or generate random ones;
- Create a group of verified participants and grant them **extra rights**.

# A powerful back-office for efficient collaboration
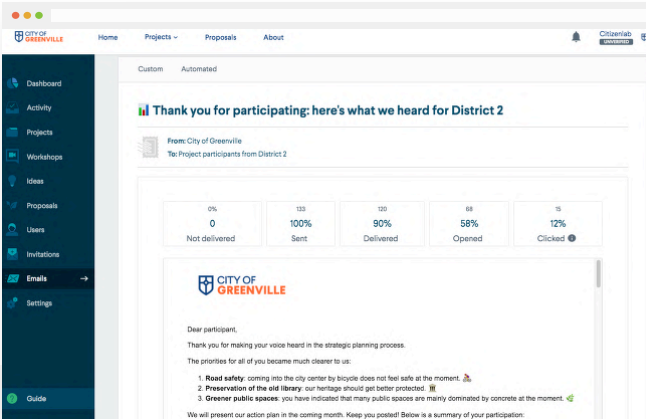
Communication tools

- Upload a list of email addresses and send out invitations;
- Send targeted email campaigns to a specific user group;
- Embed pre-built widgets on your homepage;
- Enable automated emails to keep users in the loop.

User management

- Create manual groups for a fixed set of members;
- Create smart groups, dynamically updated based on a set of conditions (e.g. lives in X, interested in Y);
- Permissions: restrict access to certain projects when you need to engage a specific group of users;
- Roles: collaborate with colleagues and make them project manager.
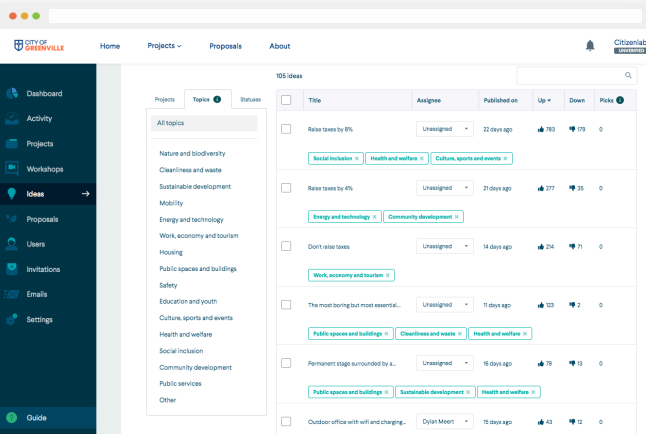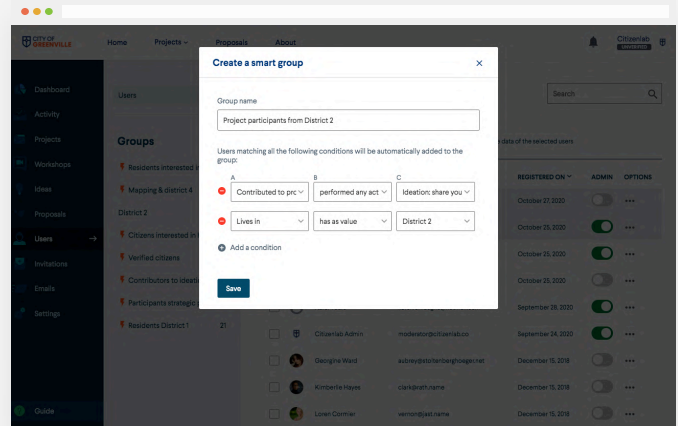

Idea management

- Explore all input: filter ideas per project, topic or status, and sort by number of votes.
- Assign ideas to colleagues and let them share feedback via status changes or official updates;
- Move ideas to the next phase in the project.
- Moderate all new input in the Activity overview.

Platform settings

- Style the platform following your brand guidelines;
- Define what extra user data you want to collect;
- Customise the platform and define what areas and topics should look like;
- Our helpdesk guides you to the right answer if you cannot find it immediately.
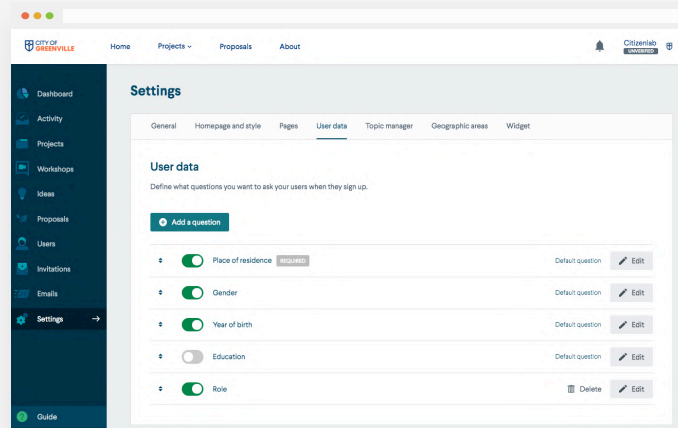
AI-powered analytics to extract actionable insights

We use natural language processing (NLP) techniques to analyze textual input and show you the community's main priorities. Segment by demographics to better understand the diversity of opinions.
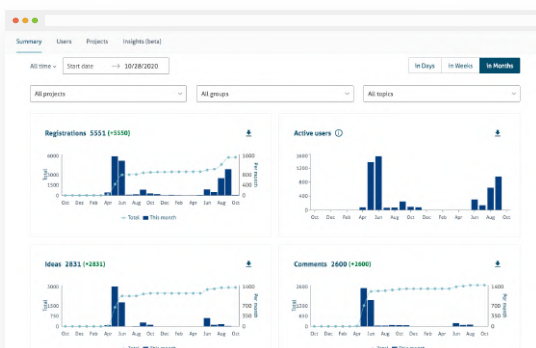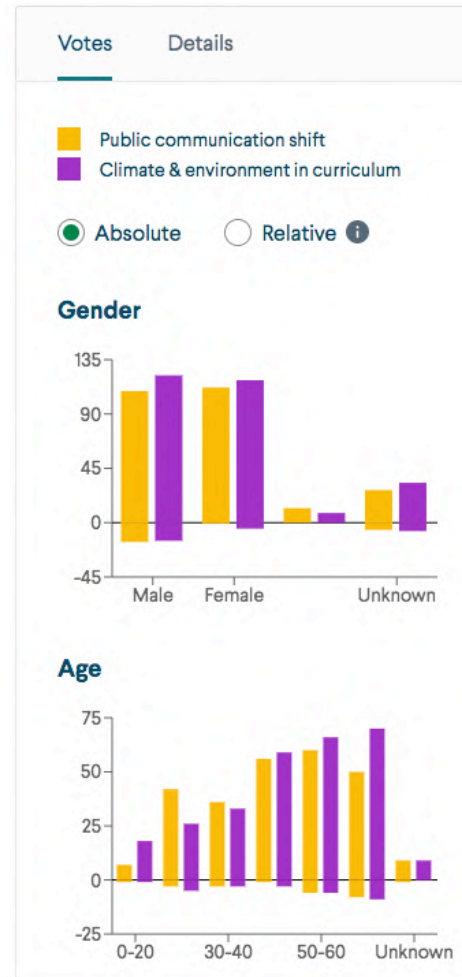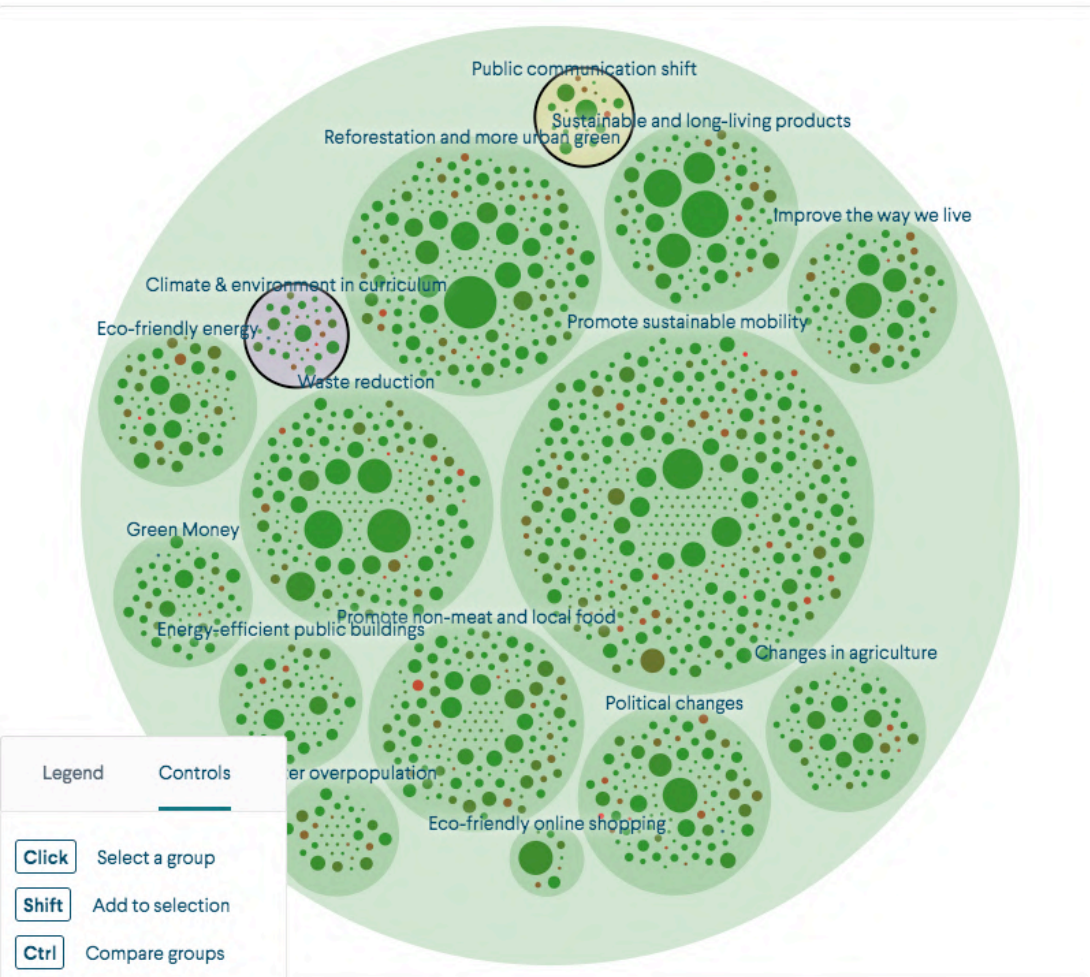
Platform dashboard

- Follow the activity on your platform
- Analyse demographics of participants
- Receive weekly admin reports per email
- Export all platform data to xls and csv
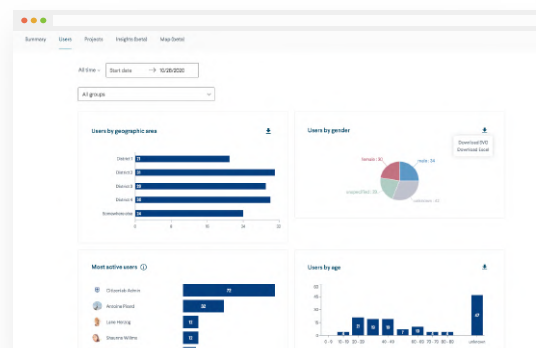
Project reports

- Generate AI-assisted summary reports per project
- Auto-detect key topics and group the input accordingly
- Get automated suggestions to write project conclusions
- Share your report with both colleagues and participants

Specs sheet

Accessibility

WCAG
Version 2.0, Level AA

Compliant to the Web Content Accessibility Guidelines **(WCAG) v2.1 level AA**

anysurfer

Certified by third-party accessibility auditor **AnySurfer**

Our absolute priority to guarantee digital inclusion.

- ☑ Compatible with all common browsers
- ☑ Fully responsive on mobile & tablet
- ☑ Multilingual accessibility in +15 languages
- ☑ Keyboard navigation and accessible via screen readers
- ☑ Guidance on a contrasting color palette
- ☑ Continuous accessibility testing in development

Privacy & data processing

GDPR compliance

Third-party audited on compliance. Your organisation remains data owner and can export all data at anytime. All data sub-processing happens within the EEA.

The highest standards to protect all personal data.

All users can:

- ☑ Edit all personal data in their user profile
- ☑ Request to remove their profile and personal data
- ☑ Read our accessible privacy policy
- ☑ Disable cookies to avoid specific data processing
- ☑ Determine which emails they want to receive

Security

CYBER ESSENTIALS

ISO27001 in process

Cyber Essentials certified

Currently developing the Information Security Management System (ISMS) in accordance with the ISO 27001 guidelines. Certification will be completed in Q2 2021.

Advanced security management on OWASP top-10 risks:

A1:2017	ORM layer for database access to prevent SQL injections
A2:2017	Industry standards for authentication (e.g. JWT tokens)
A3:2017	All communication encrypted under HTTPS TLS 1.2+ All database storage encrypted at rest
A4:2017	No XML use
A5:2017	Policies to determine if user role can perform action
A6:2017	Separate staging and production environments
A7:2017	Back-end cleans all user input that can lead to XSS attack
A8:2017	Use of simple serialized formats (JSON)
A9:2017	Continuous integration auto-alerts vulnerabilities
A10:2017	Real-time logging system to detect anomalies

Hosting & maintenance

- Uptime guarantee for ›99,9%
- Regional server & data hosting
- Storage on ISO27001 certified AWS data centers
- DNS and SSL configuration by CitizenLab
- Daily back-ups, kept for 30 days
- RPO of 24h and RTO of 2 hours

Quality control & performance

- Automated test coverage of +85% on all source code
- Error detection by a runtime error tracking system
- Auto-monitoring of memory usage and processor load
- Auto-scaling at heavy peak times
- Multiple servers distribute the work dynamically
- Annual penetration tests to ensure security standards

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Do you want to see the platform in action?

TALK TO US