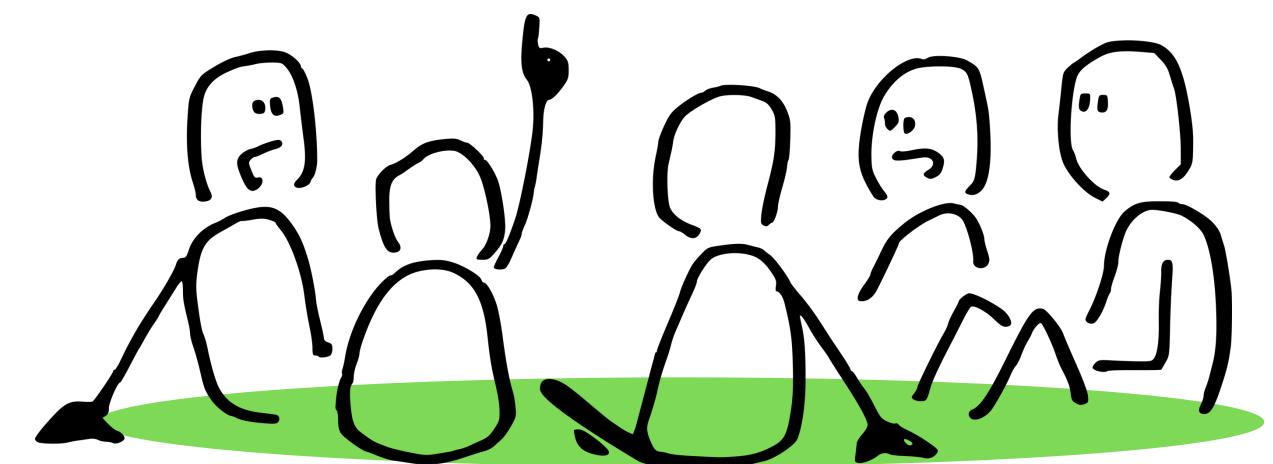


# GREEN(ER) MIDDELBURG



## CLIENT AND CHALLENGE

- The client is the municipality of Middelburg.  
The challenge is to develop solutions to improve resident engagements in local green initiatives.

## PROPOSED SOLUTION

- WhatsApp group chat for updates and information sharing.  
Everyone is kept easily informed about the local sustainability plans.

## THE PROCESS

- Research consisted of literature review, public questionnaire, problem interviews.  
Learning about obstacles that make it difficult for residents to participate - high costs, limited decision making power, unclear information.  
Considered 10 ideas - calculator on savings by being sustainable, livestreams and Q&A sessions, newsletter, kid friendly meetings & events, WhatsApp group, green market stand, clearer upfront information, new website, student sessions, ads on buses.

## THE RESULT

- Communication shift from physical meeting and letter to digital updates.  
People staying informed and boosting participation in sustainability initiatives.  
Real-time updates about any ongoing changes.  
Risk of excluding older residents / less technical people.

## FUTURE STEPS

- Having an AI chatbot - providing quick answers for FAQ.  
Connecting to live agent on WhatsApp.

