



# 100 Innovations in Government Communications 2023

# Introduction

The Sharjah Government Media Bureau and Apolitical are pleased to present **100 Innovations in Government Communications 2023**

How to communicate effectively is an evergreen question - and the answer is always evolving. Big shifts have redefined the global communications landscape in recent years. New social media platforms are becoming popular while others are fading. The Covid19- pandemic changed the way millions of people live and work, possibly forever. The impact of disinformation is becoming harder to ignore. And lightning-fast advancements in generative AI are only beginning to be understood.

All these developments are set against the backdrop of climate change. Extreme weather events mean governments need to quickly ramp up their communication capabilities to mobilise and protect citizens in emergencies. As host of the COP28 climate conference, the United Arab Emirates recognises the critical role communication can and should play in addressing the global challenge of climate change - from international cooperation, to policy-making, to local implementation.

This list showcases 100 examples of how governments across the world are experimenting with bold and innovative communications approaches to rise to these challenges. We want this list to encourage and inspire public servants to think about their own communication context. Could these ideas work in your city, state or country? Are there new channels or technologies you could explore? Could these approaches amplify your own impact?

We invite you to share these innovative approaches with your colleagues and your team, and look forward to seeing 100 more case studies of ground-breaking government communications.

## About the Partners



**The Sharjah Government Media Bureau** is the official body responsible for media and communication initiatives and activities in government institutions and departments across the Emirate of Sharjah. It seeks to develop media and communication practices based on constructive and responsible ideas and principles and a thoughtful strategy inspired by the farsighted vision of His Highness Sheikh Dr. Sultan bin Mohammed Al Qasimi, Supreme Council Member and Ruler of Sharjah.

Since its inception in 2011, the SGMB has been driven by the mission and passion to empower media and government communication in the Emirate, achieve harmony and integration between the content of government messages and constant scientific, intellectual and technical developments in the communication sector. As a result, the SGMB has become an innovative media and communication platform that uses futuristic language and mechanisms in formulating a unique media discourse that is consistent with Sharjah's much-celebrated cultural and civilisational legacy and project.

The SGMB seeks to enrich the media and communication work environment and enable government officials and media practitioners in Sharjah to develop their potential and skills through a series of initiatives and activities based on the latest findings and insights in communication sciences, offering them opportunities to learn about vital national, regional and international experiences in the government communication sector. The Bureau deliberates on the most significant opportunities and challenges of the sector in the International Government Communication Forum, which the SGMB hosts annually with the participation of an elite group of decision makers, experts and researchers.

The Sharjah Press Club - an SGMB initiative - and the Training Department and the Government Communication Department of the Bureau also host training and educational programmes, initiatives and workshops in the field of media and communication throughout the year aimed at various categories to enhance the best effective and innovative communication mechanisms.

The SGMB has partnered with leading national and international universities and institutions in developing programs and plans in the field of media and communication. It has also launched the Professional Diploma for Government Communication in cooperation with a number of international universities to be a major contributor to developing the skills and intellectual horizons of government communication professionals, media and communication students and all those interested in the field.



**Apolitical** is a global network and learning platform for government, with a mission to build 21st century governments that work for people and the planet. It is used by more than 200,000 public servants and policymakers in 160 countries to find and share best practices, and to upskill with engaging online courses on 21st century government priorities. Apolitical's members range from mayors and ministers to policy pioneers and digital innovators. Apolitical's courses are co-developed with leading universities and research institutions, including Oxford, Cambridge, Georgetown and the Rocky Mountain Institute. Apolitical has launched two exciting programs to give public servants and policymakers the skills, knowledge and networks they need to succeed in 21st century governments - **the Government Climate Campus** and **the Government AI Campus**.

# 100 Innovations in Government Communications



**HE Tariq Saeed Allay**  
Director General,  
Sharjah Government  
Media Bureau

[sgmb.ae](http://sgmb.ae)



Since the inception of the UAE as an independent and sovereign federal state 52 years ago, the role of successful interactions between the government and citizens in making the UAE a global centre of sustainable development, culture, tourism, technology and innovation has been truly phenomenal and a role model for the rest of the world. Mutual trust, collaboration and cooperation, and effective, flexible, and people-centred government communications have played a pivotal role in our journey to build a successful, prosperous and sustainable country.

Given the vital role of communication as a bridge between members of society and government officials, the government has been keen to constantly invest in new and innovative communication methods to meet the needs of the public in order to serve them and protect them in emergencies and crises, and address challenges.

In Sharjah, we have designed pioneering initiatives such as the International Government Communication Forum and the Sharjah Government Communication Award to recognise creativity and excellence in this field.

Over the past decade, our initiatives have brought together thought and opinion leaders, senior officials, government communication practitioners, media professionals, academics, researchers, and students to exchange ideas and proposals to benefit from the best local and global experiences, address challenges, and learn about the latest developments of the world's governments with regard to government communication.

The previous sessions of the forum, through the Sharjah Government Communication Award, attracted the best government communication practices, initiatives and communication campaigns, and demonstrated scientific and innovative methods for transforming crises into opportunities and how to apply current and expected future technologies to open the way for new innovations at the national, regional and global levels.

Behind every successful government is a communications mechanism that gives institutions a human face, and when communication is impactful and supported by technology, it has better chances of reaching larger numbers of members of the public. Here we present distinguished communication experiences that include the 100 most prominent government communication innovations from around the world, through which government institutions have achieved success through better communication with their employees.

The list has been put together by the Sharjah Government Media Bureau in partnership with Apolitical, UK, to support best practices, innovations and technology, which will shape the future of government communications.



## Foreword by Robyn Scott



**Robyn Scott**  
Co-founder  
and CEO. Apolitical

[www.apolitical.co](http://www.apolitical.co)

Apolitical is delighted to be partnering with the Sharjah Government Media Bureau to bring you 100 Innovations in Government Communications 2023

While preparing the list, we polled the Apolitical community of 200,000 public servants in 160 countries to ask if their government departments communicated clearly and creatively with the public. 34% of them said only sometimes, and 42% of them told us they didn't! I hope this list will celebrate where governments are communicating brilliantly and help elevate the standards of government communications by encouraging the adoption and adaptation of these 100 shining examples. In this list, you'll encounter many of the complex challenges facing governments. You'll also read about clever and creative responses.

Good communication is foundational to effective government. It's how governments manage crises; effect change and build trust. It can be the difference between a policy succeeding or failing and sometimes – like in the case of a global pandemic – between life and death.

It's no surprise that there are so many Covid-19-related communication innovations included. The pandemic pushed governments to demonstrate an agility that might have seemed unimaginable just a few years ago. Continuing to build the skills and learnings gained during the crisis is key to unlocking further innovation.

The list includes novel campaigns around climate change - a crisis that demands that all of us embrace communications innovation with a new urgency. With COP28 fast approaching, it is a reminder that policymakers need to share, align, and collaborate more urgently than ever if we want to achieve our collective climate goals - and communication is a key part of achieving this. When the UAE became the home of COP28, it took on the role of more than just a host. The country has positioned itself to play a leadership role in regional and global efforts to curb emissions.

2023 is also a big year for climate at Apolitical. We recently launched [the Government Climate Campus](#), created to address the 'government green skills' emergency. The goal of the Campus is to upskill 50,000 public servants and policymakers in the highest impact roles, topics, and countries in order to cut emissions by 50% this decade. The Campus provides a one-stop-shop for actionable climate knowledge and skills which are engaging, social, and contextualised for governments. Recognising the key role communication plays, one of our newest courses is dedicated to "Communicating climate change." Apolitical is pleased to be supporting public servants and policymakers in the UAE's journey to COP28 and beyond.

We hear over and over again from our community that the work of government is too often siloed. In fact, McKinsey has calculated that if governments just did what was working elsewhere it would save \$3.5 trillion annually. We created Apolitical to tackle this problem by helping public servants find and share – and be motivated by – best practices at every level of government. We hope these 100 innovations will encourage and motivate you to explore these communication approaches in your own context.

**apolitical**

10th

# METHODOLOGY

# Methodology

We've tagged the 100-list using the following categories:



**1) Creative Campaigns and Channels:** Having a memorable message in an information-saturated world is a challenge for any government. Technological advances are no substitute for a smart idea, well executed. Governments have launched some seriously creative campaigns and channel experiments to get their messages across. This category celebrates fresh approaches to existing ideas, and their great results.



**2) Gamifying GovComms:** Games tap into our desire for competition, achievement, and connection. And when it comes to two-way communication between a government and its citizens, games can be an exciting opportunity. We know gamification keeps audiences motivated and engaged for longer periods of time than traditional communications do. They also capture useful data to help governments learn about what works and why. We've gathered great examples of governments using gamified initiatives to engage and learn from their citizens.



**3) Data Storytelling:** Governments are generators and custodians of some of the biggest datasets on earth. But if data isn't used for better decision making, its potential is lost. Bringing data to life is something governments are taking more seriously – but getting this across to audiences isn't always easy. Here you'll find encouraging examples of governments visualising and communicating data in smart and transparent ways.



**4) Artificial Intelligence and Technology:** We're particularly excited to reflect the rise of AI in this category. Although generative AI is grabbing all the headlines, many governments have been experimenting with AI technologies for years. This head start means they're well placed to use this new technology to speed up and improve communication. There are other exciting technologies being tested out too – virtual realities, metaverses and voice-activated smart speakers.



**5) Communication Collaborations:** It's easy to assume that impactful communication is simply broadcasting predesigned messages. In fact, collaborations drive some of the most innovative solutions out there. Bringing people together to exchange ideas, debate solutions and learn is powerful. We're showcasing digital and physical spaces governments have built for effective two-way communication.

10th

# **100 INNOVATIONS IN GOVERNMENT COMMUNICATIONS**

## 01. Dial-a-Swede and ask them anything

### THE SWEDISH NUMBER

# +46 771 793 336

The first country in the world with its own phone number.  
Get connected to a random Swede and talk about anything.



**Category:**  
Creative Campaigns and Channels

**Country:**  
Sweden

**Level of government:**  
National

Travelling to a new country can throw up unforeseen challenges. Where does a vegan find oat milk? Where can you get printing done? What's the best place for a hamburger? In 2016, anyone wanting to find out about life in Sweden could ring a dedicated phone number and be connected to a random Swede. And you could ask them anything! For 70 days, people from around the world spoke to Swedish citizens, promoting open, unfiltered communication and cultural exchange. 32% of the phone calls came from the US.

This clever 'tele'-communications campaign to promote tourism resulted in visitors making 197,678 phone calls to ask random Swedes questions about their country

## 02. The UK's Project Spark! accelerates innovative ideas



**Category:**  
Communication Collaborations

**Country:**  
UK

**Level of government:**  
National

How can we encourage innovation within government communications? In 2022 the Government Communication Service (GCS), the UK civil service's professional body for government communicators, launched an annual event to showcase new ideas from within the GCS. Applicants pitch their idea to a senior panel of expert 'dragons' and, if they receive backing, go on to test and rapidly scale it up with the help of the virtual GCS Innovation Lab. [Project Spark!](#) celebrates and showcases innovation, while shaping the future of government communications.



The UK's Government Communication Service launched an innovation lab and friendly competition in the style of the entrepreneur-focused television show 'Dragon's Den'





### 03. Vietnam's viral handwashing song



**Category:**  
Creative Campaigns and Channels

**Country:**  
Vietnam

**Level of government:**  
National

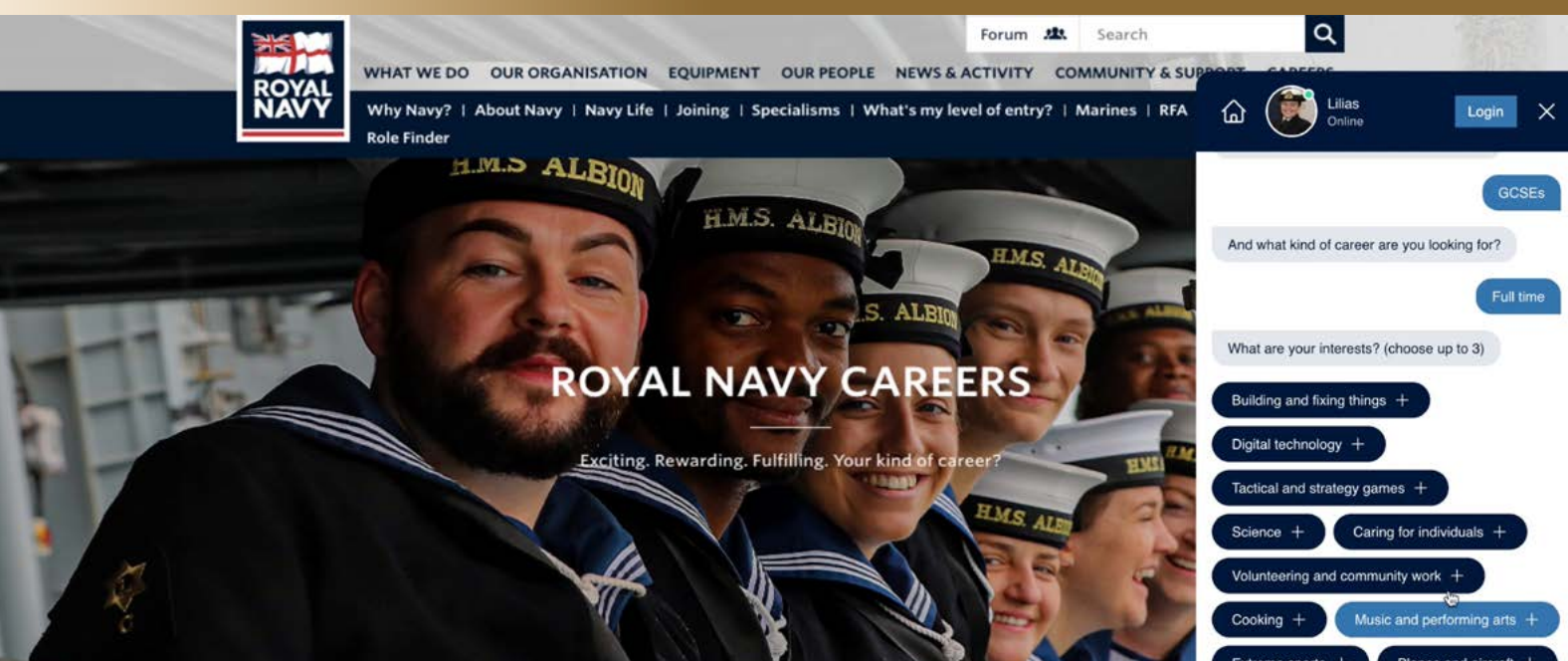
A really good pop tune gets into your head and sticks there. That makes it a pretty effective way of getting a message out into the world but few governments' public service announcements have enjoyed as much international fame as **'Ghen Cô Vy'**, the Vietnamese handwashing song. At the time of this list's publication, the song had racked up more than 118 million views on YouTube and been featured on multiple American late-night talk shows. Quang Dang, a Vietnamese dancer, took the song a step further by choreographing moves for the lyrics and sparking a TikTok challenge. Within days, the video had been seen by 2.1 million people on TikTok.



This smash hit public service announcement was commissioned by the Vietnamese National Institute of Occupational Safety and Health during the Covid-19 pandemic



## 04. A savvy Navy application process



**Category:**  
Artificial Intelligence and Technology

**Country:**  
UK

**Level of government:**  
National

Joining Britain's Royal Navy is a big life-changing decision. Potential recruits have a lot of questions, so to get those questions answered faster and more accurately, the Royal Navy introduced an AI **conversational assistant** in 2023. The Royal Navy Virtual Guide provides applicants with individually tailored journeys, content and nudges as they navigate the extensive information held on the career's website. There are over 100 roles available in the organisation, so this innovation helps applicants explore the career path that's best suited to their needs, ambitions and experience. Candidates can even get help with their application form within the chat interface, kickstarting their Royal Navy journey.

**The Royal Navy introduces an AI platform for faster applications**



## 05. Latvia's Civil Servant Shadow Company



**Category:**  
**Communication Collaborations**

**Country:**  
**Latvia**

**Level of government:**  
**National**

21<sup>st</sup> century governments keen to drive innovation in their countries have to nurture start-ups. But civil servants do not always understand the realities of being an entrepreneur. To close this communication gap, the government of Latvia set up the [Civil Servants Shadow Company](#) in 2019. Through the Shadow Company, an entrepreneur can seek advice on various problems from a government official. Officials, on the other hand, get a glimpse of life as an entrepreneur and a chance to evaluate how Latvian and EU legislation is being applied in practice and whether it needs improvement. 57 government officials and 30 entrepreneurs participated in the first phase and the improved communication successfully reduced the administrative burden for the government.



The Civil Servant Shadow Company helps businesses and government regulators communicate and learn from each other in a low-stakes environment



## 06. Delivering decipherable data to Germany



Contact

Deutsch



Menu

### Federal Statistical Office of Germany



**Category:**  
Data Storytelling

**Country:**  
Germany

**Level of government:**  
National

Statistics and good communication do not always go hand in hand, but the team at Destatis, the Federal Statistics Office of Germany, are leading the way with their commitment to doing data better. They know that processing and analysing data isn't enough to support sound decision-making — it needs to tell a relevant story if it's to be useful to its audience, which in this case includes members of the German Parliament, the Federal Government, embassies, federal authorities and business associations, not to mention citizens. So Destatis' carefully designed [website](#) balances press releases, infographics, topic deep dives and raw numbers to make sure data is objective, high quality, available to everyone and easy to understand.

**The Federal Statistics Office of Germany takes communicating data seriously — and has hired 2,780 employees to prove it**

## 07. Indonesia's Translator Gator drives snappy communications

Two,  
access to a smart  
phone, tablet or  
computer.



**Category:**  
Gamifying GovComms

**Country:**  
Indonesia

**Level of government:**  
National

Indonesia is an extremely linguistically-diverse nation, with huge variations in language and dialect between regions. How can a government communicate effectively and absorb feedback quickly when people speak in so many different ways?

The answer seems to be an online game, [Translator Gator](#).

This game asks players to translate government phrases from English into six Indonesian languages and covers not just formal words but also slang, jargon and abbreviations. The goal is to create a dictionary of translations to help artificial intelligence better understand online complaints.

The Government of Indonesia developed a game to help them understand citizens' dialects more quickly

## 08. Portugal rolls out ChatGPT to answer basic legal questions



**Category:**  
**Artificial Intelligence and Technology**

**Country:**  
**Portugal**

**Level of government:**  
**National**

ChatGPT has taken the world by storm and the public sector is beginning to experiment with its application. In early 2023, Portugal's Ministry of Justice **announced** it was releasing a new ChatGPT-based guide that will give Portuguese citizens information on the basics of legal and court proceedings. The tool will also be able to answer questions about the documents required for processes like acquiring citizenship and getting married. The hope is that it will reduce the burden on the court staffers usually responsible for dealing with these requests.



The Portuguese government is rolling out 'The Practical Guide to Accessing Justice', an AI model using the underlying tech of ChatGPT



## 09. Tune into Govlaunch for local government innovations

### Govlaunch Podcast

From the Wiki for local government innovation, the Govlaunch podcast shares the stories of local government innovators and their efforts to build better governments. Through conversations with cities and towns around the world, each episode explores creative solutions to the challenges communities face, and what local governments can learn from each other's successes and failures. Visit [govlaunch.com](https://govlaunch.com) for more stories and examples of local government innovation.



Listen & Subscribe



**Category:**  
Creative Campaigns and Channels

**Country:**  
USA

**Level of government:**  
International

Podcasts have become hugely popular over the last decade, acquiring loyal listeners who often develop high levels of trust in their favourite show and hosts. Government communicators have taken note, and one successful result is [Govlaunch](https://govlaunch.com). Hosted in the US but with an international outlook, this podcast showcases local government innovators from around the world, exploring their efforts to build better governments and drawing lessons from successes and setbacks, fostering a culture of shared learning at the local government level. One particularly notable series focuses on data-driven insights and features innovators who are building data analysis capability within their local government networks.

The Govlaunch podcast fosters global learning by sharing creative solutions and data-driven insights from local governments



## 10. Paris bets on its residents' innovative ideas



**Category:**  
Communication Collaborations

**Country:**  
France

**Level of government:**  
Local

The history of the City of Paris reflects the power of its citizens. **Les Halles Civiques** ("The Civic Halls") is a neutral network created by the City to bring together organisations working on citizen empowerment. The City's aim is to foster public and democratic innovation, including supporting Paris Civic Tech and digital start-ups in the city, by investing in a space that encourages communication, discussion and collaboration. Researchers, designers, social innovators and entrepreneurs are all participants in Les Halles Civiques.



Parisians get together during the day, after hours and on weekends to talk about innovation, in a space nurtured and prioritised by the City's government



## 11. Barbados's virtual embassy is a world first



**Category:**  
**Artificial Intelligence and Technology**

**Country:**  
**Barbados**

**Level of government:**  
**National**

Think of Barbados and you probably picture beautiful sandy beaches. You might not immediately associate it with the Metaverse, but Barbados is the first country in the world to open an entirely virtual embassy. Partnering with a technology company that hosts a 3D digital world, the government of Barbados launched the [Metaverse embassy](#) in the wake of Covid-19, when traditional diplomatic channels were disrupted, with the aim of strengthening bilateral relationships with global governments.



**The Government of Barbados set up an embassy — in the metaverse**



## 12. The bright yellow guide to tackling Tokyo's tremors



**Category:**  
Creative Campaigns and Channels

**Country:**  
Japan

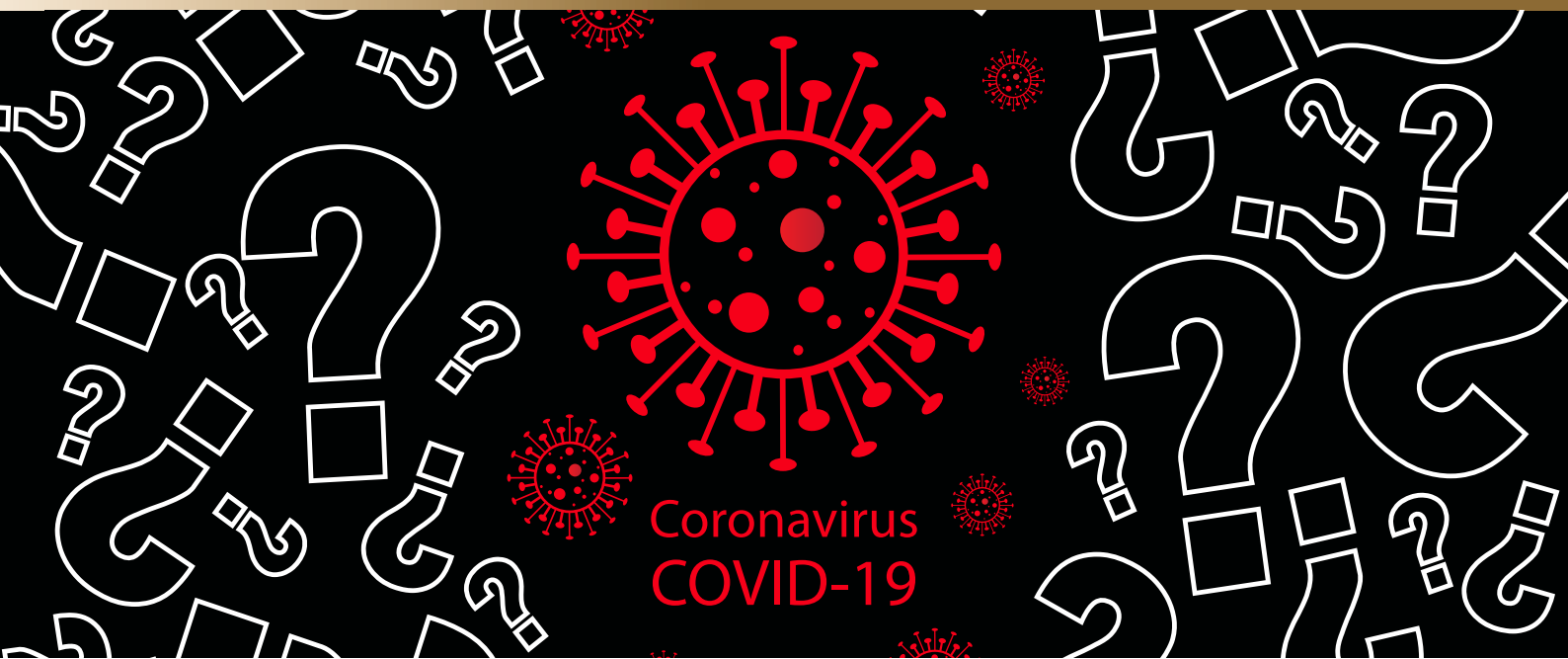
**Level of government:**  
City

Few countries in the world are more prone to natural disasters than Japan. While they can't stop natural disasters from happening, the government can communicate with people about how to respond. The Tokyo Metropolitan government's biggest concern? The Big One, an earthquake predicted to have its epicentre under the city itself. To get people ready, it published a 338-page manual called [Let's Get Prepared](#). If you're already concerned no one will read a huge manual; don't worry, the Tokyo team already thought of that. With its bright yellow cover, Manga comics, illustrations and checklists, the manual is a highly-readable (and even fun?) example of smart communication ideas in action. The manual even has its own cute mascot called Bousai-kun.

How do you make a 338 page manual on disaster preparation entertaining? The Tokyo city government had plenty of communications ideas to rise to the challenge



## 13. How Queensland answered 10,000 questions a month about Covid-19



**Category:**  
**Artificial Intelligence and Technology**

**Country:**  
**Australia**

**Level of government:**  
**Local/ State level**

When Covid-19 arrived, the world hadn't seen a global pandemic in almost 100 years. And when the Queensland Health Department's Facebook account received 10,000 private messages in just one month early on in the pandemic, they knew they needed an effective solution to answer residents' questions. To demonstrate the scale of the problem they were facing, between January and April 2020, engagement across the Department's social media platforms leapt by 450%. They responded by drawing on emerging artificial intelligence (AI) technology, using a Facebook chatbot to deliver important Covid-19 information round the clock — without the need for human staff. People got timely answers from a source they trusted when, where and how they needed it.

**The state's Health Department  
used a Facebook chatbot to answer  
Queenslanders' Covid-19 questions**

## 14. Brazil's popular participation portal



**Category:**  
Communication Collaborations

**Country:**  
Brazil

**Level of government:**  
National

If you're a switched-on member of Brazilian society and you're interested in making your voice heard, then the federal government is listening. Their digital platform, [Participa.br](https://participa.br), was created in 2013 as an online space for debate where people can give their opinions (and make complaints) about public policies. The portal was part of the development of the National Policy for Social Participation. At the time of publishing, the portal had more than 200,000 registered users, with 210,374 submissions and 342 public consultations held.



Brazil's federal government invited public opinion (and criticism) with an interactive digital platform that encourages active participation



## 15. Singapore's 'Ask Jamie' has answered 15 million questions



**Category:**  
**Artificial Intelligence and Technology**

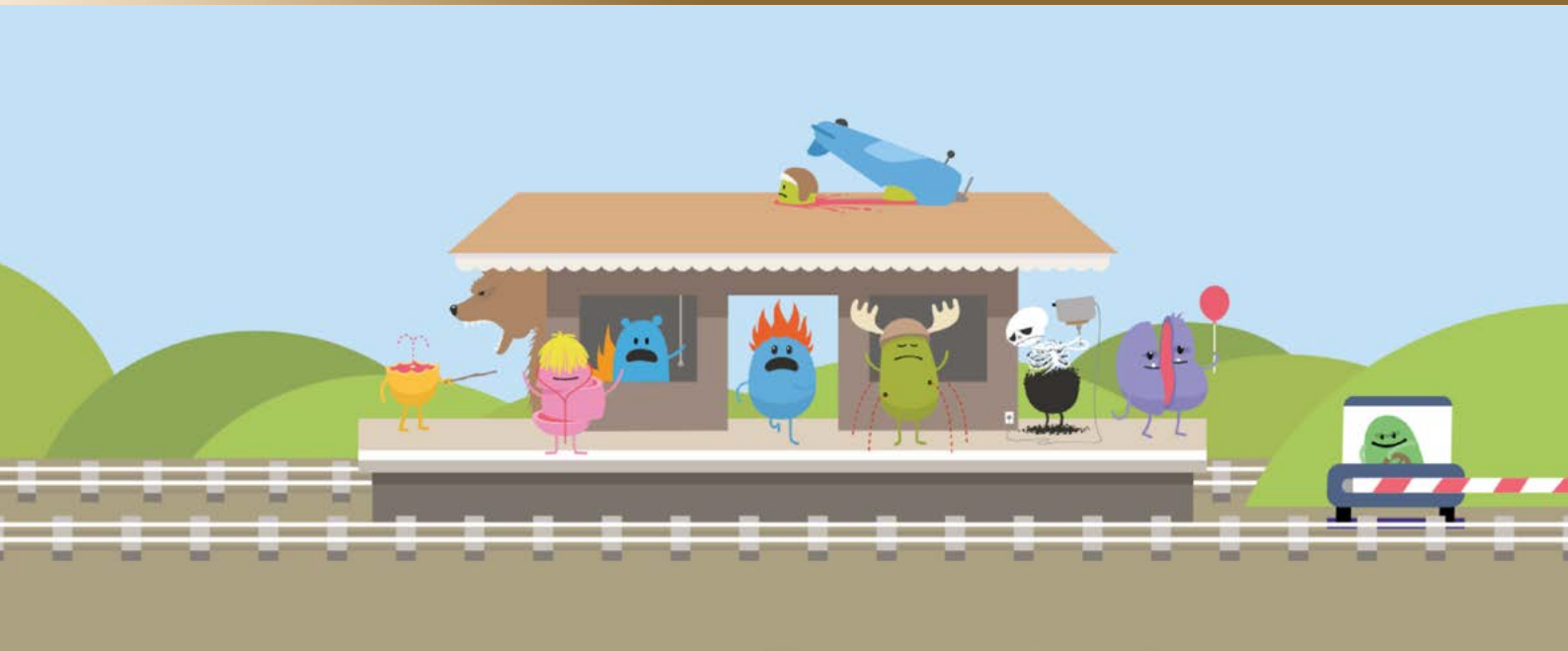
**Country:**  
**Singapore**

**Level of government:**  
**National**

The Government Technology Agency of Singapore (GovTech) and their Smart Nation and Digital Government Office (SNDGO) understand the potential of virtual assistants (VA) and artificial intelligence (AI) technology. They've created '[Ask Jamie](#),' a VA that answers citizens' questions on certain topics. By pulling information from relevant government agencies, Ask Jamie provides prompt and accurate responses. Ask Jamie supports [80 Singapore government websites](#) and has already answered over 15 million questions from citizens.

Singapore's government agencies employ virtual assistants and AI technology to answer questions from citizens, improving service delivery

## 16. Dumb Ways to Die



**Category:**  
Creative Campaigns and Channels

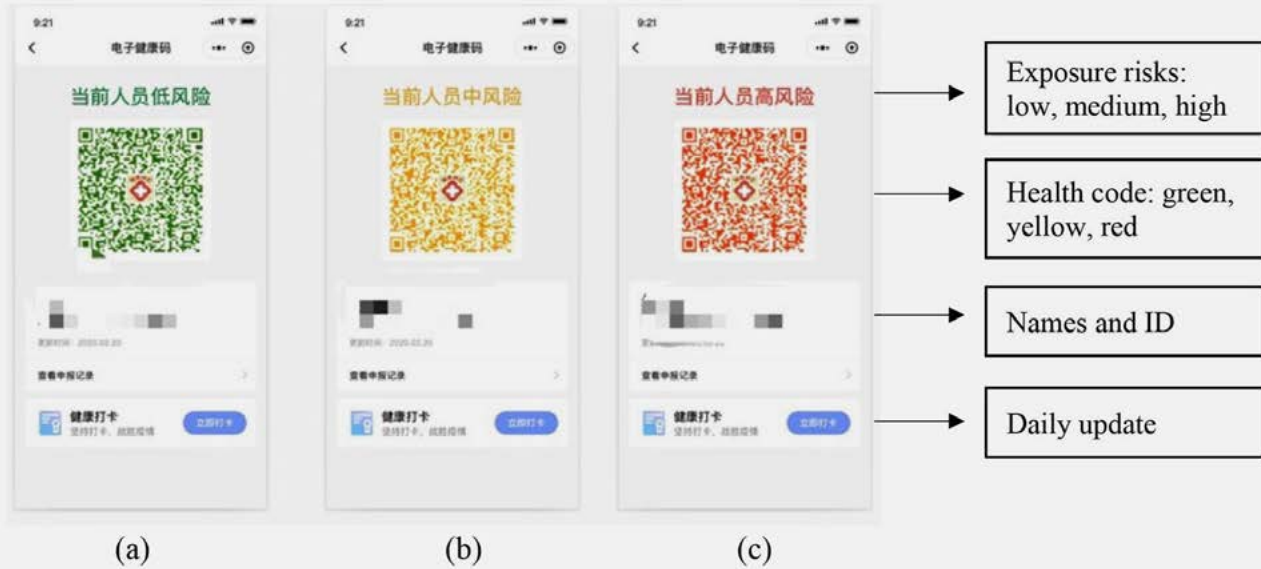
**Country:**  
Australia

**Level of government:**  
City

How do you engage busy audiences about safety, when they do not really want to hear anything about it? Metro Trains Melbourne created the [Dumb Ways to Die](#) campaign, an animated music video that quickly became a global smash hit. Launched on YouTube, it went viral on social media, and includes an app and an online game. It contributed to a 20% reduction in “near-miss” accidents compared to the annual average. It has over 130 million downloads and over 4 billion unique plays from every country in the world.

**Metro Trains Melbourne’s cheeky safety campaign called ‘Dumb Ways to Die’ became the world’s most shared public service campaign.**

## 17. Contact-tracing for 900 million Chinese citizens



**Category:**  
Artificial Intelligence and Technology

**Country:**  
China

**Level of government:**  
National (although apps change across provinces)

It wasn't that long ago that people were logging their movements and signing into restaurants, cinemas and theatres. All in the name of contact-tracing and limiting the risk of the Covid-19. China launched the controversial **Health Code**, a tracing app that made 900 million users (and their Covid-19 status) visible. Run on Alipay and WeChat, the app assigned a colour-based code to each user, which communicated with them about their movements or if they needed to quarantine.

The Chinese government's app used colour-based QR codes to manage the health status and movement of hundreds of millions of people during the Covid-19

## 18. Decide Madrid: people, policy, points

### Decide\_Madrid

Buscar

Inicia Sesión

Regístrate

Inicio

Tú propones

Consultas públicas

Presupuestos participativos

Innovación



### Descubre la plataforma de participación ciudadana del Ayuntamiento de Madrid.

En Decide Madrid puedes hacer propuestas, votar en consultas ciudadanas, plantear, apoyar o votar proyectos con presupuestos participativos, decidir la normativa municipal y abrir debates para intercambiar opiniones con otras personas.

Regístrate

Ayuda



**Category:**  
Gamifying Govcomms

**Country:**  
Spain

**Level of government:**  
City

People love accumulating points. The power of points-based systems are clear in mobile apps, loyalty programmes and games. In Spain, the cities of Madrid and Barcelona are using points to get more people involved in policy-making. [DecideMadrid](#) and [Decidim Barcelona](#) encourage people to engage with and communicate about decisions that affect them. Encouraging two-way communication, the cities' residents can voice their concerns and take part in the development of proposals. They can also propose new local laws. Even if an idea isn't used, players still get points for participating.

To encourage dialogue between citizens and lawmakers, Madrid and Barcelona are awarding points for participating in policymaking



## 19. Averting 'Day Zero' in Cape Town



**Category:**  
Creative Campaigns and Channels

**Country:**  
South Africa

**Level of government:**  
Provincial

If you entered Cape Town International airport between 2017 and 2018, you were in for a shock. What greeted visitors was a pretty severe warning: the city was running out of water. And, it was counting down to **Day Zero** - the day the water would run out and the taps would run dry. The warning wasn't just visible at the arrivals terminal. The City of Cape Town rolled out the campaign across the city. It included billboards, posters and initiatives in schools. The basis of **the campaign** was honest messaging, a call for action from all and a change in social behaviour to use water sparingly.



During the worst drought since the 1880s, the Cape Town government had to get people thinking seriously about saving water: enter Day Zero.



## 20. Houston ticks the TikTok box



**Category:**  
Creative Campaigns and Channels

**Country:**  
USA

**Level of government:**  
Local

The City of Houston in Texas has shown that adding TikTok to a communications strategy can open up a world of meaningful dialogue — and deliver outcomes too. [The City uses its TikTok account](#) to make announcements, answer questions and showcase topical events and themes. The mayor shares his statements and interviews with their 46,000 followers (total at the time of publication). TikTok's strength lies in its ability to reach individuals who may not use other social media platforms, and who are traditionally unengaged with other, more traditional, government communications channels.



The City of Houston is using TikTok to connect with its GenZ citizens





## 21. Making the voices of Baden-Württemberg residents a priority



**Category:**  
Communication Collaborations

**Country:**  
Germany

**Level of government:**  
State

One of the most important aspects of a successful partnership is communication. When it comes to successfully governing Baden-Württemberg, open dialogue is the name of the game. The government has set up the [Beteiligungsportal](#) to communicate developments and encourage residents to get involved in drafting current laws and important projects. People simply go online to comment on laws, make suggestions, rate projects and take part in surveys. The responsible ministry then evaluates the suggestions and comments on them.



The government of Baden-Württemberg has created the Beteiligungsportal to invite citizens to help shape laws and projects



## 22. Helsinki's hit board game drives citizen communication



**Category:**  
Gamifying GovComms

**Country:**  
Finland

**Level of government:**  
Local

Helsinki has come up with a creative solution to improve communication with residents of the capital city. City leaders developed the **Participation Game** which small teams of managers and front-line staff can play together. The game involves a board, sticky notes, pens and, later, a deck of cards. As they play, they learn about dozens of methods for involving citizens in their work, from public meetings to focus groups to participatory budgeting. The game has been a surprise hit with employees because it helps cut through jargon and puts public participation in 'real' terms they can easily relate to. In 2018, more than 2,000 Helsinki employees from all city departments had played it close to 250 times.

Helsinki city leaders can't get enough of a hit board game that helps them think about ways to connect with the public

## 23. The UK government shows how teaching shapes lives



**Category:**  
Creative Campaigns and Channels

**Country:**  
UK

**Level of government:**  
National

Most people have at least one favourite teacher who positively impacted their life. In response to dwindling numbers, the UK Department for Education committed to getting more people into teaching. The [Get into Teaching campaign](#) showcased real-life teachers like those who inspired the film “Dead Poets Society”. Editors spoke about teachers who had shaped their lives, and teachers shared why they chose to enter this special profession. Videos and advertorials were published on various channels to demonstrate a teacher's potential for a positive chain reaction in a community. 51% of viewers took a direct action as a result of seeing the campaign, including 13% immediately registering at the Get into Teaching website.

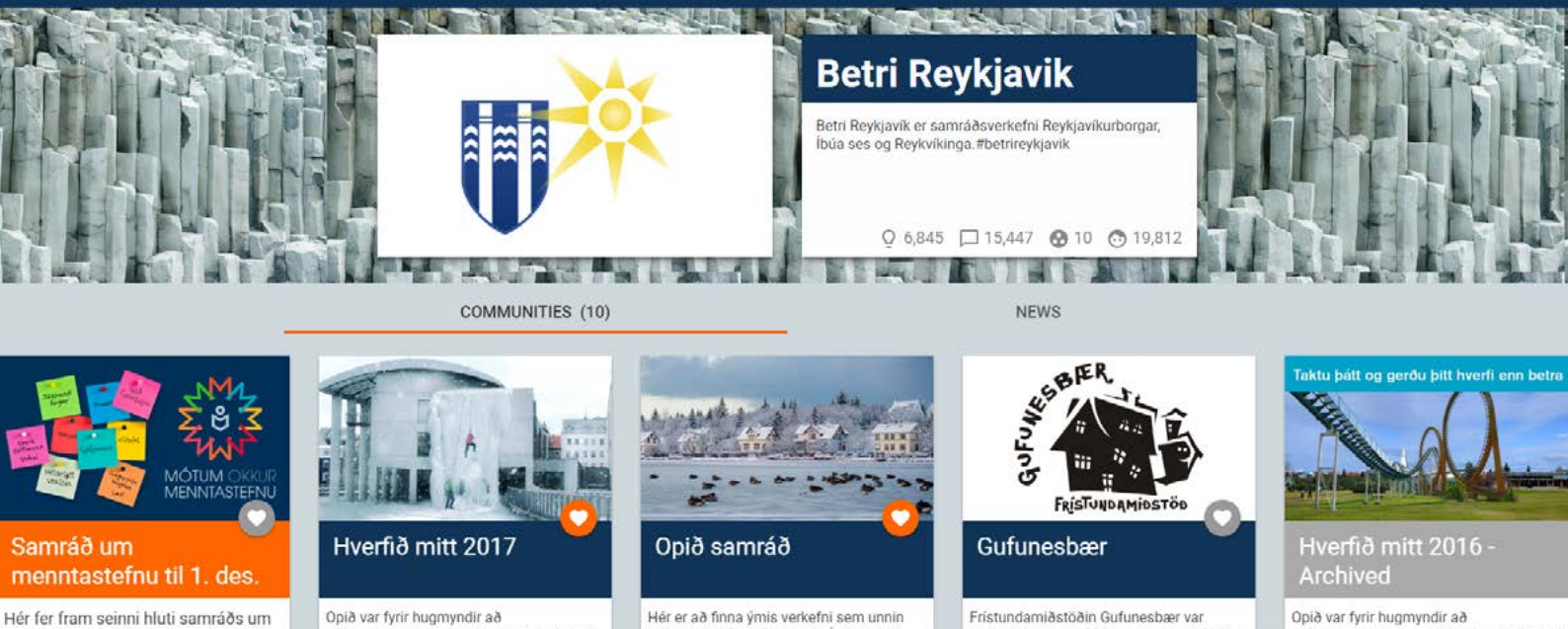


To get more people to consider a teaching career, the UK showed how every lesson shapes a life and every teacher shapes a community





## 24. 50% of residents participate in a Better Reykjavik



**Category:**  
Communication Collaborations

**Country:**  
Iceland

**Level of government:**  
City

Ever had an idea about how to make your city better? If your city is Reykjavik in Iceland, then all you need to do is hop onto a website and suggest it. [Better Reykjavik](#) allows residents to submit their ideas for new policies. People can also debate and amend a variety of ideas and vote on important decisions. Over 70,000 people have participated. Given Reykjavik's population is only approximately 140,000, that means an impressive 50% of citizens have got involved. Altogether 30,000 users have already submitted more than 10,000 ideas and some \$17.5 million has been spent on 787 citizen-suggested policies since the site's launch. The platform has built trust on the issues being discussed, and has helped with more efficient use of public funds.

Reykjavik City, the Citizens Foundation and residents co-created Better Reykjavik, an invitation for people to submit ideas to make things ... well ... better

## 25. The Metaverse has Seoul



**Category:**  
**Artificial Intelligence and Technology**

**Country:**  
**South Korea**

**Level of government:**  
**City**

Imagine experiencing the best of your city without standing in queues, waiting for buses, or sitting in traffic — or even leaving home. This is now possible in Seoul - the first city to join the Metaverse. The Seoul Metropolitan Government Office's **Metaverse Seoul** project replicates the capital so that people can virtually visit their favourite places. Using avatars they can also ask questions about various services in seven categories: economic, educational, communication, cultural, urban development, administrative, and tax. The platform is designed around the principles of freedom, inclusion and connection. A community where people can express themselves, use services 24/7, and interact without discrimination.



The first-ever virtual municipal world, Metaverse Seoul, is a new way for people to connect and interact with the city



## 26. Oops! Ottawa Public Health's tweets are (not) an accidental hit



**Category:**  
Creative Campaigns and Channels

**Country:**  
Canada

**Level of government:**  
City

Consider government Twitter accounts and a few words might come to mind - Dry. Humourless. Boring, even. Not in Ottawa. Kevin Parent ('Bruce the intern' to the Twitter account's followers) launched a humorous [public health comms campaign](#) in 2021, during the Covid-19 pandemic. He started by posting a clumsy-looking tweet that read like an embarrassing mistake leaving out pretty crucial information about the Super Bowl: the winner. The tweet immediately went viral. Based on that single cleverly-designed tweet, Ottawa Public Health grabbed the attention of 107,000 followers and created a funny, warm tone that kept people engaged and entertained during the pandemic.



Ottawa Public Health created a Twitter campaign that engaged citizens, bringing to life important information about the Covid-19 pandemic



## 27. Young entrepreneurs are coaching ministers in Taiwan



**Category:**  
Communication Collaborations

**Country:**  
Taiwan

**Level of government:**  
National

Taiwan is investing in a new form of upskilling called 'reverse mentorships'. Entrepreneurs and social innovators under the age of 35 are paired with ministers to share, learn and collaborate on new ideas. Through close communication, everyone involved learns how generations other than their own approach problem-solving, career planning and professional interactions — and the initiative helps them appreciate each other's values too. Young professionals are offered unprecedented access to senior government leadership and the senior leadership, in turn, can benefit from new technologies, processes and communication channels. This also helps ministers integrate the voice of small businesses into policymaking. Reverse mentorships have caught on — the Government of the Western Cape in South Africa is now experimenting with them too.

Taiwan is pairing young entrepreneurs with government ministers to propose new ideas and approaches in 'reverse mentorships'.



## 28. Personalising citizen climate action through the Bristol Climate Hub

**BRISTOL**  
CLIMATE HUB

Home Resources ▾ Actions ▾ Bristol Climate Stories Contact

Take the quiz

Get inspired

Take action

Home /

### Welcome to Bristol Climate Hub

A place for discovering how we can all play our part in looking after the world, and sharing the stories that inspire us.



**Category:**  
Communication Collaborations

**Country:**  
UK

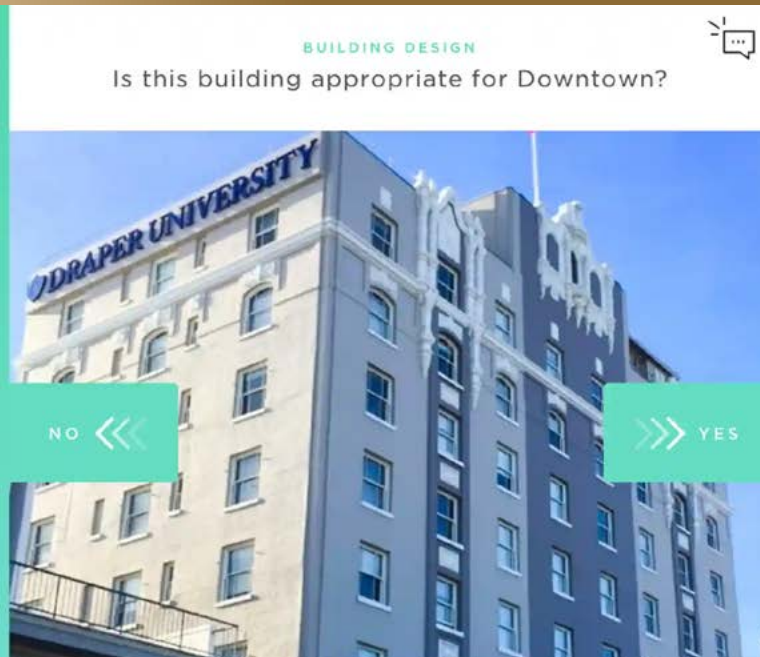
**Level of government:**  
National

Ongoing communication between the Bristol City Council and its community on the pressing topic of climate change was clearly needed. In response, the [Bristol Climate Hub](#) was launched - a welcoming online platform to help citizens identify real steps they can take in the climate challenge. The Hub features a quiz which identifies different climate action personas, considering what people might think about climate change, what actions they are already taking, and what might be possible in their current circumstances. This helps communicate tailored advice on how they can get involved and help. The Hub also makes extensive use of surveys to gather qualitative and anecdotal feedback. Every quarter, the City Council then looks across their own services to identify best-case examples of campaigns or work in progress, so share and motivate other City staff. A rich hub of communication, sharing and ideas now exists.

**Bristol's citizens wanted to help combat climate change - but they needed clear advice on which actions would be most effective, so the City responded.**



## 29. Santa Monica brings dating app ideas to urban planning



**Category:**  
Creative Campaigns and Channels

**Country:**  
USA

**Level of government:**  
City

Think about where you live. Think about how you'd change it. Now imagine there was an app that helped you have your say - an app that draws on the easy user experiences that feature in mobile dating apps. More cycle lanes? Swipe right to say yes. Purple park benches outside the local library? Swipe left to oppose. In 2017, Santa Monica created [CitySwipe](#) - it showed residents images of potential scenarios with simple Yes/No questions, encouraging them to share how they want the city to look and feel — without filling out long forms.



Citizens of Santa Monica use a dating-like app to vote on their city's urban planning ideas



## 30. Crowdsourcing consensus through the vTaiwan process



### Where do we go as a society?

Let's think and work together.

vTaiwan is an online-offline consultation process which brings together government ministries, elected representatives, scholars, experts, business leaders, civil society organizations and citizens. The process helps lawmakers implement decisions with a greater degree of legitimacy. It has various touch points such as a website ([vtaiwan.tw](http://vtaiwan.tw)), a combination of meetings and hackathons along with the consultation process. vTaiwan is also an open space, it is a combination of time and space run by participants to work on cases



**vTaiwan**

rethinking democracy

vTaiwan is an experiment that prototypes an open consultation process for the entire society to engage in rational discussion on national issues.

About

Things I Can Do

Cases: A Few Accomplishments



**Category:**  
Communication Collaborations

**Country:**  
Taiwan

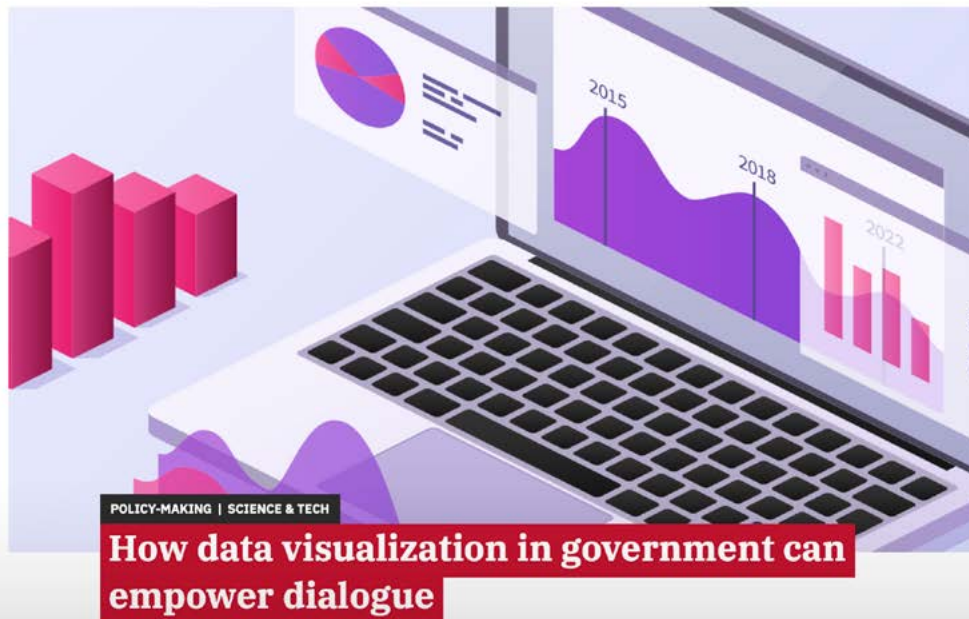
**Level of government:**  
National

The **vTaiwan process** is all about two-way communication.

The platform gives citizens the opportunity to discuss laws and regulations being tabled by the Taiwanese government. People from different sectors can participate, and anyone can comment on a topic. Citizens can contribute their views and ideas, creating meaningful debate. The results? Policymakers make more informed decisions, and civil society gains insight into government priorities. While the government isn't obliged to heed the outcomes of the debate, the process has been useful in achieving consensus on certain issues, like a crowdsourced bill on company law and the ratification of ridesharing app regulations.

Formed at the invitation of the Ministry of Digital Affairs, the vTaiwan process provides a neutral platform for dialogue and communication on proposed laws

## 31. Canada's Energy Board powers up data for dialogue



**Category:**  
Data Storytelling

**Country:**  
Canada

**Level of government:**  
National

Overwhelming citizens with data doesn't always encourage public participation or building trust. That's where effective communication comes in. As Canada's energy and safety regulator, the National Energy Board (NEB) decided that **data visualisation** was the way to encourage public involvement in energy discussions and to make evidence-based decision making more transparent. As part of this communication approach, and to illustrate its importance, the NEB launched a dedicated Data Visualization Initiative to stretch their mandate beyond simply producing statistics to bringing them to life. Unsurprisingly they have data to back up their decision. Usage analytics data for their 2018 online report showed that users browse through to the sections they are interested in, rather than reading the entire content. The full report was downloaded in PDF form only 1,156 times but the data visualisation sections received over 130,000 page views.

Canada's National Energy Board has data to prove that "spectacular" visualisations can help build trust and transparency

## 32. 9 million South Africans are chatting to GovChat



**Category:**  
**Artificial Intelligence and Technology**

**Country:**  
**South Africa**

**Level of government:**  
**National**

Transparency and accountability are the name of the game with **GovChat**. It's the official digital engagement platform for the South African government to connect with the country's citizens, and vice versa. People get real-time feedback and they can connect with key government services. GovChat's success is in part due to its long-term agreement with the government's Department of Cooperative Governance and Traditional Leaders (CoGTA), and its collaboration with the Department of Health. People can access GovChat via popular platforms like WhatsApp, Facebook Messenger, and SMS. In a sign of its growing popularity, GovChat recently signed a Memorandum of Understanding with the United Nations.

**Millions of South Africans have  
already signed up to GovChat**



## 33. Reaching the gamer generation through Twitch



**Category:**  
Gamifying GovComms

**Country:**  
UK

**Level of government:**  
National

How do you get young men thinking more seriously about their driving habits? You take the conversation to where they feel most at home. Online gaming. In 2021, the **THINK! Good Driver** campaign partnered with Twitch, engaging streamer influencers Sips and KingJae in the 'Shotgun Duo Challenge'. Rather than focusing on speed, the challenge emphasised safe driving techniques and learning from mistakes in a safe and fun environment. With over 140,000 views and 700,000 minutes watched, there is evidence that channel experiments can achieve excellent engagement.

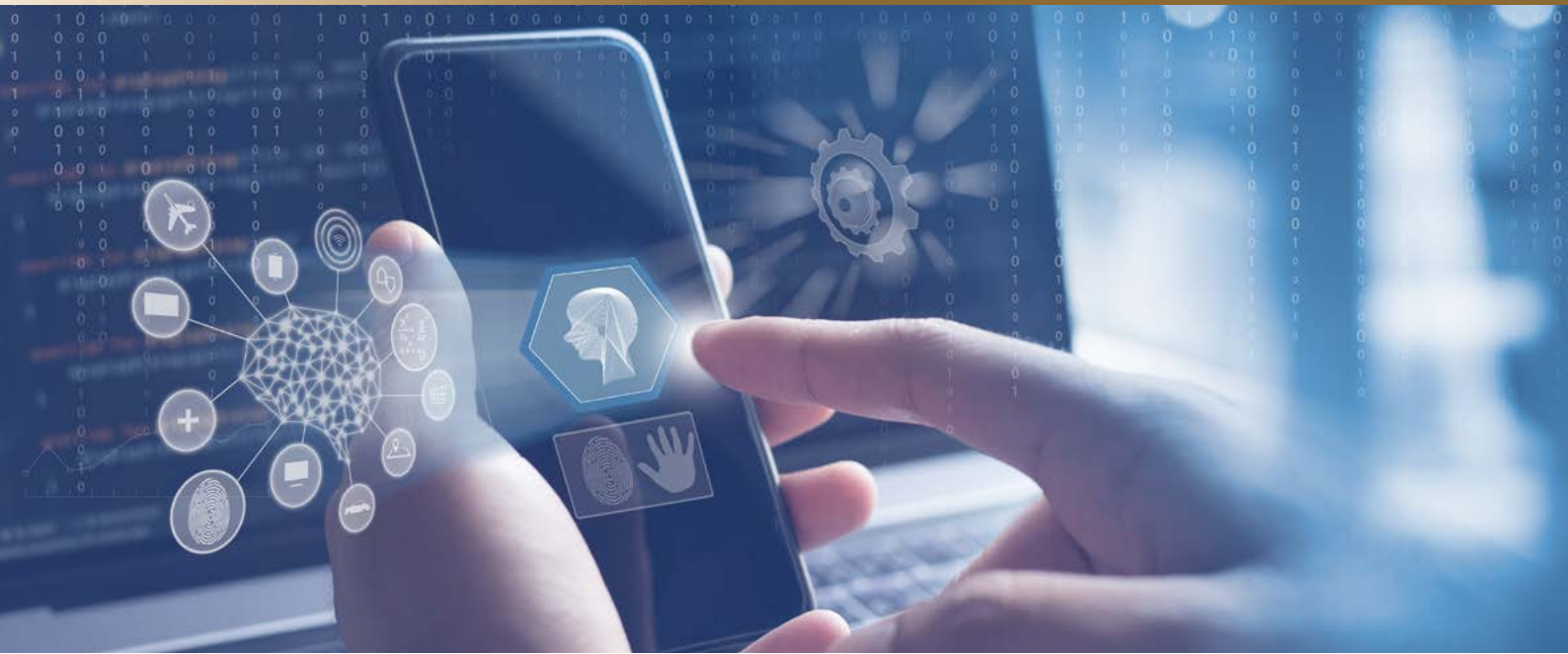


An innovative UK government campaign drew on Twitch influencers to get young men into safer driving habits





## 34. Finland's interactive AI programme: Aurora



**Category:**  
Artificial Intelligence and Technology

**Country:**  
Finland

**Level of government:**  
National

As far back as 2017, the Finnish government has been preparing for the effective and human-centred deployment of artificial intelligence (AI) in the public service. The [Aurora national AI programme](#) was first launched in 2020 to help Finnish citizens answer frequently asked questions, and interact directly with government services. The network connects citizens with different government services depending on life events like births, deaths and marriages. This gives people and businesses personalised and relevant services, at the right time. Aurora can also be integrated into platforms like Slack, Twitter and LinkedIn.



This Ministry of Finance interactive artificial intelligence programme helps citizens and companies access government services quickly, at the right time



## 35. Anime boosts Japan's cybersecurity awareness



**Category:**  
Creative Campaigns and Channels

**Country:**  
Japan

**Level of government:**  
National

Messaging around cybersecurity can be abstract or stern, which is why Japan's National Center for Incident Readiness and Strategy for Cybersecurity (NISC) needed a fresh approach. Their bold 2017 communications campaign saw several Japanese government agencies team up with the hugely popular 'Ghost in the Shell' anime series to raise awareness about cyber threats, and encourage young audiences to step up their personal internet security. Carefully designed [posters](#) drew on references to villains, artificial intelligence and cyber reality from the 'Ghost in the Shell' films.

Japan's iconic 2017 cybersecurity campaign featured anime-style characters, making the topic of cybersecurity relevant to its target audience

## 36. Calgary's Tiger Team problem-solves directly



**Category:**  
Communication Collaborations

**Country:**  
Canada

**Level of government:**  
Local

In governments, some particularly tricky challenges can't always be solved by one department; they require collaboration between different parts of government and communication with citizens. Since its launch around eight years ago, the City of Calgary's civic innovation lab has trained thousands of city employees in techniques for redesigning city services around resident needs. Out of their alumni, the **Tiger Team** was born. It's a cross-departmental super team that meets once a month to tackle particularly tricky challenges faced by residents. An open invite means anyone is welcome and a mix of city staff get together to help solve problems with creative thinking, two-way communication and collaboration.



The City of Calgary in Canada brings together 20-25 employees every month to talk with residents and find creative solutions





## 37. A Twitter takeover to communicate about Sweden



**Category:**  
Creative Campaigns and Channels

**Country:**  
Sweden

**Level of government:**  
National

What better way for a government to communicate with the wider world than by letting their citizens do it for them? In December 2011, when Twitter was still a young channel, [Curators of Sweden](#) was launched. Each week, someone living in Sweden or a Swedish citizen abroad took control of @sweden, tweeting about their life, hobbies and opinions while responding to questions about Sweden. The groundbreaking campaign aimed to promote global interest in Sweden, showcasing the country's openness and democratic values. By its conclusion in 2018, over 200,000 tweets by 365 citizens had been generated.

Sweden's tourism agencies handed over their Twitter account @sweden to the public to answer questions about the country.

## 38. The MP For a Week online game



**Category:**  
Gamifying GovComms

**Country:**  
UK

**Level of government:**  
National

Civic education isn't always considered a fun topic. But effective communication about how a country's laws and governance structures work is critical to engage citizens. To bring the British Parliament to life, the UK government has turned it into a [fun multi-level game](#). 'MP For a Week' puts the player in the shoes of a British Member of Parliament. Players must choose how they juggle their time between meetings, debates, votes, inquiries, press and constituents' questions. "Remember you can only be in one place at a time", the game reminds you. It's an effective way of communicating the value of the work that goes on inside government, and the trade-offs of governance.



The UK's Parliamentary Education Service's online game lets players test out being a Member of Parliament for the week





## 39. The Columbus TikTok influencer who communicated about Covid-19



**Category:**  
Creative Campaigns and Channels

**Country:**  
USA

**Level of government:**  
City

Experimenting with social media influencers can be a risky strategy for government communications but when it's done right, the benefits are significant. In 2021, the City of Columbus's Head of Digital Marketing Jon Tolbert stepped into the role of influencer and content creator to communicate critical information during the Covid-19 pandemic. Tolbert used every platform he could to reach City of Columbus's younger residents but TikTok was where he built up a loyal following. Tolbert created TikToks about social distancing and staying home in a way that felt familiar and friendly – and often very funny. At the time of publication, the account had 16.7k followers, over 185.2k likes across its videos and the attention of other city leaders and departments. Although Tolbert has now moved on to another role, he built an exciting and effective new channel for the city.

**The Head of Digital Marketing for the City of Columbus in Ohio had GenZ in the palm of its hand in 2021 – by putting vital information in the palm of theirs**

## 40. Dubai's One Human Reality in the Metaverse



**Category:**  
**Artificial Intelligence and Technology**

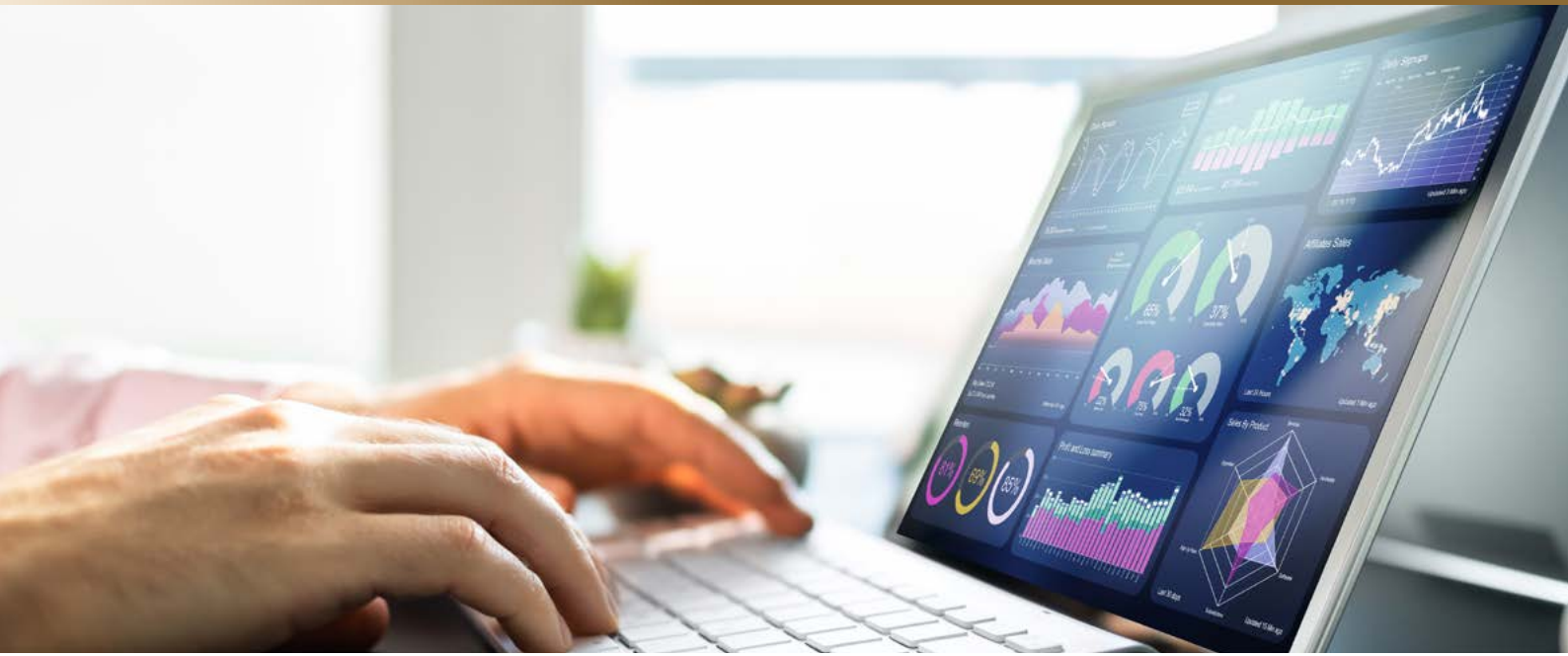
**Country:**  
**United Arab Emirates**

**Level of government:**  
**City**

A digital twin of the city of Dubai called **One Human Reality** has been launched. Here, Emirati residents can create avatars of themselves online and interact with each other to share ideas and meet people. The plans were revealed by Dubai Municipality at the World Government Summit, and will include computer-generated environments to combine elements of social media, augmented reality, virtual reality, video games, cryptocurrencies and other technologies. By creating opportunities for industry, financial analysts hope it will become a marketplace worth \$800 billion in the coming years.

Dubai's government is creating a virtual city within the metaverse for businesses and residents to meet and share ideas

## 41. A dashboard to communicate the City of Portland's progress in real time



**Category:**  
**Data Storytelling**

**Country:**  
**USA**

**Level of government:**  
**City**

Portland has set itself ambitious sustainability goals for 2030. To keep these on track and communicate its progress in real time, the City set up an [online dashboard](#) that allows the public to watch its progress in real time. The dashboard has a page for every sustainability objective that the city is working towards – and honestly reports its progress. “Needs work” says the page on harmful pollutants. Water use is “on track”. Each page lists the city’s goal for 2030 and uses colourful symbols to show what they’ve achieved and where there’s still room for improvement.



The City of Portland's online dashboard shows the world exactly where they are in their sustainability journey



## 42. An illustrated guide to gender-inclusive communications in Chile



**Category:**  
Creative Campaigns and Channels

**Country:**  
Chile

**Level of government:**  
National

Globally, women do not use social media or the internet nearly as much as men: studies estimate that around 250 million fewer women are present online to enjoy the benefits of these digital technologies. Chile has come up with an innovative way to combat this. The Chilean government has developed a colourful and easy-to-use **illustrated guide** to prompt public service communicators to avoid gender stereotypes and foster a more inclusive online space. Recommendations include using images that accurately reflect the reality that women make up half of Chile's workforce, and recognising that women have a variety of careers, social roles and backgrounds.

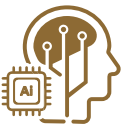


An illustrated guide helps public communicators in the Chilean government counteract gender stereotypes in TV, print and online campaigns





## 43. Government information at your (voice) command



**Category:**  
**Artificial Intelligence and Technology**

**Country:**  
**UK**

**Level of government:**  
**National**

Many British residents rely on their smart speakers for weather forecasts, traffic reports, news, and finding information online. To harness the potential of this emerging channel, the UK Government has teamed up with [Alexa and Google Assistant](#), giving them access to more than 12,000 pieces of government information. This will help British residents get better answers when they use voice command to ask questions like “How do I renew my passport?”, “What is the national minimum wage?”, or “How do I access free childcare?”



The UK is embracing ‘smart speaker’ devices to answer residents’ questions, making 12,000 pieces of government information accessible by voice command





## 44. Sharing European Union insights to with the US via podcast



**Category:**  
Creative Campaigns and Channels

**Country:**  
USA

**Level of government:**  
International

**EU Now** is a podcast from the European Union delegation in Washington DC. Through engaging interviews, listeners gain insights from EU commissioners, historians, activists, ambassadors, economists and regular citizens. Each episode goes beyond the surface, exploring topics like counter-terrorism, security, economy, trade, public health, gender equality, history and culture – and their impact on the EU-US relationship. This informative series offers an in-depth perspective on the EU, bringing listeners closer to its workings and enhancing their understanding of its role in global affairs and its interactions with the United States.



Created by the EU delegation in Washington DC, the 'EU Now' podcast covers diverse topics impacting the European Union





**Level of government:**  
**City**

**Gemeinsam Digital: Berlin  
(Together Digital: Berlin) facilitates  
communication about the city's  
urban development and spatial  
planning**

## 46. Canada's famous 'House Hippo' returns to break the fake



**Category:**  
Creative Campaigns and Channels

**Country:**  
Canada

**Level of government:**  
National

In the age of social media and disinformation, Canadians will be reminded of a much-loved public service announcement created back in 1999, [House Hippo](#). Aimed at children, the advert informed viewers about a tiny hippo that supposedly lived in your home. Its message nudged children not to believe everything they see on television. 20 years later, the House Hippo returned to encourage people to question what they see on social media, specifically on Facebook.



The House Hippo nudged Canadian children not to believe everything they see on TV in the 90s - but the message is still relevant today





## 47. Breaking down communication barriers with Macon Money



**Category:**  
Gamifying GovComms

**Country:**  
Georgia

**Level of government:**  
Local

In Macon, Georgia, people now have access to a virtual currency: **Macon Money**. The game is designed to increase community engagement, and currency can be spent at local stores. But there is a catch. Residents could only redeem the virtual currency's value once they've found the person with the other half of their coin. Coin halves were either distributed in neighbourhoods on opposite ends of Macon, or in neighbourhoods characterised by different socio-economic status. Local newspapers helped by posting who had which half, encouraging the two people to meet and connect. This encouraged residents from different neighbourhoods or backgrounds, who would not normally interact, to collaborate for a common goal. Bond holders also discovered their coin twins via a designated website, social media platforms, and even serendipitous face-to-face interaction.

Georgia's virtual currency game was developed to encourage connection between the city's residents and greater interest in civic affairs

## 48. Texans can now report non-emergency crime with the help of AI



**Category:**  
**Artificial Intelligence and Technology**

**Country:**  
**USA**

**Level of government:**  
**City**

In the past, when residents of Austin tried to report non-emergency crimes to the police, they waited for weeks for a response. Bottlenecks and a heavy administrative burden slowed down this vital communication channel between citizens and police. Now, there's **Case Service**, an AI assistant that conducts a full interview with the person reporting a crime. It allows people to file a report and gives key information to the police department. Non-emergency crimes include graffiti, minor fraud and assault resulting in minor injury. The system allows the report to be accepted into the official database within hours, as if an officer wrote the report.

The City of Austin in Texas has launched an AI-based system for people to report non-emergency crimes, reducing wait times and speeding up the investigation process.



## 49. How Brazil uses data to keep its social media messages relevant



**Category:**  
Data Storytelling

**Country:**  
Brazil

**Level of government:**  
National

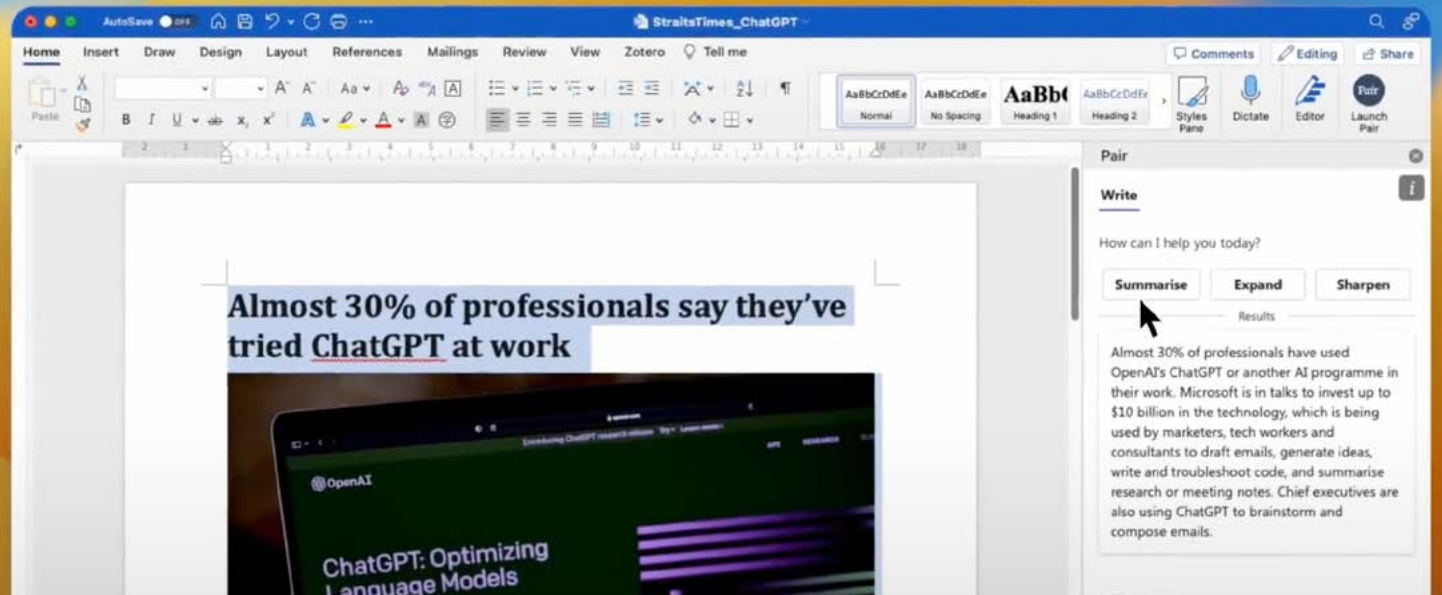
One of the biggest communications challenges for governments is developing the capability to adopt new technologies and approaches. Falling behind means that citizens can become harder to reach as they move to new channels, leaving old ones behind. Brazil's Secretaria Especial de Comunicação Social (SECOM) has recently begun unlocking the power of machine learning to improve their social media communications. They are using it to conduct sentiment analysis on social media platforms, look for information gaps and check how effective their government messaging is. This data is then used to improve messaging and campaigns to be more effective.



Brazil's government is using machine learning to improve how they communicate on social media



## 50. Giving ChatGPT's superpowers to Singapore's public servants



**Category:**  
Artificial Intelligence and Technology

**Country:**  
Singapore

**Level of government:**  
National

Open Government Products (OGP), a subsidiary of Singapore's Government Technology Agency, is known for developing effective and targeted citizen services. First drafts of policies need to be sharp, clear and consistent for citizens. And that costs public servants a significant amount of their time. Recognising this, OGP built a natural language **AI writing assistant**. It's designed by the government, for the government. The product is built off the same underlying models as ChatGPT and integrated directly into Microsoft Office. Its excellence was recognised when it took home most of the awards at Singapore's 2023 GovTech hackathon. The tool is called Pair, because it will always require a human to work alongside the AI.

Pair is a natural AI writing assistant that gives superpowers to public servants so they can write clear policies that can be understood by everyone.

## 51. Communicating with Paraguay's most rural communities



**Category:**  
**Creative Campaigns and Channels**

**Country:**  
**Paraguay**

**Level of government:**  
**National**

Paraguay was wrestling with the challenge of communicating with marginalised, impoverished and remote communities. The fourth National Action Plan (NAP) was being developed, and with an emphasis on 'open government', those missing voices were important. So in 2020 the government turned to the messaging channel WhatsApp. By creating 14 permanent WhatsApp groups, they could ask group members to submit ideas, feedback and suggestions to enrich the co-creation. It was the first time the messaging app was used to involve citizens in broader and equitable communication. The ideas the government received via these WhatsApp groups formed the basis of more than 180 proposals, which were voted on and narrowed down to 36 proposals, which were included in the final version of the 4<sup>th</sup> NAP.



**Paraguay used WhatsApp groups to talk with hard-to-reach rural communities about its National Action Plan**



## 52. Making public engagement Simple(x) in Portugal



**Category:**  
Communication Collaborations

**Country:**  
Portugal

**Level of government:**  
National

The **SIMPLEX** programme focuses on reforms and improving public service efficiency. But the ideas for these reforms are crowdsourced from Portuguese citizens. Specialists collect new ideas to reform or introduce government services using multiple channels to connect to its citizens. SIMPLEX has a website, a book, a competition for startups and a national tour. Several meetings and design sessions were held with different stakeholders across the country. In these cross-country meetings, SIMPLEX gathered ideas submitted by over 2,000 citizens and entrepreneurs. In another strand, 283 public servants participated in meetings across Portugal to collect ideas from their government colleagues. The execution rate for SIMPLEX projects was an impressive 89% in 2016; 80% in 2017; and 83% in 2018 and continued into 2021.



In a unique twist on the online portal, representatives from the Portuguese government then physically tour the country to collect on-the-ground feedback.





## 53. The City of Salem asks: "What's the Point?"



**Category:**  
Gamifying Govcomms

**Country:**  
USA

**Level of government:**  
City

A pun on the neighbourhood's name, an online game called 'What's the Point?' let community members interact with one another electronically to contribute ideas about the future of their local community. To play, people logged onto a website and completed a series of timed '**missions**' focussed on various aspects of neighbourhood life such as living, playing, doing business and getting around. Participants earned coins for each challenge they completed, and could use these coins to help fund real-world causes in the community. This novel feedback initiative helped the city gather valuable feedback from residents about how they wanted 'Point' to look in the future - feedback that might have taken many more consultation sessions to gather by other means.

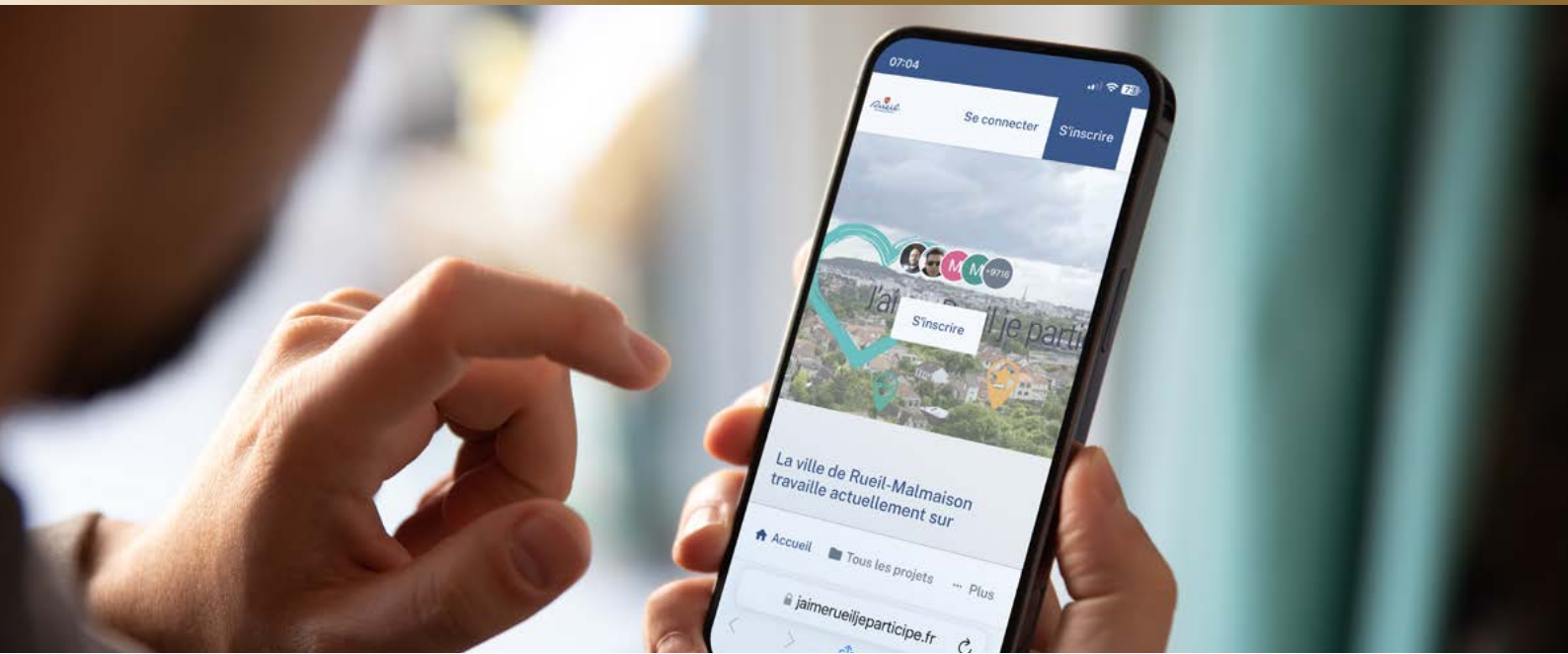


To encourage feedback and input on plans for the Point neighbourhood, Salem invited residents to take on local "missions" in an online game





## 54. How a French town re-engineered an existing online space



**Category:**  
Communication Collaborations

**Country:**  
France

**Level of government:**  
Local

Government-created spaces can be adapted and modified in times of crisis. When an online participation platform already exists, and the world goes into lockdown, that platform is no longer just a place to share ideas. It becomes a lifeline. The town of Rueil-Malmaison was already committed to dialogue with its citizens - and citizens were committed to dialogue with each other. But when France ground to a halt in 2020, the platform was no longer just for new ideas. It became a civic space that kept community members connected and mobilised help where it was needed. And the numbers speak for themselves: Between March 17 and June 11, 2020, the platform recorded more than 43,000 sessions - an increase of more than 30% compared to the previous period; 285 volunteer seamstresses who registered through the platform made 30,000 masks for the city; more than 6,000 food baskets were delivered to families in need, and 353 isolated and at-risk inhabitants got their groceries delivered by volunteers. And close to 2,700 city residents participated in the online events organised on the platform.



A French town launched an online participation platform in 2018 to give locals a greater voice in decision-making. During the Covid-19 pandemic lockdown, it morphed into a community hub.



## 55. Santa Monica's glowing shopping tokens



**Category:**  
Gamifying GovComms

**Country:**  
USA

**Level of government:**  
City

Covid-19 devastated brick and mortar shopping districts, as people switched to online shopping in droves. Government communication campaigns have been trying to draw shoppers back to these empty business districts. To solve this communication challenge, the City of Santa Monica partnered with a tech start-up in 2021. They launched a [play-to-earn game app](#) where players can access a Metaverse twin of the shopping district, filled with glowing yellow, blue and green tokens to collect. The yellow coins act as the player's currency to unlock experiences or buy items from local shops, blue coins unlock collectables, and green coins (the rarest) come with a reward. The app has been such a hit it is looking to expand to other cities like New York, Miami and Chicago.

A zany mobile phone game by the US City of Santa Monica encourages residents to return to its famous Boulevard and shopping district.

## 56. The human stories behind Canada's rich datasets



**Category:**  
**Data Storytelling**

**Country:**  
**Canada**

**Level of government:**  
**National**

Data can be alienating. Numbers, facts, and statistics all collected together for analysis are important, but how tangible are they? When you turn data into stories, it makes it easier for people to learn, discover and make more informed decisions. The government of Canada's communication strategy to promote its [Open Data Portal](#) – home to over 30,000 data sets – takes the form of stories. Their web page shares real stories about using open data by citizens, companies and researchers. One journalist used open data to show winter warming trends and its impact on Canadians through the map of snowfalls. Another story tells how data is being used to identify which communities would benefit from opening a pop-up store. By bringing human faces and stories to the fore, data becomes more accessible to many more citizens.



To make their Open Data Portal feel more personal and practical—and help citizens think creatively—Canada's government is publishing success stories from real users.





## 57. Bringing government policies to life for South Korea's kids



**Category:**  
Creative Campaigns and Channels

**Country:**  
South Korea

**Level of government:**  
National

Reading policies and really understanding them can be daunting. Sometimes they need to be broken down into simpler formats, especially when including children and young people. The Ministry of Culture, Sports and Tourism in South Korea understands this. Their monthly magazine [Cartoon Empathy](#) breaks down major policies into cartoons and other easily digestible formats, with simple language aimed at kids.



To communicate with young readers about the work of the government, South Korea's Ministry of Culture publishes a monthly magazine to showcase new policies in a child-friendly language.





## 58. Voice-activated efforts to give new UK mums better support

**For 24/7 help with breastfeeding**



**Category:**  
Creative Campaigns and Channels

**Country:**  
UK

**Level of government:**  
National

Without adequate support, Public Health England (PHE) found that many mothers do not breastfeed their babies for the recommended amount of time. They wanted to raise awareness about this issue through communication and more assistance. Often parents are too embarrassed to ask questions about breastfeeding, and women weren't getting the advice they needed at the right time. This reluctance created a real obstacle to communication that was proving difficult to overcome. To solve this, PHE launched the [Start4Life Breastfeeding Friend](#) - a tailored voice-recognition app that gives women the breastfeeding information they need when they need it. It answers specific questions and has a menu of various helpful topics. It's also, obviously, hands-free.

For mothers who are too shy or too tired to seek out breastfeeding advice, Public Health England has built a voice-recognition app to help.

## 59. San Jose's speech recognition software



**Category:**  
**Artificial Intelligence and Technology**

**Country:**  
**USA**

**Level of government:**  
**City**

When Covid19 broke out, American citizens had a lot of questions. Thousands and thousands of questions, in fact. So many questions that local government call centres in the US couldn't keep up. Cities like San Jose in California adopted AI, including **conversational AI technology**, to answer questions more efficiently. The city had been missing its target thresholds for response times, and it wanted to resolve non-emergency calls faster while taking pressure off its 911 staff. Getting the AI to 'speak' English, Spanish and Vietnamese wasn't an easy task but the city persevered you can train AI models to improve over time with more and better inputs. Now, instead of bringing in a translator if the operator only speaks English, AI technology can help people communicate with the city in their mother tongue.



The city of San Jose is using artificial intelligence (AI) and speech recognition software to resolve calls to emergency services faster and more accurately.



## 60. Türkiye nudges a 33% increase in SME funding applications



**Category:**  
Creative Campaigns and Channels

**Country:**  
Türkiye

**Level of government:**  
National

Small to medium enterprises (SMEs) are the backbone of Türkiye's economy. Over three million SMEs are responsible for 56.3% of the country's exports and 73.8% of its workforce. But the government faced a communication problem. A 2018 baseline analysis found that 86% of eligible exporters were not getting subsidy support and were reluctant to apply because they perceived it as a very complex process. **Nudge Turkey** was born. This initiative folded together a suite of communication interventions to reach business owners. These included a user-friendly portal, simpler application processes, a series of carefully designed nudge emails and a message from the Minister to explain the subsidies and build trust. Results showed that applications increased by 33% in its first evaluation period.

**Misconceptions were stopping small businesses in Türkiye (formerly known as Turkey) from taking advantage of government support.**

## 61. The Pacific Islands' floating budget office



**Category:**  
Communication Collaborations

**Country:**  
Fiji (and Tonga, Solomon Islands,  
Papua New Guinea and Vanuatu)

**Level of government:**  
National and international

Many countries have parliamentary budget offices staffed with economic and finance researchers. They scrutinise a national budget to provide parliamentarians with independent analysis, so they can easily understand the budget, amend it if necessary, and vote on it. But in the Pacific, where countries are small and parliaments modest, a lack of resources and expertise to provide an analysis of budgets can leave parliamentarians lost in tables and numbers - and unable to ask questions. Civil society organisations and citizens are none the wiser about where the money is allocated and spent. To tackle this challenge, the [Floating Parliament Accounts Committee](#) was formed. It's a team of experts from multiple Islands States in the Pacific - Fiji, Tonga, Solomon Islands, Papua New Guinea and Vanuatu. They tour the islands to communicate expert feedback to Members of Parliament and share their analysis with the public and civil society, so that everyone can understand the budget.

**Fiji and other Pacific Island nations fund a floating budget office to tour the islands with experts who communicate their analysis to people.**



## 62. The Prime Minister of Romania has a new advisor



**Category:**  
Artificial Intelligence and Technology

**Country:**  
Romania

**Level of government:**  
National

The Romanian government has launched **Ion**, an AI bot that can analyse the feedback of people on social media and online portals, and use that data to inform policy decisions. Ion will speed up the time it takes for policymakers to hear about problems and alternative suggestions from the public. The bot is also able to filter out machine-generated content to ensure only human voices are heard. The **Ion project** is a collaboration between the Ministry of Research, Innovation, and Digitalisation, companies working in AI and tech, Romanian researchers and professors, and **Reverse Mentorships**.

Romania's newest advisor to the Prime Minister's cabinet is an AI bot called Ion, who analyses feedback from citizens to strengthen policymaking

## 63. Communicating complaints in Colombia



**Category:**  
Data Storytelling

**Country:**  
Colombia

**Level of government:**  
City

When we think about government communication and innovation, complaints aren't always first to come to mind. But complaints can be a rich data set, full of information about how public services are performing. Launched in 2018, Bogotá's **Citizen Complaints Dashboard** (Tablero Control Ciudadano) helps public officials and citizens monitor and analyse complaints - and compliments! - entered into the system. The dashboard has a friendly visual interface that shows the City's Administration the most frequent complaints and solutions received. And citizens can see City offices' response times to ensure they are responsive and accountable.



Trends and problem areas are easier to spot in the rich set of data coming from the City of Bogotá's Complaints Dashboard



## 64. Virtual reality job interviews in Massachusetts



**Category:**  
Gamifying Govcomms

**Country:**  
USA

**Level of government:**  
Local

The state of Massachusetts' Rehabilitation Commission (MRC) is using virtual reality technology to help improve their participants' communication skills. The MRC provides services to people with disabilities focussing on training and employment. In 2021, the MRC launched a pilot programme with partners to bring [a virtual reality game](#) into vocational rehabilitation training for people with disabilities. Virtual reality offers an innovative method of encouraging patient engagement. The pilot focussed on younger people between the ages of 14 and 22, but older adults were able to participate as well. The experience begins with a virtual reality demonstration to familiarise participants with the technology. The "job seeker" then sits across from an avatar in a virtual interview room, interacting and answering the sorts of questions a candidate might encounter during an interview. The computer will note if specific job-related keywords were used in their responses and if not participants can complete the training again - trying to include the additional keywords.

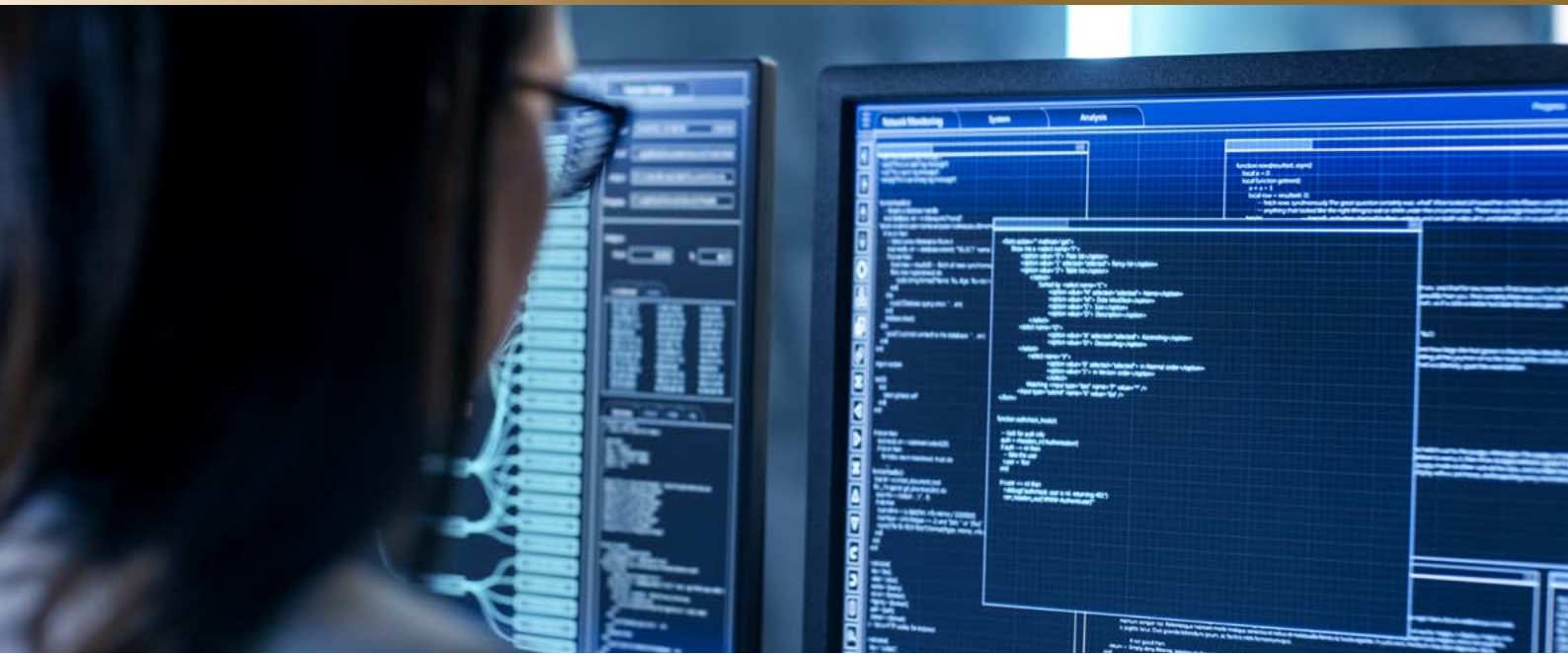


Good communication skills can be the difference between landing a job and not. But people with disabilities often do not have the opportunity to hone their interview skills, putting them at a disadvantage





## 65. Rumour has it - America takes on disinformation



**Category:**  
Creative Campaigns and Channels

**Country:**  
USA

**Level of government:**  
National

The ["Rumour vs Reality" website](#) is an example of a government-led effort to counteract misleading information around a specific topic - in this case elections. It addressed common misunderstandings and rumours related to election security. The website set out the processes, security measures, and legal requirements designed to protect against and detect security issues related to election infrastructure and processes. It also provides definitions, resources and links to additional information.



In the run up to the 2020 national election, the US Cybersecurity and Infrastructure Security Agency (CISA) published a Rumour Control site to tackle disinformation





## 66. Singapore's GovTech team builds a speedy Postman for Whatsapp



**Category:**  
**Artificial Intelligence and Technology**

**Country:**  
**Singapore**

**Level of government:**  
**National**

Singapore's Open Government Products team needed to work in multiple languages over WhatsApp to send Covid-19 messages at speed. So **the team** used AI to translate messages into the four official languages. Updates were initially too slow in reaching people because the system could send only about 10 messages a second. It could take almost 14 hours for everyone in a group of 500,000 subscribers to get a message. In response, the Singapore team built an alternative alert system called Postman - and increased the number of messages from 10 messages a second to 500.

Like many governments, Singapore used WhatsApp to send daily updates about coronavirus, but the GovTech unit had additional communication challenges to overcome.

## 67. #BigPasswordEnergy



**Category:**  
Creative Campaigns and Channels

**Country:**  
New Zealand

**Level of government:**  
National

In 2022, the streets of New Zealand were covered in bright yellow posters declaring that a cast of characters had **#BigPasswordEnergy**. Referencing a popular and cheeky internet meme of a similar name, the campaign challenged Kiwis to adopt stronger and longer passwords in the form of passphrases. Passphrases are passwords that comprise multiple words in a sentence-like string. American security services have been recommending this since 2020, as password length is harder to crack than password complexity. The campaign used photos of regular people in normal environments to subconsciously encourage people to take active steps to improve their cybersecurity.



The New Zealand government ran the #BigPasswordEnergy awareness campaign to bolster cybersecurity





## 68. Sierra Leone's lessons from Ebola



**Category:**  
**Artificial Intelligence and Technology**

**Country:**  
**Sierra Leone**

**Level of government:**  
**National**

West Africa's experience of the Ebola outbreak of 2014 meant the region was well placed to pivot and innovate when the Covid-19 pandemic arrived. Quick to adapt, Sierra Leone used the existing Government Unstructured Supplementary Service Data (USSD) platform to **keep citizens informed** about coronavirus, and built a Short Message Service (SMS) self-assessment tool for mobile phones. Later, the government rolled out an E-Pass system to enforce travel restrictions for citizens. Demonstrating speed and agility, applications were processed by the government in just 6 to 12 hours and confirmed to citizens by SMS.



The government of Sierra Leone was uniquely placed to innovate communications during Covid-19 because of their experience of Ebola



## 69. Germany's couch potato heroes



**Category:**  
Creative Campaigns and Channels

**Country:**  
Germany

**Level of government:**  
National

German productivity and efficiency is a well-worn stereotype. So a humorous communications campaign subverting this perception grabbed international attention during the Covid-19 lockdowns. Aimed at frustrated and bored young people, Germany's tongue-in-cheek [video](#) took the form of a documentary set in the future, with witness testimonials about how people "fought" the "Corona winter war" in 2020 ... by doing absolutely nothing. "We were as lazy as raccoons," an elderly survivor reminisces.

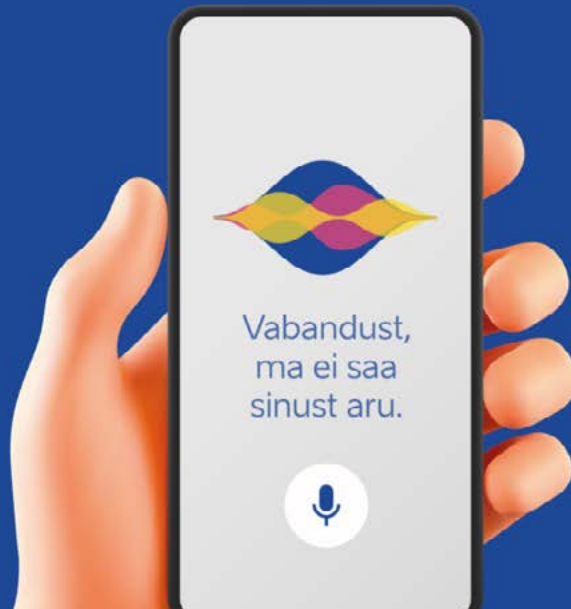


The 'Save Lives. Be Lazy' Covid-19 campaign by the German government was so successful it became a viral internet hit





## 70. 'Donate a Speech' to Estonia



**Category:**  
**Artificial Intelligence and Technology**

**Country:**  
**Estonia**

**Level of government:**  
**National**

To speed up the development of speech-based services, Estonia's government set up an open-source database for the Estonian language. Samples in the database would be used to improve text-to-speech /speech-to-text services, and speech-recognition and voice-controlled software too. This would be freely available to the public and private sector, as well as academic and research institutions. But first, the government needed speech samples. The Ministry of Economic Affairs and Communications and the State Information System Agency launched the "[Donate a Speech](#)" campaign in September 2022 and eight months later they had already collected over 100 hours of the Estonian spoken language for the database.

English is so dominant, so how does a country accelerate its voice-recognition capabilities working in other languages? Crowdsourcing is one answer

# 71. Slovenia's young people build a government portal for themselves



Križišče mladosti



AKTUALNO	INFORMIRAJ SE	AKTIVIRAJ SE	ORGANIZACIJE	MLADINSKI SEKTOR	DOGODKI
 <p><b>Državna priznanja v mladinskem sektorju v letu 2023</b></p> <p>↓ Aktualno</p> <p>PROSTOVOLJSTVO / ČLANEK</p>	 <p><b>Na Križišču mladosti: z mladinskimi centri o solidarnosti</b></p> <p>↓ Aktualno</p> <p>KULTURA / NOVICA</p>	<p>↓ Dogodki</p> <p>28. 8.   9.00 - 31. 8.   12.30, Celjski mladinski center</p> <p><b>Kreativni inkubator 2023: Nove dimenzije sveta – bivanja</b></p> <p>Tudi letos se v Celjskem mladinskem centru obeta tradicionalen avgustovski teden, poln dobrih praks kreativnosti, znanja in navdih!</p> <p>28. 8.   8.30 - 30. 8.   15.30, Kulturni center Semič</p> <p><b>Počitniške dogodivščine s Kulturnim centrom Semič</b></p> <p>Počitniške dogodivščine bodo letos od 28. do 30. avgusta.</p>			



**Category:**  
Creative Campaigns and Channels

**Country:**  
Slovenia

**Level of government:**  
National

**Mlad.si** (which translates to “You’re young”) is a one-stop portal with information for young people from across all of Slovenia’s government departments, the youth sector and non-governmental organisations. Visitors can find information on jobs, education, housing, starting a family, how to get active, how to participate, and how to find a youth organisation or event in their neighbourhood. Social media channels provide key support, with Instagram and TikTok leading the way. Taken together, Mlad.si is an extensive communication network built by young people themselves, for themselves.



Instead of adults making assumptions about what young people want to know, the government of Slovenia tried a new approach — they got young people to design and populate a portal themselves



## 72. Bürokratt: Estonia wants to be AI-powered by 2030



**Category:**  
Artificial Intelligence and Technology

**Country:**  
Estonia

**Level of government:**  
National

In Estonian mythology, the Kratt was a treasure-bearing creature bound to do its master's bidding. More recently, Kratt has become a metaphor in Estonian to refer to AI technology and its complexities. So there can be few better public sector AI puns more satisfying than the '[Bürokratt](#)'. The Government of Estonia recently outlined its digital agenda, which aims to make the government AI powered by 2030, making government more transparent and trusted. One of the ways in which AI will be used is in the form of voice-command virtual assistants to speed up government communication. [The Bürokratt project](#) helps citizens get everything they need from the government on one device and in one session - permits, renewing identification - even helping identify lethal mushrooms while foraging. Less time spent navigating public sector services is the driver of this innovation.

Named after a mythical creature called the Kratt, Estonia's virtual assistant is aimed at speed and convenience, helping citizens get what they need from public services much, much faster

## 73. Dear Guatemalan taxpayer...



**Category:**  
Creative Campaigns and Channels

**Country:**  
Guatemala

**Level of government:**  
National

In Guatemala, the government sent a letter out letting recipients know that 64.5% of their fellow citizens had declared their tax on time. Based on the nudge theory and the idea of positive peer pressure, this simple communications intervention led to a 43% increase in tax payments in just 11 weeks. And the effects of this also appeared to be persistent and long-lasting. This was an experiment run by the Guatemalan Tax Authority and the United Kingdom's Behavioural Insights Team.



Guatemala's government increased tax payments by 43% in 11 weeks by simply posting an old-fashioned letter





## 74. Keeping Flanders's carbon footprint in (Green) check



**Category:**  
**Data Storytelling**

**Country:**  
**Belgium**

**Level of government:**  
**Regional**

In response to customers' concerns about whether their electricity was really "green" the energy regulator of Flanders in Belgium launched an interactive online tool in 2018 called [GreenCheck](#) 2.0. There, people can see real-time data about the power being sent to their homes. This could include the percentage of their power generated by renewables, the electricity's country of origin (e.g. Austria), and the energy source (e.g. wind turbines). This new communication channel answered a public need for more data on green contracts, and transparency about suppliers.

Showing Belgians real-time information about their homes' power supply helps promote understanding about their carbon footprint

## 75. The poll results that triggered a heart attack campaign



**Category:**  
Creative Campaigns and Channels

**Country:**  
UK

**Level of government:**  
National

Do you know the difference between a heart attack and cardiac arrest? If not, you're not alone. Polls showed Britain's National Health Service (NHS) that three out of four people think they are the same thing. These facts prompted the NHS to launch a 2022 communication **campaign** to encourage more people to call 999 when experiencing the lesser known symptoms of a heart attack - including sweating, uneasiness and chest tightness. Backed by British celebrities like TV star Richard Wilson and sports TV presenter Tubes, it also served to dispel common myths.



Less than 50% of people in the UK know to phone emergency services when experiencing the less known symptoms of a heart attack - the government needed to change this.



## 76. How Chile's 'Juntos Santiago' game communicates healthy habits



**Category:**  
Gamifying Govcomms

**Country:**  
Chile

**Level of government:**  
Local

Two-thirds of people in Chile, Ecuador, and Mexico are overweight or obese, a health crisis that could end up costing Chile alone more than \$1 billion over the next six decades, according to 2017 UN data. But communicating messages about behaviour change to citizens can be challenging. The city of Santiago developed a fun neighbourhood competition called [Juntos Santiago](#) for local schools - 10 to 12-year-olds compete to earn prizes like a class trip to a pool or new playground equipment. Each team earns points toward those prizes through healthy behaviours. The campaign aims to get parents involved as well by encouraging them to do activities together with their children and pick healthy food options to help their kids earn points. Juntos Santiago also encourages dialogue and discussion about health and nutrition - one measure of success of a government communications campaign.

The city of Santiago gamified its childhood obesity campaign to get more children (and adults!) eating healthy and exercising

## 77. Taiwan's memes go for humour over rumour



**Category:**  
Creative Campaigns and Channels

**Country:**  
Taiwan

**Level of government:**  
National

To combat misinformation and potential panic during the Covid-19 pandemic, the Government of Taiwan adopted a "humour over rumour" approach. In the early days of the pandemic, people were spreading panic online about the possibility of a toilet paper shortage. In response, the Premier posted a lighthearted meme starring himself to debunk the rumour. A similar tone was struck when discussing social distancing guidelines. This meme featured a public servant's pet - a little Shiba Inu dog. The Ministry for Health and Welfare also used memes and a good dose of humour in its communication about the pandemic.

**Memes aren't just for teenagers  
- the Taiwanese government  
used lighthearted memes in its  
communication about the Covid-19  
pandemic**



## 78. How every Latvian heard about a new law



**Category:**  
Creative Campaigns and Channels

**Country:**  
Latvia

**Level of government:**  
National

When Latvia adopted the European Union's Whistleblowers Directive in 2019, the whole society needed to hear about the new law. The government launched "[See.Hear.Speak](#)" to deliver the scale of communication the challenge required. The campaign was carried on television, radio, press, social media and outdoor advertisements. Recognising that young people do not always consume traditional media, a specific strategy for YouTube was rolled out. Eight discussions were convened with Latvian entrepreneurs, young adults, civil servants and other key audiences. A microsite was launched to explain the impact of the new law and make the online whistleblower forms available to the public. The scale of the campaign paid off - it received more than 180 pieces of coverage on local and national news outlets.



How do you make an entire country aware of a new law? The Latvian government designed a whole-of-society strategy, taking into account almost every channel available



## 79. Design inspiration from the British Embassy in Washington DC



**Category:**  
**Data Storytelling**

**Country:**  
**UK**

**Level of government:**  
**International**

Various teams at the British Embassy in Washington DC successfully built a single, shared communications planner where they could view all communications activity. It's easy to edit, so contributors can add evaluation information after delivery. The datasets automatically produce live dashboards and reporting. And it's easy to use; the convenient communications planning process was built using integrations with Microsoft 365. The result? More agile decision-making; more time saved; more transparency about who is leading activities; and more alignment on which government goals the activities support. Others noticed the Consulate's clever system. Inspired by their design and supported by the Project Spark innovation lab, the UK's Department for Business and Trade developed and began testing a local version of the British Consulate's original platform in March 2023. The UK Cabinet Office also began testing another version in 2023, this one built on Google Workspace rather than the original Microsoft platform. The new platforms deliver more data and insights, while saving time.

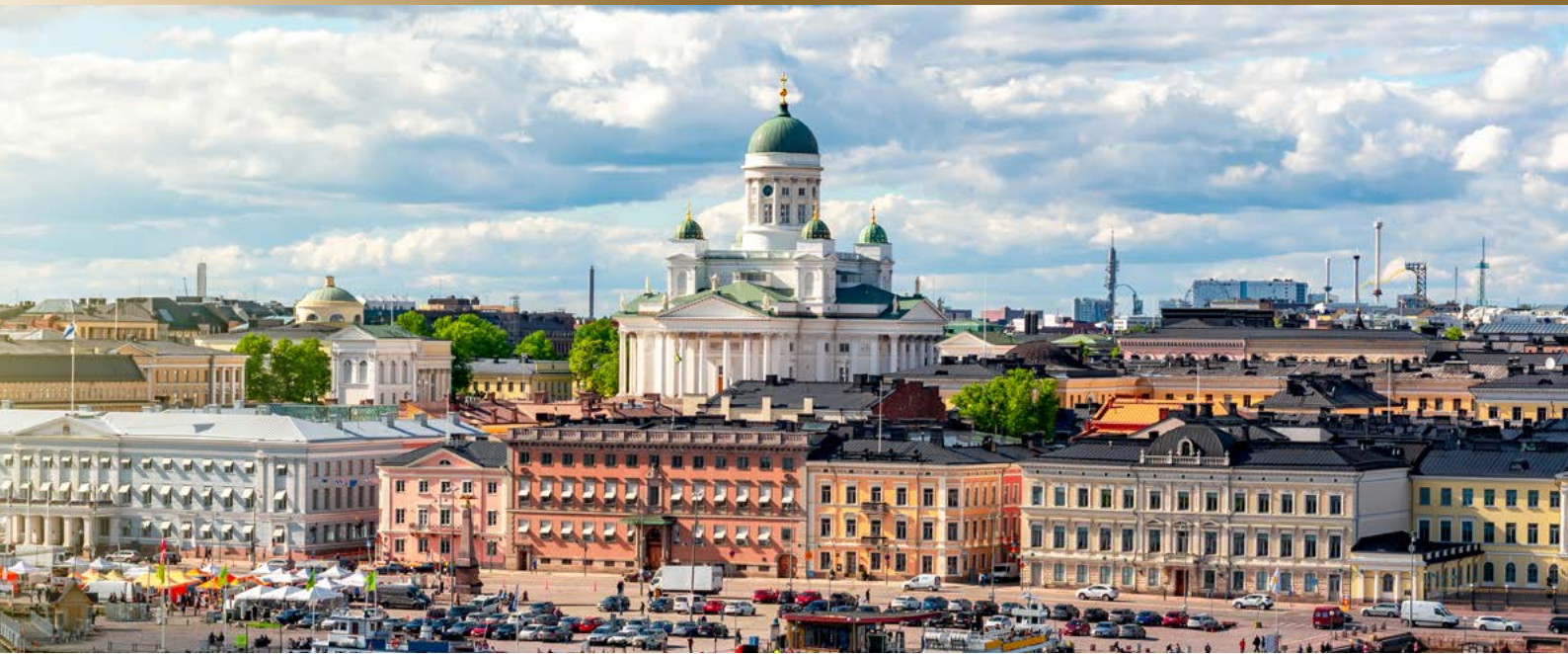


**Innovation in communications can deliver big efficiencies. Inspired by a solution designed by the British Embassy in Washington DC, the UK government rolled it out in other departments**





## 80. Finnish influencers prove crucial in a crisis



**Category:**  
Creative Campaigns and Channels

**Country:**  
Finland

**Level of government:**  
National

The government of Finland realised that younger audiences can be harder to reach through traditional channels in a crisis. That's why it's the only country in the world to have defined social media as 'critical operators' in a crisis - along with doctors, bus drivers and supermarket workers. So the Prime Minister of Finland's office partnered with social media influencers including writers, bloggers, YouTubers and rappers to share Covid-19 messages and facts during the pandemic. A follow-up survey revealed that 94% of followers felt they got enough information and instructions about the coronavirus via influencers, with over half of them saying the influencers' communication positively affected their behaviour. In an indication of how much trust Finns have in their influencers, 97% of respondents considered the Covid-19 information shared by influencers reliable.



As a reminder of social media influencers' sheer communication power, when Finnish YouTuber Roni Back produced a video interviewing a government minister and health experts about the coronavirus, it got over 100,000 views in 48 hours



## 81. ElderTech keeps Singapore's seniors in the loop



**Category:**  
**Artificial Intelligence and Technology**

**Country:**  
**Singapore**

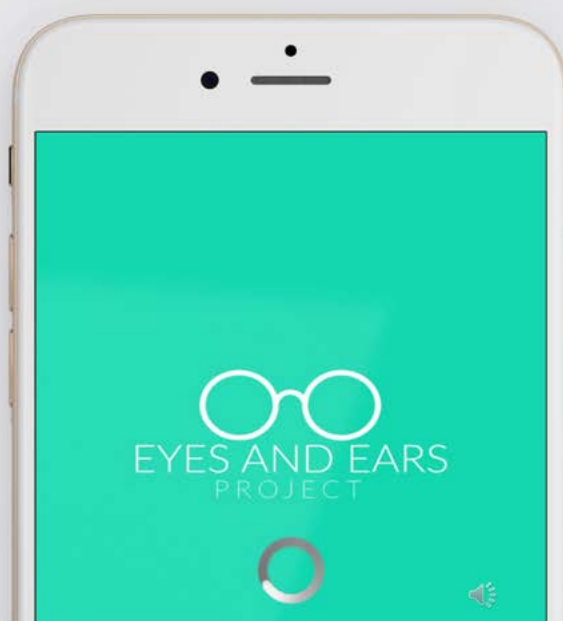
**Level of government:**  
**National**

In the face of AI and new technology, it's easy for some people to get left behind. Especially senior citizens. Singapore's Open Government Products (OGP) interviewed senior citizens and social workers and found that technology can actually make life harder, because seniors are not always familiar with digital design patterns - making accessing public services like healthcare and pensions harder. How can Singapore stop its ageing population from being left behind? OGP is developing [ElderTech](#), a platform that helps older Singaporeans navigate digital transformation in government. Accommodations include slower-paced video tutorials, large text captioning, and translation into popular dialects. Circles draw attention to key icons and steps, and learning materials are easily replayable for seniors to review what they have learned.

Senior citizens are being kept in the loop with government communications thanks to a platform built specifically for their communication requirements



## 82. Kaduna's CitiFeed app lets citizens be the Eyes and Ears



**Category:**  
Communication Collaborations

**Country:**  
Nigeria

**Level of government:**  
State

To bolster government performance and build trust, the Kaduna State in northern Nigeria undertook a GovTech transformation built on the principles of transparency, accountability, and civic engagement starting in 2019. An early step was to create a mobile app, CitiFeed. Part of what became known as the **Eyes and Ears** public expenditure tracking system, CitiFeed lets users identify a nearby public infrastructure project via GPS coordinates, and upload photos and feedback on the progress and quality of hospitals, schools, and community services, and also share their views on the state's investment priorities - is this the infrastructure that's most needed?

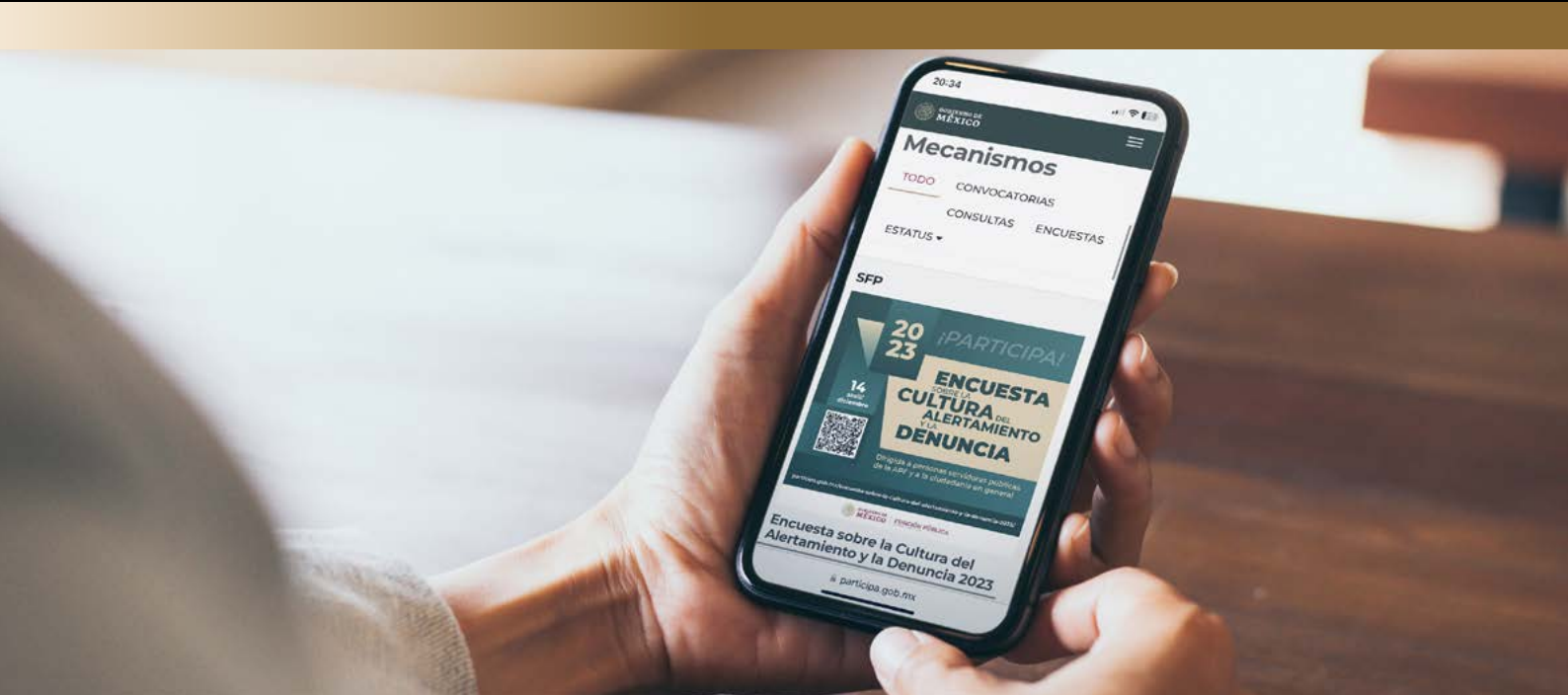
Since the launch of Eyes and Ears, the completion rate of public infrastructure projects has improved, with more than 500 schools and 200 hospitals being completed on schedule. The government has also blacklisted more than 16 contractors for poor performance based on the citizen feedback. The innovation is being replicated by other governments, prompted by the success of the Eyes and Ears programme, the government of Jordan is now experimenting with crowdsourcing as a way to strengthen project monitoring.



**Kaduna State in northern Nigeria rolls out a homegrown phone app called CitiFeed to crowdsource some aspects of infrastructure project monitoring, making government investment more responsive to citizen feedback.**



## 83. Rolling citizen surveys in Mexico



**Category:**  
Data Storytelling

**Country:**  
Mexico

**Level of government:**  
National

Surveys are useful data sets for governments - but collecting survey responses can be time consuming and difficult if respondents aren't interested in the topic. **Funcion Publica's** 2023 survey topics have included asking for feedback on corruption, government's grievance mechanisms and whistleblowing. Citizens are encouraged to share their feedback. Once concluded, the government shares the survey results in the same place. The Mexican government originally launched the public consultation portal in 2018 with the aim of engaging with and gathering feedback from citizens to develop the country's national strategy to meet the Sustainable Development Goals for the 2030 Agenda. It proved an excellent two-way communication mechanism. The portal is still thriving in 2023, with different modes to facilitate public participation and sharing data.

**Mexico's citizen participation portal Funcion Publica hosts rolling surveys on a range of topics, just one example of its communication tools**

## 84. Kendal's citizen jury collaborates on climate change



**Category:**  
Communication Collaborations

**Country:**  
United Kingdom

**Level of government:**  
Local

The town of Kendal is found in the United Kingdom's beautiful county of Cumbria. In 2020, the Kendal Town Council assembled a climate change citizens' jury. The Town Council focused its efforts on both hearing and understanding what residents thought the Council should do about climate change, and ensuring they guaranteed commitments from local organisations to make a change. Jury members were chosen to reflect the demographics - age, gender and ethnicity - of Kendal. The Council held discussions in small groups to listen to feedback and ideas from the town's residents, led by facilitators and organised around specific topics. These were usually held over video calls during the pandemic. At the end of the process, the jury put forward a list of 'actionable and realistic' recommendations for local action. They also produced a short video about the process and outcomes to make the process more transparent.

Kendal Town Council launched the first-ever citizens' jury on climate change at the council level

## 85. Te Puni Kokiri's special vaccination portal



**Category:**  
Creative Campaigns and Channels

**Country:**  
New Zealand

**Level of government:**  
National

The gap between national and Maori vaccinations was around 25% in late 2021, reflecting slower uptake. For some Maori communities, lower **trust** levels in government information are rooted in historical events. To communicate relevant information about the vaccine rollout in a targeted way, the Ministry of Maori Development launched a communication portal on its **Te Puni Kokiri** website. It served as a reliable source of information with links about the vaccination campaign and other key messages, including where communities could get vaccinated or tested. By February 2022, the gap between national and Māori vaccinations had dropped to 9%.



When the government of New Zealand set an ambitious target for 90% of the population to have received at least one Covid-19 vaccination, providing the right support to all communities was a priority.





## 86. Gamification connects Hawaii.gov to its residents

You can track  
your progress  
see what  
others are  
doing!



**Category:**  
Gamifying Govcomms

**Country:**  
USA

**Level of government:**  
State

Filing taxes or renewing permits online are chores few people relish. The Hawaiian state government's decision to gamify their portal and make big interface improvements delivered online services that now looked like something people actually want to be a part of. The site's clever "[MySavings](#)" page shows how much time, paper and mileage users have saved by completing government transactions digitally, running up a satisfying tally. And it gets competitive - the site has a community board that allows residents to compete against the aggregate savings of others. When someone finishes paperwork for one department, the site then prompts them to go to another in order to maximise savings, improving digital access across government. The game elements help to communicate the message that the government values residents' time and wants to make their experience faster and easier.

Game elements like badges and leaderboards helped Hawaii.gov improve adoption of online services by as much as 20% in just five months

## 87. Helping the UK's communicators counter disinformation

# RESIST 2

## Counter-disinformation toolkit



**Category:**  
Creative Campaigns and Channels

**Country:**  
United Kingdom

**Level of government:**  
National and international

"An unexciting truth may be eclipsed by a thrilling falsehood" - this Aldous Huxley quote introduces the UK's Government Communication Service **RESIST 2** counter-disinformation toolkit. RESIST stands for Recognise disinformation, Early warning, Situational insight, Impact analysis, Strategic communication, and Track outcomes. Innovating beyond its first edition, the latest toolkit reflects both the changing demands of the communication profession and the evolving information environment. It gives guidance to public sector communications professionals, police officers, senior managers, and special advisers on how to spot and respond to disinformation, including communication strategies.

Now in its second edition, the RESIST 2 toolkit helps UK communicators and other governments reduce the impact of mis- and disinformation effectively.

## 88. Meet Abdi and Halima, Somali Customs' animated duo



**Category:**  
Creative Campaigns and Channels

**Country:**  
Somalia

**Level of government:**  
National

Rebuilding Somalia's economy after years of conflict is a priority for the federal government. Because international trade taxes contribute roughly 75% of Somalia's domestic revenue and are collected mainly at the port and airport of Mogadishu, customs reform can make a big difference to Somalia's revenue collection by encouraging trade. Somali Customs created two fictional animated customs officers, Abdi and Halima, to communicate the reforms to traders. Through a series of short animated explainers created for Whatsapp and social media, the two characters showed how to complete the new declaration procedure online, and explained the introduction of the international [Harmonised System](#), in English and Somali. Abdi and Halima proved so popular that traders asked for cardboard cut-outs of the characters to feature at government consultation sessions about reforms.

**Big changes to customs procedures needed communication, so Somali Customs created two animated customs officers to explain the reforms to the business community**

## 89. Getting your tax ducks in a row



**Category:**  
Creative Campaigns and Channels

**Country:**  
UK

**Level of government:**  
National

As part of redesigning its annual tax return campaign, the British government used ducks to reflect the negative feeling of guilt that citizens might feel about filing their tax returns. Humorous messages such as, “don’t let the thought of your tax return peck away at you”, were promoted in the press and on social media, radio, roadside posters and digital displays. But there was a more targeted element too. Using existing data and evidence, the behavioural insights team supporting the government sent customers likely to miss the deadline **special communications**. This group received a series of reminders via text message, post and email. The result was a significant decrease in late returns. The campaign led to a record 94% of customers filing by the deadline in 2018, boosting tax intake in the United Kingdom by £1.5 billion.

**93% compliance with the 2017 tax deadline was a record-beating result to beat, but in 2018-19 the UK government’s annual tax communication campaign aimed to do exactly that**



## 90. How Ireland overcame Covid messaging fatigue



**Category:**  
Communication Collaborations

**Country:**  
Ireland

**Level of government:**  
National

Ireland used behavioural insights to support public communication activities, leading to the development of the Covid-19 Tracker App for Ireland. Ireland's National Public Health Emergency Team set up a [subgroup on behavioural change](#) as early as March 2020. The group included social and behavioural scientists as well as communicators. To understand how to preempt and respond to messaging fatigue, the group undertook 'active listening' to citizens and identified public perceptions and norms that may affect the country's national action plan to fight the pandemic. This collaborative group's work resulted in the quick development of Ireland's own tracker app. A wider evidence-informed communication strategy also meant accurate and impactful information could be shared with citizens. By maintaining high standards of public compliance with health guidance, Ireland could delay the spread of the virus.



Early in the pandemic, the Irish government was already aiming to better understand and mitigate messaging fatigue or non-compliance with public health guidance.



## 91. A team of full-time gamers are helping the US Army talk to a new generation



**Category:**  
**Gamifying Govcomms**

**Country:**  
**USA**

**Level of government:**  
**National**

The US Army's e-sports programme was launched in 2020 to engage a new generation of young Americans. The Army's official **e-sports** team is a group of 16 video game players who livestream games like Call of Duty, Apex Legends and Fortnite to engage with and inform other gamers about opportunities in the US Army. Selected from 6,500 applicants, the team operates from a dedicated facility at the Fort Knox Army base, equipped with cutting-edge technology. And although they previously served in other roles in the Army, gaming is now their full-time job. Using new channels like Twitch which has 17.5 million daily visitors, and with 72% of men and 49% of women under 30 playing video games, the Army has effectively expanded its potential recruitment base with this new campaign.

When the US Army missed its recruiting goal for the first time in 13 years in 2018, it became clear that old communication tactics for recruiting like college career fairs and cold calling weren't working anymore

## 92. Nowhere does it better, according to Cape Town



**Category:**  
Creative Campaigns and Channels

**Country:**  
South Africa

**Level of government:**  
Provincial

After a severe drought which meant the city almost ran out of water in 2017, Cape Town saw a big drop in the number of international arrivals in the years that followed. Potential visitors were delaying their trip or not considering the Western Cape as a holiday destination - a disaster for the tourism sector. The government of the Western Cape took this communication challenge on by launching a tongue-in-cheek 'Nowhere does it better' recovery campaign. Soaring videos and adverts portrayed the Cape as the secretly superior destination when it comes to activities, which have traditionally been synonymous with other countries' national pride. "Where do the English go for tea? Where do the French go to fall in love? Where do the Swiss go to climb?" The twist? They come to the Western Cape. The campaign ran on television, the web, radio and social media across local and international channels, and played a significant role in recovering tourism numbers.



**Drought dented the Western Cape's tourism sector, so an innovative recovery campaign was needed to restore Cape Town's status as an iconic holiday destination**





## 93. Pakistan's open invitation into climate policymaking



What we do >

Where we work

Themes we work on >

Who we are >

Contact us

Search

[Home](#) / Fostering environmental democracy in Pakistan



23 November 2021

THEME

Environmental democracy

STORY

### Fostering environmental democracy in Pakistan



**Category:**  
Communication Collaborations

**Country:**  
Pakistan

**Level of government:**  
National

Pakistan is inviting experts and citizens to get directly involved in climate policymaking by communicating data, ideas and concerns. The National Assembly's Committee on Climate Change, or CCC, brings together community and expert voices to develop policy initiatives. The CCC's one-year roadmap explains the structured parliamentary approach for oversight and creates opportunities for collaboration with civil society organisations. And for the first time ever, climate and community experts have **proposed and voted** on the parliamentary Committee's agenda. It also includes voices from academia, think tanks and community groups. The Speaker of the National Assembly recommended that the open communication approach taken by the CCC committee serve as a model for other parliamentary committees. This communication collaboration has nudged Pakistan's House to improve its parliamentary systems for effective oversight, inclusion and transparency.



Pakistan is inviting citizens and experts to set the parliamentary agenda on climate - literally





## 94. Bridging South Africa's vaccination communication gaps with the Vaxi Taxi



**Category:**  
Creative Campaigns and Channels

**Country:**  
South Africa

**Level of government:**  
Provincial

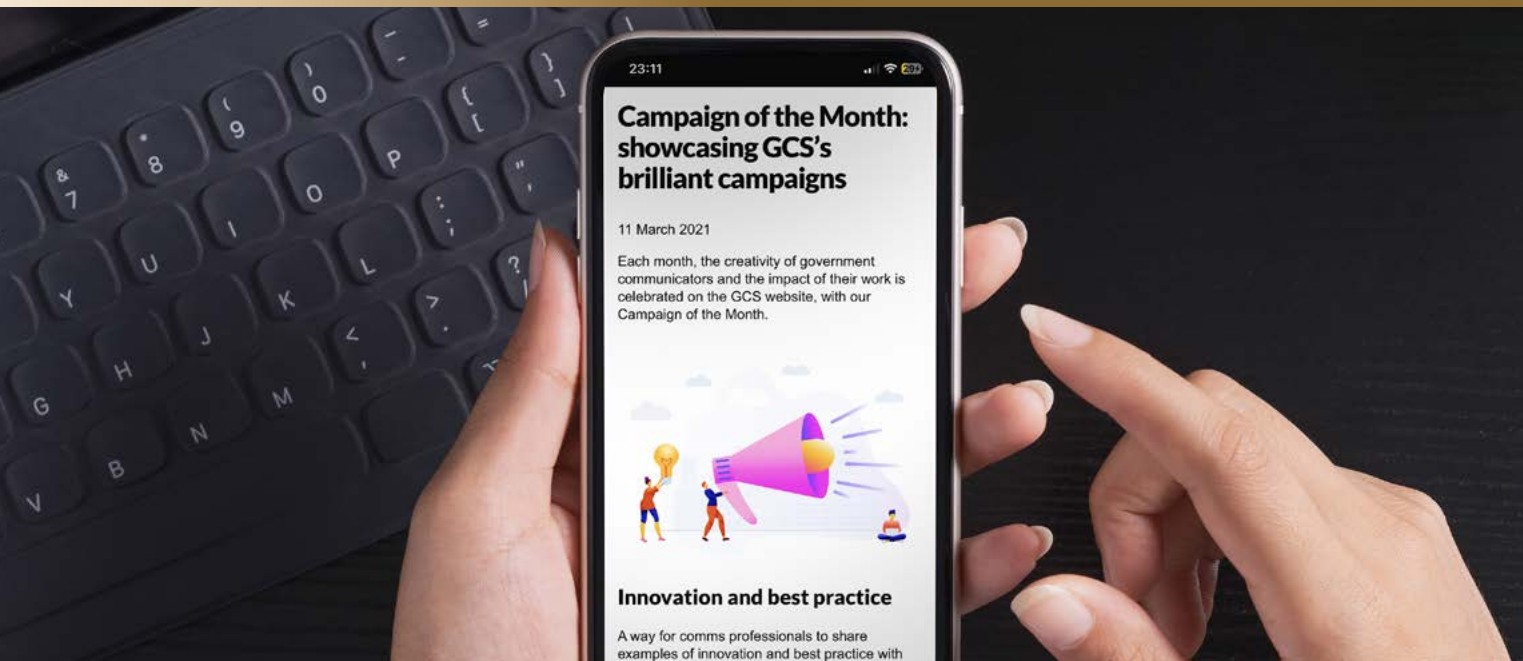
During the coronavirus pandemic, it became clear that rural or underserved communities in South Africa weren't getting the information they needed about Covid-19 vaccinations. Hard to reach villages or informal settlements with poor infrastructure meant these communities were being left out of vital communications. The Western Cape Health Department's '[Vaxi Taxi](#)' mobile vaccination service drove out to accessible sites like grocery store parking lots, community centres, workplaces and educational institutions. The team communicated information about Covid-19, and relayed feedback and anecdotes from communities to the provincial government to help improve their services. The Vaxi Taxi also had some unexpectedly positive consequences for the Emergency Medical Services staff on the project. Some shared that they experienced their work with the Vaxi Taxi as 'healing,' delivering mental and physical health benefits.



The Vaxi Taxi drove all across the Western Cape Province in South Africa to share information and vaccines with hard to reach communities - and to gather their stories too.



## 95. Celebrating stellar government communications every month



**Category:**  
Creative Campaigns and Channels

**Country:**  
United Kingdom

**Level of government:**  
National

Hosting a competition is a great way for communications professionals to share examples of innovation inside the UK government. Each winner of **Campaign of the Month** is chosen by a senior panel of judges from the UK's Government Communication Service (GCS) community, then announced through a news story and amplified through social media channels. By sharing inspiring examples of creative and effective government communications, the GCS encourages excellent service delivery across the country. It's also a way to motivate public sector communication professionals by highlighting their great work.



Campaign of the Month is a competition to celebrate the UK government's best campaigns - and encourage further innovation and creative thinking.



## 96. Santa is cleared for Canadian airspace



**Category:**  
Creative Campaigns and Channels

**Country:**  
Canada

**Level of government:**  
National

Canadians' frustration with airlines was at an all time high by the end of 2022. Labour shortages and Covid-19 travel restrictions had resulted in significant chaos in the national airline industry over the preceding months. In addition, public concerns about airspace in light of conflict in Ukraine meant the subject of the skies was unpopular for many Canadians. To reassure children there would be no delay to delivery of their Christmas presents, the Minister for Transport released an official [press statement](#) confirming that Santa and the reindeer had tested negative for Covid-19 and his sleigh had been approved by safety inspectors. Prime Minister Justin Trudeau featured in a [video](#) confirming the highest level clearance for Santa's mission. And children could track Santa's flight in real time on a special North American Aerospace Defense Command (NORAD) [website](#) as he delivered festive gifts to Canadian children.



Transport Canada's Christmas holiday campaign reassured children that Santa Clause had been cleared for takeoff





## 97. Zambia's annual tax transparency tally


[Home](#)
[Mineral Value Chain](#)
[Tenders](#)
[EITI Reports](#)
[Data](#)
[FAQ](#)
[Contact Us](#)

### BENEFITS OF JOINING EITI

How does Zambia benefit from being part of the EITI?

WHAT ARE THE BENEFITS OF ZAMBIA JOINING THE EITI?

WHAT IS THE EXTRACTIVE INDUSTRIES' TRANSPARENCY INITIATIVE?

ZEITI BACKGROUND



**Category:**  
Data Storytelling

**Country:**  
Zambia

**Level of government:**  
National

Zambia's mining industry has been a primary contributor to the country's GDP but has also led to environmental degradation and public mistrust in how the profits from mining have been reinvested in the country. To address this, every year the Zambian government communicates its statistics on the mining sector in collaboration with the Zambian Extractive Industries Transparency Initiative (ZEITI). This easy-to-read report matches up how much money Zambian mining companies say they paid to the government in all forms of taxes (over the period of 12 months) with how much the government says it received. The public 'reconciliation' helps Zambia's citizens understand exactly how much mining companies are paying in taxes each year. In turn, this helps the government with planning for the future, policy-making, and understanding how to improve regulating mining in Zambia. Keeping the communication plan for this data simple and accessible is vital. Headline numbers and key data are shared on an easy-to-use [website](#), together with short videos and a [data portal](#) for those who want to scrutinise the underlying data.



**Zambia wanted to build transparency around mining companies' payments. Clear citizen communication was needed for a traditionally data-heavy topic.**





## 98. Citizen suggestions for recycling in Singapore



**Category:**  
Communication Collaborations

**Country:**  
Singapore

**Level of government:**  
National

“How can we improve the way we recycle at home?” This was a question that Singapore’s National Environment Agency **asked citizens** in 2019, hoping to change the national dialogue around recycling. Out of 305 applicants, 48 participants were selected. Some actively recycled and some had never recycled before. Their backgrounds were diverse, accounting for age, gender, ethnicity, citizenship, education, housing type and occupation. In a series of day-long **workshops**, citizens proposed new ideas, including evidence to support their proposals. Together, the workgroup developed 14 proposals for the government to consider. The benefits of these communication efforts are also clear. Poll results also found that the citizens who participated had a deeper understanding of policymaking and increased trust in the government.

Recycling is critical in reducing the waste that goes to landfills. That’s why Singapore invited citizens to communicate new ideas for effective recycling.

## 99. Slow drivers in Sweden could win a lottery



**Category:**  
Gamifying Govcomms

**Country:**  
Sweden

**Level of government:**  
National

What if your government cheered you on for sticking to the rules? Every driver who went past a special traffic camera in Stockholm received a thumbs-up on a big screen if they were below the limit and were entered into a prize draw at the end of the competition and the chance to win some money from those who didn't follow traffic rules. This innovative approach derived from the Swedish government's experimentation with [The Fun Theory](#), emphasising positive reinforcement over punishment. In the trial case 24,857 cars passed the cameras and the average speed limit was reduced from 32 km/h to 25 km/h - a reduction of 22%.

Sweden flipped the script in its speed awareness communications campaign, rewarding slower drivers for sticking to the limits.

## 100. A festival for public servants at Brazil's Innovation Week



**Category:**  
**Communication Collaborations**

**Country:**  
**Brazil**

**Level of government:**  
**National**

How can public servants effectively share innovation across government? Brazil's annual **Innovation Week** brings public service specialists together to debate, discuss and exchange experiences. Designed like a festival, the focus is on sharing practical ways to improve Brazil's public service, with communication and dialogue at the heart of its design and purpose. Around 1,000 public servants attend in person and another 10,000 join online making it the largest public innovation event in Latin America.

Over the week public servants can attend presentations by celebrity authors and public intellectuals, as well as roundtable discussions, workshops, gamification exercises and movie screenings. The 2023 event focuses on four themes - territory and governance, public services, diversity and inclusion and environmental sustainability.

**Governments often complain that siloes make it harder to share good ideas in public service. Brazil's Innovation Week is all about communicating those ideas quickly**

10th

**For more details, Contact us:**

**Hello@apolitical.co**

**info@sgmb.ae**