

The smart way to consult & engage  
ALL your citizens

 **bpart**

Winfried Mortelmans

Only 10% of citizens is satisfied with the level of citizen engagement in their city

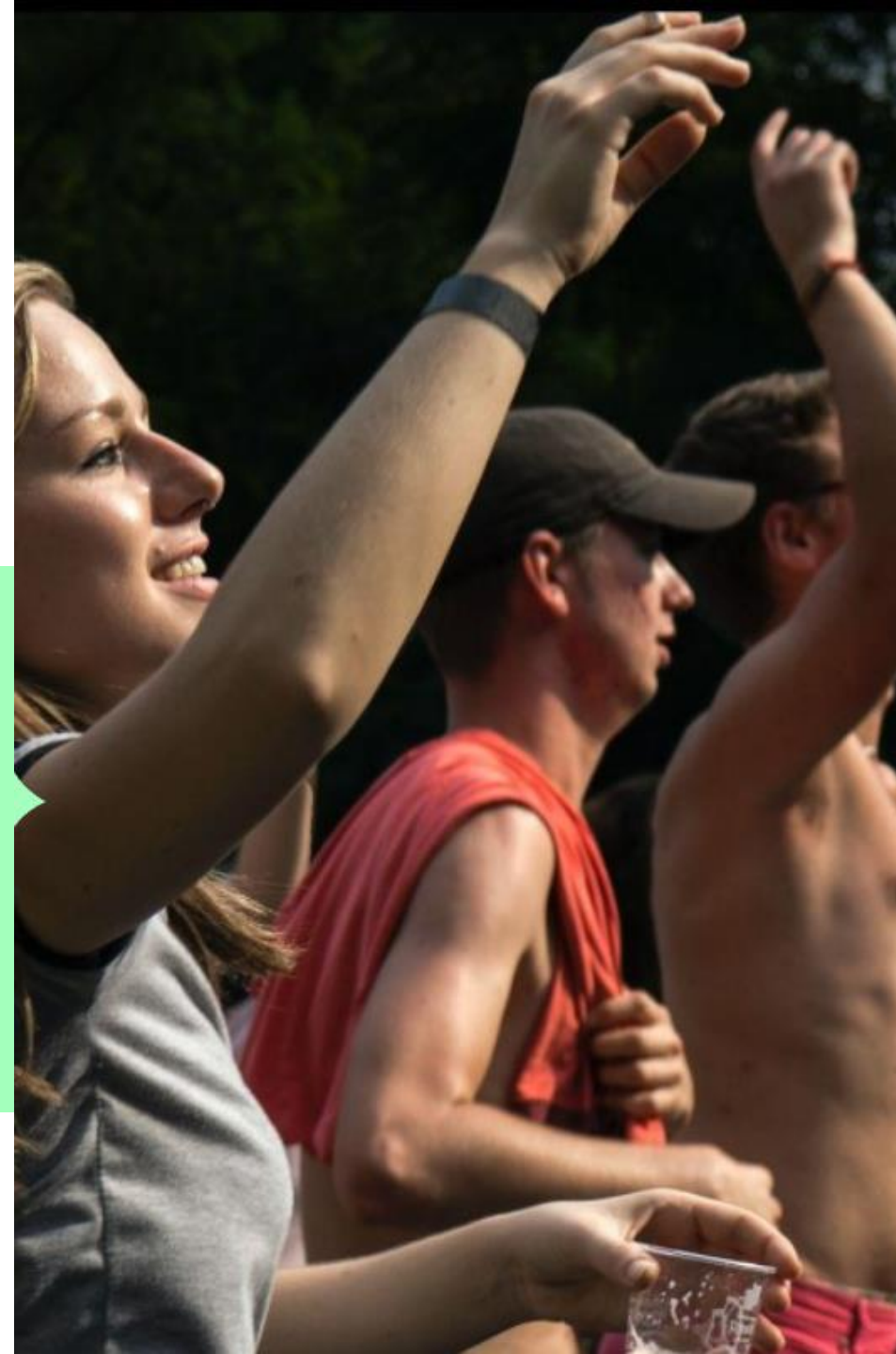


- 72% of Europeans consider public consultation a useful initiative
- 55% is not aware of public consultation in their area.

In case participation is done...  
are we genuinely capturing ALL  
the voices of our community?

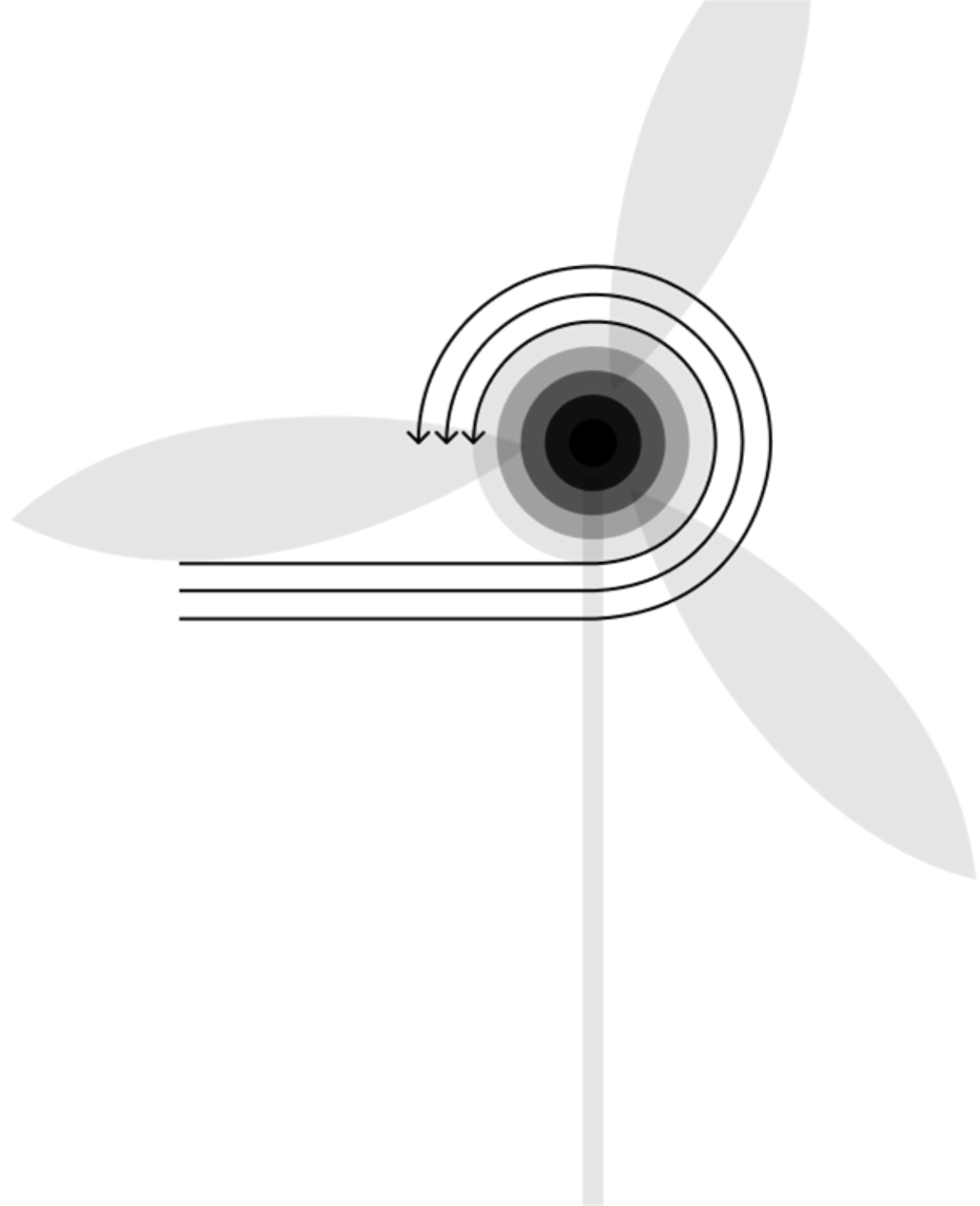
“I feel like we’re **echoing within a bubble** instead of reaching the masses, the unheard voices ... we hear the usual suspects too often.”

“Citizen engagement is **draining our resources**: for every participation project we start our efforts again in reaching new and enough citizens.”



There is a smart way to consult  
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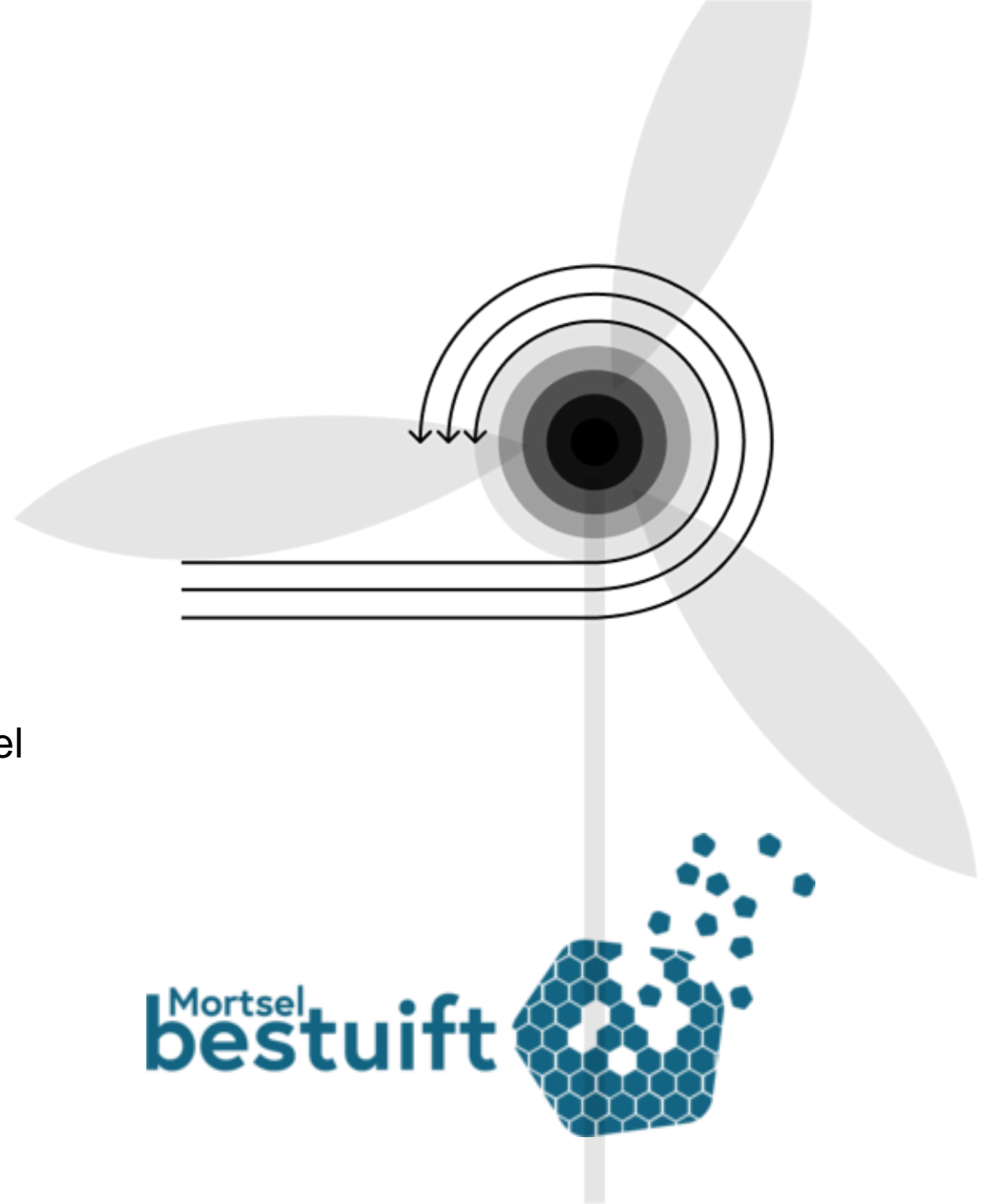
... ensuring their insights, feedback  
and commitment elevate your  
city projects and policies.



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**The “Flywheel solution”**: case city of Mortsel

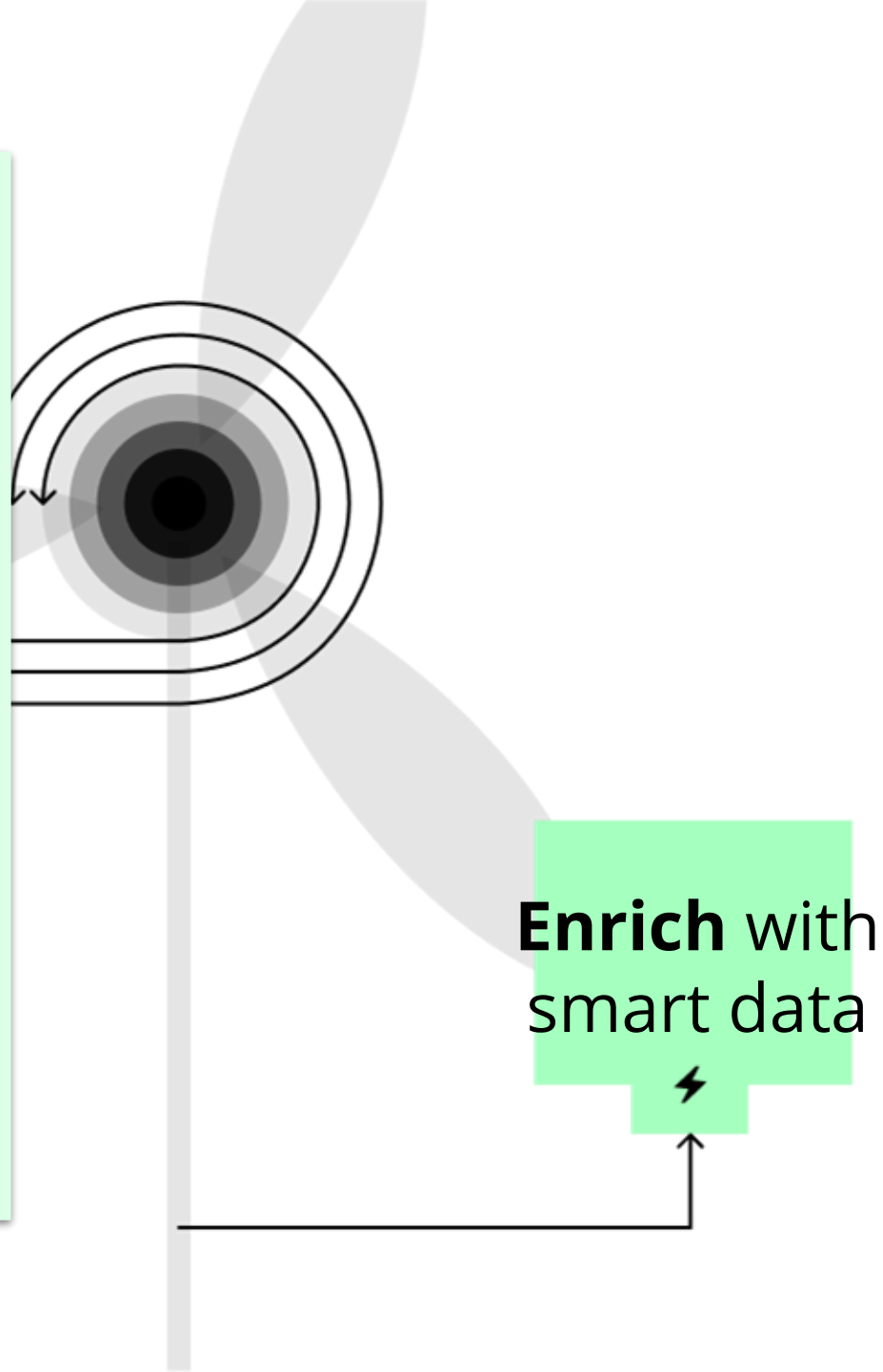




# Smart enablers to **boost** your Citizens' Panel

- Action and survey on volunteer engagement
- "My city and I"
- Smart voting test
- The Sustainapoll
- The Generation Test
- ...

- Region, neighbourhood data and demographics
- Link to the municipalities databases or other observational data
- Monitor and manage representativeness based on the municipalities profile

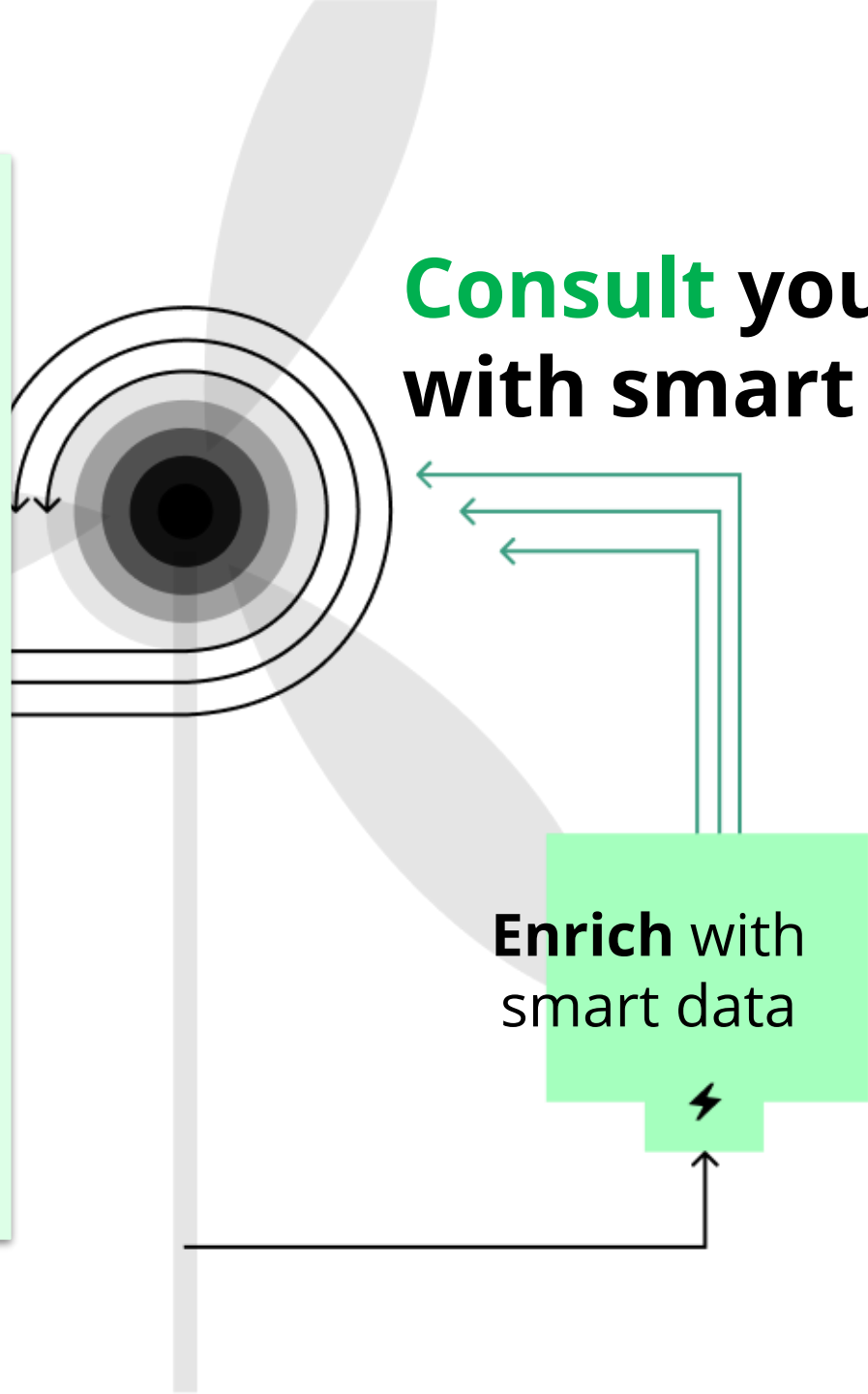


Template surveys on governance topics like

- after-school care
- (new) street names
- citizen engagement & happiness
- safety on the road
- mobility
- policy evaluation
- ...

**Consult your citizens with smart surveys**

**Enrich with smart data**





# Involve & Engage using smart tools

Smart enablers to  
**boost** your Citizens' Panel

Modular innovative software solutions:

- Participation Platform: Bpart
- Bpact Citizen Panel
- Engagement toolbox

**Enrich** with  
smart data



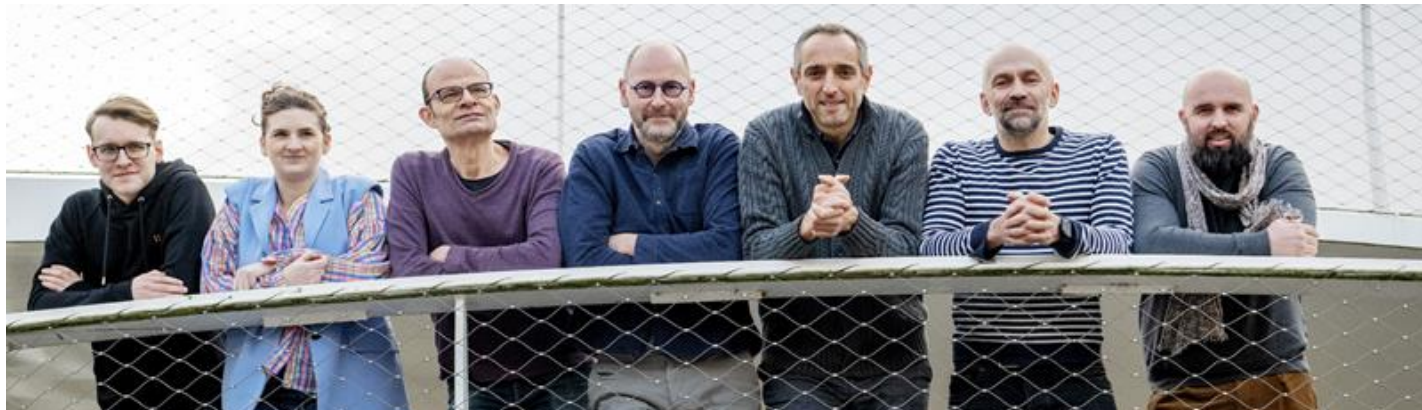
+ 30% of all inhabitants are member of the Mortsel platform



- Avg. 7 projects / year
- Benchmark on city's demographics: well balanced representativeness
- Marginalised communities ('unheard voices') are onboard
- Higher trust in city council (National citymonitor 2024)

# It is a proven solution not just in Mortsel...

- 50% of all **municipalities** in Flanders work with our solutions
- Provinces and regional governments of **Flanders** and **Brussels**
- Driven and delivered by **an experienced team** of project managers, participation experts, communicators and researchers.



Mortsel beringen

BRUGGE Stad

GENK  
De naam, de kracht

STAD  
ZOTTEGEM

leuven

STAD  
PEER

GISSE

A

VREDESTAD  
IEPER

Bekkevoort

Lokeren  
Fel Natuur

Ninove

Our next phase:  
realizing citizen engagement projects in Germany and France

Will we create impact together?



We are open for:

- Partners in participation, engagement or research
- Municipalities or other local authorities
  - Interested in pilot (below procurement threshold)
  - A set up with limited internal resources needed
- Investors to accelerate the international roll out

Join us to create impact



**Winfried Mortelmans**

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