

re:build

# CITYzen Connect: A Platform that Reconstructs Citizen2Citizen, Citizen2City Connection

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*People know how to help people... how to solve problems.  
People already volunteer & contribute to their neighbourhoods.  
Using a citizen-centric approach with the support of technology,  
municipalities can leverage the ingenuity, knowledge, and creativity  
of their citizens to build community and social value.*

## WHY?

Citizens & City together build strong neighbourhoods and an innovative city. Municipalities have a compelling opportunity to leverage citizen contribution through active volunteerism—using lived experience, entrepreneurial thinking, social doing—to tackle challenges, generate inspiring ideas and evolve city. That's CITYzen Connect.

## HOW?

CITYzen Connect aims to foster neighbours engaging with neighbours and city - to remove obstacles and connect the capacity, resources and ingenuity of our CITYzens to tackle social challenges and generate community value. Our goal is a customizable yet shared citizen experience with the support of technology, data and an experience that connects users across an entire municipality.

## WHO is interested?

Municipal decision-makers who think 83 percent of the Canadian population who volunteer already, the equivalent of 3.7 percent of national GDP and millions of volunteer hours could be better leveraged in their municipality. Participants will be introduced to new thinking and an innovative approach to connecting with citizens.

