

## re:invent

# Citizen Entrepreneurship: Volunteers, Change-makers, and Citizen-doers Reveal a Path for Municipal Transformation

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Citizen entrepreneurship is an innovative way municipalities can work with the real experience of everyday citizens to identify opportunities and create projects that enhance their cities. Understanding this way of thinking and organizing enables you to design citizen involvement that inspires contribution, co-delivers value, and facilitates big change.

Have you or a citizen ever noticed an issue or brought forward a way to improve your municipality? Was it easy to get traction; did you face barriers? How does your team, your municipality reach, involve and empower its citizens?

Using a design approach, we explored the experience, ways of thinking and value drivers of a diverse mix of citizens who make change happen in their cities and communities. Our findings from interviews, focus groups and a leadership session will help you to:

- Reflect on how citizens participate in their cities, what is a typical change-maker journey, including patterns in their interaction with municipal enterprise. Collaborate, build on and challenge each other's viewpoints of citizen contributions and roles from varying perspectives and positions
- Consider new language to infuse a citizen perspective into the work of public services, policy, planning, and projects
- Contribute to a prototype and research of productive citizen entrepreneurship

Productive citizen entrepreneurship is a model for engagement, for co-generation and for more effective processes that leverage citizen skills, experience and creativity to respond to challenges and opportunities for creating social value.

