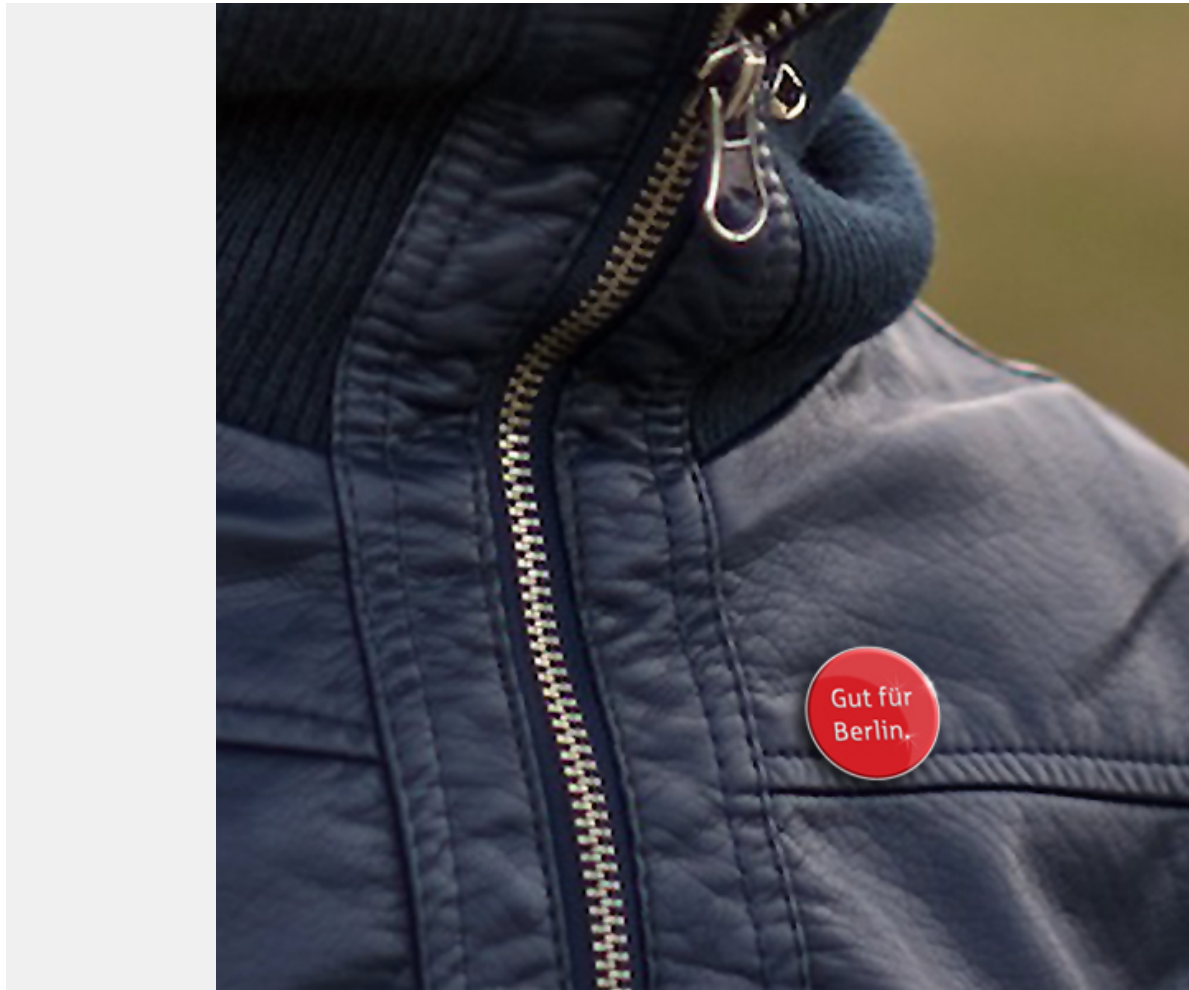


## 1/9 An Everyday Award

A small, everyday award for the small gestures and commitments to everyday life in Berlin



Solution

Now there is the main idea:)

2/9

## An Everyday Award

A small, everyday award for the small gestures and commitments to everyday life in Berlin

Please describe your idea in one sentence.

'Gut für Berlin.' is a daily citizen micro-award to appreciate, empower and inspire the small gestures and commitments to everyday life in Berlin.

## 3/9 **An Everyday Award**

A small, everyday award for the small gestures and commitments to everyday life in Berlin

Who will benefit from your idea, hence whom is your idea directed towards?

Yet there are little public mechanisms to say 'thank you' to those who make small contributions to an (urban) community – it is about to appreciate.

4/9

## An Everyday Award

A small, everyday award for the small gestures and commitments to everyday life in Berlin

Why is your idea “good for Berlin”?

Hundreds and thousands of everyday small gestures and commitments are the foremost asset for an (urban) community to prosper – it is about to empower.

5/9 **An Everyday Award**

A small, everyday award for the small gestures and commitments to everyday life in Berlin

How many people do you think will benefit from your idea?

There is more than being a benefactor or dedicating a life to others. If you are neither rich and nor having plenty of time, do you have to just live your life? – It is about to inspire.

6/9

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In what way does the Berliner Sparkasse gain visibility through your idea?

Berliner Sparkasse, as a public bank, is gaining visibility as the one making visible people next door being 'good for Berlin'.

Status: 17.06.2018

7/9

## An Everyday Award

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Which kind of people and how many of them will take notice of your campaign?

The award is intended to become viral and thereby getting established. Berliner Sparkasse customers can nominate someone (who does not necessarily have to be customer) and are likely to support their nomination mouth to mouth and via social media for the community to vote for.

8/9

## An Everyday Award

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How much do you estimate the annual budget for the implementation of your idea to be?

The daily award is endowed with a symbolic amount of €100, which sums up to less than €40.000 including pins, etc. – to annually award 365 citizens! Apart from that, the award mostly utilizes existing resources of Berliner Sparkasse (small 'shakehands' award ceremonies in nearest branch, portraits of awardees in customer magazin, etc.). A full-time co-ordinator position (again up to €40.000) should be necessary, as well as expenses for a dedicated website and for some additional advertisement.

Status: 17.06.2018



Gute Ideen für Berlin

9/9

## An Everyday Award

A small, everyday award for the small gestures and commitments to everyday life in Berlin

Creative's profile



crstn **PRO**

Creative's top 5 skills

User Experience, Communication Concept