

1/9 Das Kiezkonto (a district account)

Take influence of your next environment which called your KIEZ. Each KIEZ has his own account.



Solution

As a citizens of Berlin:

Donate once/monthly/annually some money on YOUR **Kiez-account**.

Log-in on the "**www.kiezkonto.de**" site.

A map is visible. Clicking on your district; on your **KIEZ**.

Seeing the **daily growing donation** of the Kiez-account you are belonging to.

Be creative. Post your idea for the next investment of the annually donation of your KIEZ. **Discuss** with your "neighbours": What might be good or not.

Review other creative ideas.

Get in touch personally with your neighbours. **Meet** them.

After one year is finished, the **best**

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Please describe your idea in one sentence.

Citizens of Berlin showing more responsibility for their own KIEZ.

Status: 17.06.2018

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

Each citizens of Berlin as anyone with eyes in their heads. In addition: A worldwide respect.

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Why is your idea “good for Berlin”?

Simply for a more attractive Berlin and an appreciation from the rest of the world.

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

Depending on the results: maximum each citizens of Berlin.

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

The benefits for the Berliner Sparkasse might be huge by supporting the idea of a "better" Berlin overall.

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

Depending on the campaign intensity: The responsible citizens of Berlin.

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

It would be a huge advertisement for the Berliner Sparkasse, therefore the maximum budget they can afford each year.

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Creative's profile



lecorb PRO
Architect

Creative's top 5 skills

Graphic Design, Illustration, Photography, Product Design

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