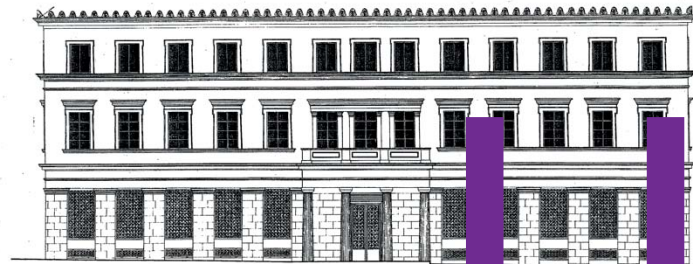




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# Why an Open Call?

- To ask citizens to contribute with ideas and proposals for a particular need, challenge or opportunity of the city
- To address to a part of the society that a municipality would find very difficult to reach (young city makers, small scale creative enterprises, informal collectives, citizens with ideas etc.)
- To not having to deal with the complexity and slowness of public procurement processes when it comes to issues like public property management or public funding

# Pros

- Unlike the formal, slow and complicated public competitions, the process of hosting an open call can be refreshingly fast
- Open call of ideas imply that anyone, of any varied background, regardless age, ethnicity or CV can walk through your doors and pitch an idea, interesting, boring, good or bad!
- So Open Calls are most of the times about letting people in by expressing themselves freely with an idea or a proposal that they might want to pursue
- The basic advantage of an open call is that you end up with a deep pool and a wide variety of ideas, proposals or candidates

# Cons

- With the speed of an open call can come a certain level of uncertainty
- You get too many options! - sometimes those options can be overwhelming and difficult to manage
- The process might be long and requires effort to manage things
- When deciding to run an open call for issues like public funding or management of publicly owned properties have in mind that the process is informal and not legitimate - you have to prove later on to your City Council the legitimacy of the procedure you followed if you want the result of the open call to be publicly recognized

# Top Tips

- Find the right channel of communication (this might not be the municipality website!)
- Make it simple! avoid a long list of prerequisites, official documents, paperwork, complicated constraints and specifications
- Rather establish a very simple system of clear criteria that are visible and transparent and with those criteria you are going to do your assessment later on
- Let people apply simply with an e-mail (if possible) and make sure you answer back each one of those e-mails with confirmation
- Assign a contact person to answer questions and create a Q&A visible online through your communication channel
- Announce the assessment committee publicly prior to your deadline
- If you opt for a more specific characteristic of proposals, then try to communicate that with references of similar initiatives and projects or organize an info day to make it clear
- A simple way to stay organised over the deep pool of ideas and proposals you may get, is to have three categories of No, Maybe and Yes

# Top Tips

- Make sure you answer back to all ideas and proposals
- Conduct personal interviews with the short-list of ideas that suit the purpose of your call
- Respect your timelines and announce the results publicly