

**7TH "BEST PRACTICE IN
CITIZENS' PARTICIPATION" DISTINCTION**
AWARD APPLICATION FORM



A. BASIC INFORMATION:

Title of the experience : CITIZEN THE MAYOR		
Name of city/region : Beyoglu Municipality		
Promoting entity: Beyoglu Municipality		
Country: Turkey		
Starting date:		Finishing date :
Name of the contact person:		
Position of the contact person:		
Contact telephone:		E-mail:
Population size: 250.000		
Surface area: 8.76 km2		
Population Density: 28.235,1 /km2		
GDP per capita:		
Sector of the economy: Tourism&Culture		
Type of experience:	Participatory budget	
	Urban planning	
	Councils	
	Diagnosis, prospection, prioritization, monitoring etc. workshops or spaces	
	Forums and audiences	
	Referendum/Public consultation	
	Citizenship judging committee	
	Open-government/ e-government	X
	Public participation	X
	Others	X
Regional scope	Entire Region	
	District	X
	Neighbourhood	
Thematic area	Governance	X
	Education	
	Transportation	
	Urban management	
	Health	
	Safety	
	Environment and/or urban agriculture	
	New social movements and associations	
	Culture	
	Housing	
	Employment	
	Decentralization	
	Local Development	

7TH “BEST PRACTICE IN CITIZENS’ PARTICIPATION” DISTINCTION AWARD APPLICATION FORM

	Learning/training	
	Economy and/or finances	
	Legal regulations	
	Social inclusion	
	All	X
	Others	

B. PROCESS

DESCRIPTION OF THE CONTEXT IN WHICH THE EXPERIENCE OCCURRED (Economic, technical, socio-political, organizational...)

How the experience came up?

Max. 1800 characters/300 words

CITIZEN THE MAYOR

“Citizen Oriented” service providing is a principal of the management approach of the Municipality of Beyoğlu. To reflect this approach to daily life, “Citizen the Mayor” Project was developed with hard and long-term studies to start the change in Beyoğlu.

“Citizen the Mayor” is a new dimension in the sense of municipalism. It means transition to the direct democracy from the representative democracy. Democracy is the name of a continuous process, as the communication instruments are rapidly developing in this era, “instant managements” are the new concepts included in our lives. It is a new management model that aims the citizens to participate in the management by reaching information about themselves, declaring their opinions and views directly, demanding new services according to the needs and being able to reach the authorities easily.

“Citizen the Mayor” is a municipal service that directs its services and operations according to the demands, needs of the citizens and gives opportunity to the society to examine the Municipality.

With the Project “Citizen the Mayor”, every citizen is participating to the management of the Municipality of Beyoğlu and directing the democracy applications with his/her request, view, complaint and opinions. There isn’t any interval between the citizen and the administration, the dialogue is transparent, the citizen is free to present its’ ideas complaints, needs, requests. The citizen in that way is close to the administration and to the Mayor. Different mechanisms, which will be described, are into service in order to realise the direct contact between the citizen and the Municipality.

“Citizen the Mayor” Project involves different mechanism which are described below in order to create more democratic, more transparent dialogue between the citizens and the local administration.

7TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" DISTINCTION AWARD APPLICATION FORM

OBJECTIVES

(Describe the goal/s of the initiative)

Max. 1000 characters/ 200 words

Within the context of this project, Beyoğlu is governed by the citizens based on transparency thanks to application tools provided by this project.

The goal of the project is to provide contribution for all residents of Beyoğlu to participate in the management and benefit from all services equally and fairly provided by the municipality.

The main target of the "Citizen the Mayor" project is to provide contribution for all residents of Beyoğlu to directly participate in the management and benefit from all services equally and fairly provided by the municipality and monitor the services provided.

The opinions of the citizens will be very important reference for determining the lacking services, to remove the disruptions and to transform the good into the best with a transparent and publicity management approach.

On the other hand, this project will let as well all disabled citizens to convey their all kinds of demands, complaints and opinions and benefit from the services provided in standards.

The middle and long term goal of the project is to provide transparent, participative, fast and flexible services to every citizen who lives in, works in or visits Beyoğlu. It is aimed to prove that performing an operation through different media or performing different operations through a single medium can be also available for the citizens objected in the services of the municipalities.

DESCRIBE THE EXPERIENCE

Max. 3200 characters/600 words

Within the scope of the "Citizen the Mayor" Project, there is different mechanism put into service for the citizens, for the well-being and the participation of the citizens.

Democracy is more than the elections, democracy starts with elections but does not end with it. Democracy is a long term process, where the ideas of the citizens are important during the implementation of different projects and decisions. The project "Citizen the Mayor" aims to have a direct communication with citizens and have their participation to the management of the city with their point of view in all the decisions of the Municipality. There are 7 main components established.

Citizen the Mayor Link:

<http://www.youtube.com/watch?v=Z221t3Smdjs&feature=youtu.be>

7TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" DISTINCTION AWARD APPLICATION FORM



The fact to understand and resolve the problem, gives the opportunity as a next phase to produce new projects, implement new projects.

Within this context, the Municipality has established a very comprehensive Smart City Automation Computer Systematic which has been realised with a very planned and systematic information archives, where 45 quarters, in 27.894 buildings, 131.777 houses, 43.132 offices have been registered digitally with a survey of 120 questions during 6 month.

Within this context, the Smart City Automation System - the system AKOS, has been established. This system is the base for an uninterrupted dialogue with the citizens. Beside this, the Municipality has established different channels to reach the citizens; a 7/24 uninterrupted Call Centre, a reception at the entrance of the municipality, a mobile team visiting the citizens, a comprehensive web site through which the citizens realise different bureaucratic and administrative steps. These channels work and have a value with the Beyoglu Smart City Automation Computer Systematic which is the infrastructure of the whole system established.

www.beyoglu.bel.tr: The parallel Beyoğlu created on the official web site of Beyoglu Municipality - Connect Beyoglu

A comprehensive web site gives the opportunity to the citizens to realise their administrative procedures through the internet. This system avoids as well the bureaucratic process. The citizens are able to resolve some of their administrative procedures without going to the Municipality.

“ Connect Beyoğlu provides at the same time a free wireless internet to both 1 million of daily visitors of İstiklal Street which can be considered as one of the most important points of İstanbul and the residents of the Beyoğlu as a part of lifelong learning training by sharing its own IT technology. Thanks to “Connect Beyoğlu”, everyone can connect to the free wireless internet in both 2 km long Istiklal Street and side streets. The citizens can reach information about the night pharmacy, demands and complaints, current news, e-municipality, guides and weather forecast on www.beyoglu.bel.tr or by downloading an application on their mobile phones, or on the interactive screen kiosk on Beyoğlu.

Call Centre: 7/24 Uninterrupted Service Platform to which every citizen can reach from 444 0 160

The ID and contact information of the citizens calling the municipality are recorded by the Call Centre Operators. All demands and complaints, applications about social activities or the subject like inquires about the debts are sent to the relevant departments with the explanations and the subject codes via e-mail, SMS and network channel, and the results of the applications are sent back to citizens via SMS, telephone or e-mail. It provides a 7/24 communication platform for citizens to contact with the municipality. Each requests, complaints or demands of the citizens which are registered digitally within the Smart City Automation system of the Municipality and each responsible of the Municipality have to answer and find a solution to the request of the citizen. Each solution is then transmitted to

7TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" DISTINCTION AWARD APPLICATION FORM



the citizen.

Reception Department: Citizen Representative

The reception department which takes place directly in the main entrance of the Municipality is the citizen representative center which provides the first information to all citizens coming to the Municipality. The citizens do their requests, demands to the reception. A quick and measurable municipality service is provided by collecting the demands in a single centre and distributing them to relevant departments. The reception department will be the first contact point for the citizens and they will be directed to the right department to make their transactions from a single centre.

Mobile Teams: Face to Face communication

Within this system, there is another mechanism which is the "Mobile Teams". The mobile teams visit the residents and determine their problems and make surveys about the citizens' demands, request, complaints, wish and problems. Each request is as well transferred to the Smart City Automation Digital System which needs to be officially resolved once it is entered in the system. And the results of each surveys are as well evaluated by the responsables in general as well. All the information and demands are reported directly to the Mayor. Mobile Team determines the problems of the residents, they check if the citizens benefit from the services of the municipality and control if the services are available or not on behalf of the Mayor.

Mayor's Meetings with Citizens: "Citizen the Mayor Meetings"

Within the context of "Citizen the Mayor" Project, the Mayor is organising several meetings with the citizens face to face. Meetings are organised very often with students in every school within the district, with tradesmen of the districts, with women in different districts mansions (which are the social complexes) of the Municipality. During these meetings, citizens are in direct contact with the Mayor and have the right to ask, say and tell everything they wish.

"Take a picture, Locate yourself and Submit your request via smart phone" directly through smart phones to the Municipality and manage the Municipality. This is an application which is on smart phones which connect the citizens directly to the Municipality. Citizens have the opportunity to write their needs and problems through their smart phones (they can take a picture, point out the problematic area with a pictures, they can as well check-in to the problematic area in order to inform the municipality) and submit directly to the Municipality through the Smart Cities Automation System. Their request through their smart phones will be directly transferred to the department in charge. This request officially resgistered on the system have to be answered and resolved. This procedure give the chance to be directly connected to the Municipality and participate to the management of the Municipality. Link:

<http://tv.beyoglu.bel.tr/VideoDetail/2/Cek-Ilet-Beyoglunu-Cepten-Yonet>

7TH “BEST PRACTICE IN CITIZENS’ PARTICIPATION” DISTINCTION AWARD APPLICATION FORM

Interactive Screen Kiosk on Beyoglu Street

Interactive City Screens is a 24 hours active information channel on Beyoglu that gives the chance to the citizens to get connected to the internet on the street and to learn about the social activities and to use it on emergency cases such as details about the night pharmacy.

LEADERSHIP AND SHARED RESPONSABILITIES.

(who drive the process. Tasks, responsibilities and functions for the different actors).

Max. 1000 characters/200 words

“Citizen the Mayor” Project is a project which involves all the departments of the Municipality and directly the Mayor as well. The project is conducted under the responsibility of the Public Relations Directorate General but as we have mentioned above, there are 6 different main components of the projects which all involves different teams within the project.

The Reception Team: The team is directly connected to the Public Relations Directorate General. They work during the official working time and give the first services to the citizens as they enter from the door of the Municipality. The staff in the reception can take all records and registration for any request and demands and they can as well help the citizens to do any action they might do from through the web site or they can guide the citizens to the department in charge.

7/24 Uninterrupted Call Centre 444 0 160: The call center staffs are working 7/24 and are in uninterruptedly in touch with citizens. Citizens reach the call center for any information, quest, demand, wish or problem. Each request is transferred to different departments according to the issue. All request are transferred on the Smart Cities Automation System Program, which digitally all informations are transferred to this program designed especially for Beyoglu Municipality. The citizen may do a complaint about a garbage problem for instance or request to do an inscription to the Municipal Youth Center, an inscription to the District Mansion of the City, a request for the Mayor, an issue related to the international relations, a request or demand about some administrative procedures etc.. any issue which can be related to the citizens.

Mobile Teams: Face to Face communication

A mobile team is doing regular visits to citizens within Beyoglu Municipality and ask them if they have any requests or complaints and as well ask them several survey questions to which the citizens answer. The mobile team is then according to their visit and the survey is preparing weekly and monthly reports about their visits. At the same time, concerning the requests of the citizens, the team is informing the related department in charge at the municipality.

7TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" DISTINCTION AWARD APPLICATION FORM



The surveys and visits are then analysed sociologically by a specialised team and prepared in an evaluation and monitoring report presented to the Mayor and his team. Regular meetings are held with the Mayor and the General Directorate meeting evaluating the surveys and the services of the Municipality. With the results of evaluations, the Municipality is increasing its performances according to the needs and demands of the citizens.

Mayor's Meetings with Citizens

Every week the Mayor comes together with different groups of citizens of Beyoglu. Directors of different departments are participating to these meetings with the Mayor. Citizens of Beyoglu during these meetings, they can hold face-to-face meetings with the Mayor. Citizens come together with the Mayor and find the opportunity to tell about their problems, or their wish or any demands they would have. During the meetings, the Mayor gives to the Directors the directive to resolve the problem and take action. Those meetings are very important for citizens for the resolution of their requests and problems.

Besides these face-to-face meetings where citizens can directly express themselves, they can as well transmit their messages through the 3 other mechanisms which are processed through smart phones, web site and interactive screen kiosk on Beyoglu street.

-www.beyoglu.bel.tr: The parallel Beyoğlu created on the official web site of Beyoglu Municipality

-Interactive Screen Kiosk on Beyoglu Street

-Via Smart Phones Take a picture, Locate yourself, Submit directly to the Municipality and participate to the administration of the municipality.

All the mechanism are directly connected to the Smart City Automation System and processed through.

7TH “BEST PRACTICE IN CITIZENS’ PARTICIPATION” DISTINCTION AWARD APPLICATION FORM

COLLABORATION WITH OTHER ENTITIES OR WITH OTHER DEPARTMENTS OF THE SAME MUNICIPAL GOVERNMENT

Max. 1000 characters/200 words

The demands and wish of the citizens, coming whether from the call center, from the web site or directly transmitted to the Mayor during a “Citizen the Mayor Meeting” are directly transferred to the Municipality’s several departments in charge of the related issues through the Smart City Automation System (AKOS in Turkish).

- Municipality’s Different departments are all integrated to the “Citizen the Mayor” Project. Once the requests reaches the departments, they are the entities responsible for the resolution and a return feedback to the citizen is mandatory.
- The Mayor and his Cabinet are directly implicated as well.
- The complexes and entities of the Municipality, such as below, are the important actors of the project as well.
 - Municipal Youth Center (the citizen might request an inscription to the courses through phone or Smart City Automation System)
 - District Mansions (the citizen might request an inscription to the kindergarten at the district mansions)
 - Municipal Library (the citizen might request an inscription of their child to an event of the library)
 - Municipal Social Affairs – Social Market (the citizen might request an inscription to have information about different implemented projects)
 - Municipal Career Center (the citizen might request an inscription to have an appointment at the Career Center)

Briefly all the services of the municipalities are almost part of the “Citizens the Mayor” and recorded to the smart system.

C. METHODOLOGY

DESCRIBE THE METHODOLOGY AND THE PARTICIPATION MECHANISMS IMPLEMENTED IN THE DIFFERENT STAGES OF THE PROCESS.

Max. 1000 characters/200 words

Step 1 - Smart City Automation System infrastructure has been established. All the organisational infrastructure have been implemented in order to procure a good dialogue between the citizens and the administration and to make the citizens part of the management of the city. To give them the opportunities and the channels to express themselves and be part of the management and not to have a passive voice.

7TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" DISTINCTION AWARD APPLICATION FORM

Once the entire infrastructure has been established the process is as follow.

Step 2- Problems, Demands, Needs, Wishes of the Citizens transmitted directly to the relevant departments via several systems that the description is below and to the Mayor if needed:

Beyoğlu.bel.tr: The citizens have the opportunity to be connected through the official web site of the municipality.



Connect Beyoğlu: The aim of the Connect Beyoğlu is to provide free wireless internet to both 1 million of daily visitors of Istiklal Street which can be considered as one of the most important points of İstanbul and the residents of the Beyoğlu as a part of lifelong learning training by sharing its own IT technology.

7TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" DISTINCTION AWARD APPLICATION FORM

Communication Call Centre / 444 0 160: The Call Centre which is established to find solutions on the demands and the complaints of the citizens is a 7 / 24 uninterrupted service.



Reception Department: Thanks to Reception Department, all obstacles between the citizens and the services of the municipality are removed and the direct contact of the citizens with the reception department is avoiding long bureaucratisation. The citizens who apply to the reception can perform his/her all operations such as registry, address, reconstruction, file tracking, business licensing operations or he/she can declare his/her complaints.



7TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" DISTINCTION AWARD APPLICATION FORM



SAMPAS BELEDİYE BİLGİ YÖNETİM SİSTEMİ

İşlem Düzenle Sorgu Blok Kayıt Alan Yardım Sık Kullanılanlar

KULLANICI: SAMPAS SAMPAS KURUM ... BELEDİYE

Şikayet-İstek (CRM) Sistemi

YVR_GELEN_EVRAK_GENEL_FRM-Gelen Evrak Girişi (Genel)

YAZI İŞLERİ MÜDÜRLÜĞÜ Sevki Bekleyenler Bekleyenler Cevaplanmayanlar Süresi Yaklaşanlar

Evrak Kayıt Defteri
Kayıt No / Tarihi: 201213635 / 29/05/2012 Dosya No: Haberleşme Kodu: M.34.6.BEB.18

Gelen Evrak: Diğer Bilgiler

Gelen Evrağın

Kurum Evrak No: 196563 Geliş Durumu: Elden Aslı Alındı M? Mahalle Kodu
Evrak Türü: Bilgilendirme Cevap Süresi: İlgili Ara Cad./Sok. Kodu
Gelen Birim: 46341334 MALİ HİZMETLER MÜDÜRLÜĞÜ/M.34.6.BEB.34 Kapı No
Gel.Yer Açık. Adres Açıklama
Gelen Tarih / No: 29/05/2012 / 201202177 Cinsiyet: Dilekçe? Hayır Kaydeden: MEHMET S
Gelen Sayı No: Barkod No İşlem Tarihi: 29/05/2012 16:13:25 Bina No
Ek Sayısı: Sicil Kodu Atış Dosyası
Konusu: Bul 251.99 Diğer Derece: Ada / Parsel
Konu Açıklaması: YEREL YÖNETİMLERDE ETİK DAVRANIŞ İLKELERİ Derece: Pafta Parsel Parsel Kodu
Detay Konu: Derece: Ada Parsel Hızlı Ara
Adı Soyadı, Ünvanı: B. Edirne? Hayır BUL
T.C.Kimlik No: ? / ✓ Apıklama: MUHASEBE ŞEFLİĞİ Evrak İzle
Sonuç Açıklaması: Arama Belgeler Ada/Parsel

Birim Sevki	Birim Adı	Haberleşme Kodu	Sevki Tarihi	Gidiş Türü	Sonuç Türü	G.Evrak No	G.Evrak Tarihi	Kaydeden	Ada/Parsel Ara
			29/05/2012	İstemi					Tüm Birimler Sevki
									Belge Giriş
									Mail Gönder
									Otomatik Cevap

Menu Güncelle

Resepsiyon

Sicil Kodu:

Tc Kimlik No:

Adı:

Soyadı:

Ünvan:

Bina No:

Bağımsız No:

Nikah Sicil Randevu Evrak Sorgu Aktivite Kayıt Çtv Beyan Emlak Beyan Şikayet Bilgi Ödeme Kart Harita Bina Çıkış

7TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" DISTINCTION AWARD APPLICATION FORM

-Mayor's Meetings with Citizens: These are weekly organised "Citizen the Mayor Meetings" with the citizens of Beyoğlu. (Vatandaş Başkan= Citizen the Mayor)_Citizens are coming together with the Mayor in different quarters of Beyoğlu Municipality and express their ideas/requests/demands...



-Interactive Screen Kiosk on Beyoğlu Street: Citizens of Beyoğlu can as well use the interactive screen kiosk on Beyoğlu street where they can as well have a direct access through the municipality web site to municipal services via internet.



7TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" DISTINCTION AWARD APPLICATION FORM



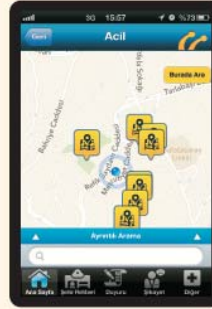
-Citizens may be connected Via Smart Phones "Take a picture, locate yourself and submit your request directly": This a system established with a special application program through which the citizens can locate (check-in) themselves within the system via their smart phone, take a picture, do their requests/demands/complaints and send it to Beyoğlu Smart city System of the municipality. Citizens' requests are as well directly submitted to the main server of the municipality and then transmitted to each department. The department related with the issue in charge of the requests. There is a deadline to answer to each request.



Acil – Acil Durumlara Anında Çözüm!

Beyoğlu Mobil Belediye Uygulamaları'yla; yangın, sağlık ya da asayişle ilgili yaşanabilecek acil durumlarda itfaiyeyi, polisi ya da hastaneleri arayarak dakikalarca yer tarif etmek zorunda kalmazsınız. Sistem akıllı olduğu için, bulunduğunuz noktaya en yakın adresler tanımlanır ve hangi konumda, nerede olduğunuz anında tespit edilir. Ekranınızda beliren lokasyonlardan, en uygun olanını seçmeniz yeterli olacaktır.

Diyelimki acilen ambulansa ihtiyacınız var. Akıllı telefonunuzdaki uygulamamız aracılığıyla İletişim Merkezimize ulaştığınızda, yer ve konum bilgilerinizi sistem tarafından tespit edilir ve ambulansın doğrudan size ulaşması sağlanır.



11



ÇEK, İLET BEYOĞLU'NU CEPTEN YONET



oglu.bel.trwww.beyoglu.bel.trwww.beyoglu.bel.trwww.beyoglu.bel.trwww.beyoglu.bel.trwww.beyoglu.bel.trwww.beyoglu.bel.tr

7TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" DISTINCTION AWARD APPLICATION FORM

Mobile Team: Mobile Teams visit all the residents of Beyoğlu and determine the problems. They report these problems to the Mayor and they activate all management mechanisms in the municipality to find the solutions.

It is a new management model that aims, the citizens to participate in the management by reaching information about themselves, declaring their opinions and views directly, demanding new services according to the needs and being able to reach the authorities easily.

The mobile team is visiting all the citizens, but the disabled citizens, aged citizens are prioritised.



7TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" DISTINCTION AWARD APPLICATION FORM



22



Through these channels, the municipal services and operations are as well occurred according to the demands of the citizens and gives opportunity to the society to examine the Municipality.

Step 3 – The requests/demands/complaints of the Citizens

For example:

The Citizens requests/demands/complaints could be as follow:

- Inscription to the social services of the Municipality,
- Inscription of their children to the youth summer camp,
- Inscription of their children to the free courses at Beyoğlu District Mansions (social service complexes)
- Inscription of women to vocational courses at the District Mansions,
- Inscription to several cultural activities of the Municipality
- Complaints about different issues,
- Complaints about garbage collection services,
- Request help for unemployment citizens,
- Questions about administrative procedures,

7TH “BEST PRACTICE IN CITIZENS’ PARTICIPATION” DISTINCTION

AWARD APPLICATION FORM

Step 4 – Every request /demands/ complaints are all registered/recorded to the Beyoğlu Smart City Automation System

Each requests are recorded to the Smart City Automation System, then directly officially transmitted through the system to the departments/persons/directors in charge. Each department is responsible for the resolution of the requests/problem of the citizens. Once the citizens’ request is resolved the public relations-call center or the department in charge get in contact with the citizens.

“Citizen the Mayor” project puts transparent, participative and productive municipality approach forward by integrating with the residents, determining the demands, current and potential problems of the citizens on time; determining the priorities objectively; less bureaucracy, providing participation of the residents in problem solving processes. It is a kind of a municipal service that directs its services and operations according to the demands of the citizens and gives opportunity to the society to examine the Municipality. Every municipality that can adopt this approach shall implement this project in their areas of responsibility.

D. FUNDING STRATEGY AND BUDGET

BUDGET

Total amount and percentage amount over the total costs of the project/institution/department.

The total budget of the Project:

400.000 € which includes;

- Smart System Automation System
- Reception
- Web Site
- Mobile Equipment
- Interactive Screen Kiosk on Beyoğlu Street
- Via Smart Phones-Take a picture, locate yourself and submit your request directly

FUNDING STRATEGY

Origin of funds (own, subsidies, donations, etc.). List of partners to the initiative noting if they are public or private actors.

Max. 1000 characters/ 200 words

Only the budget of the Municipality have been used for the Project “Citizen the Mayor”.

E. INFORMATION SPREADING AND FEED-BACK TO THE PARTICIPANTS

7TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" DISTINCTION AWARD APPLICATION FORM

DESCRIPTION OF THE INFORMATION DISSEMINATED DURING THE PROCESS.

What kind of information has been disseminated?

Max. 1000 characters/ 200 words

Smart City Automation System

It is necessary to reach the information faster in order to develop new projects and implement, to determine the problems and solve them faster. This can be provided by the systematic and organized information /document archive. On the purpose of creating a regular data flow and a working memory; the Smart City Automation System has been established.



- **Reception Department: Citizen Representative**

Thanks to Reception Department, all obstacles between the citizens and the services of the municipality are removed and less bureaucracy. When the citizens say his /her name, all their data can be displayed and the citizen can follow the operations simultaneously with the operator. The citizens who apply to the reception can perform his/her all operations such as registry, address, reconstruction archive, file tracking, business licensing operations or he/she can declare his/her complaints.

If a citizen applies to the reception for an operation, the operator displays the application online and informs the citizen about the results after performing the transaction. Citizens can monitor and follow the time process of his/her transaction and can access all service and task processes through internet on the platform established.

7TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" DISTINCTION

AWARD APPLICATION FORM

Communication Call Centre: 7/24 Uninterrupted Service Platform 444 0 160

All demands and complaints are sent to the relevant departments with the subject codes via e-mail and SMS. Conveying a note from the relevant department to the relevant field staff takes about 1 minute and 30 seconds. When the citizens call the communication centre for a complaint, the citizens are called by their names. If the complaint is about the garbage that is thrown on the street, the operator can display the street by a camera and can zoom at the relevant zone. So, it is not necessary for the citizen to state his/her street name and the person who he/she is complaining about. Thanks to this screen, the operator can determine which house or workplace throws that garbage untimely. The citizen is asked for contact information and the complaint is recorded in the system. The warning light on the screen of the relevant department begins to blink until the solution of the complaint is provided.

After the field staff performs the operation, he/she informs the Call Centre that the problem is solved via hand terminal. The Communication Centre informs the citizen about that the complaint is resolved.

In any application to the Municipality via phone, Internet or physically, the management mechanisms control the process of the operation on behalf of the citizen. The intervention mechanisms interfere in any failure. When it takes longer time than it is estimated, the warning light begins to blink on the screen of the higher authority, if necessary; it also blinks on the screens of the Deputy Mayor and the Mayor. The problem that delays the resolution of the operation is determined.

Mobile Team: Face to Face Communication

Mobile Team visits the residents and determines their problems who cannot contact with the municipality via internet technologies, telephone or sms, they check if the citizens benefit from the services of the municipality and control if the services are available or not and they report these problems to the Mayor. This service is a social management network in which the Mayor is identified with the citizen.



7TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" DISTINCTION AWARD APPLICATION FORM



FEED-BACK TO THE PARTICIPANTS

To whom has the information been returned? (General, individual, sectorial return). In which stage/s of the process the information has been returned? Is the return mandatory? Used means/ channels for returning the information.

Max. 1000 characters/ 200 words

Departments of the municipality have to resolve each request/complaint/ problem of the citizens and return back to them and inform them about the issue. All the channels are used to inform the citizens. The information of the citizen by the municipality is mandatory. If the citizen hasn't been informed the Smart City Automation System show alarms and the control of each return feedback is tracked on the system. The return feedback is generally in the way they have applied; it may be by mail, by phone, from the reception desk, from the department in charge, from the Mayor itself, face-to-face during the meetings with the Mayor, during a meeting if they have been invited for a meeting with the department. But each files procedure started by the citizen should be closed on the smart City Automation System. None of requests remain without resolutions.

On the other side the monthly evaluation and monitoring report are published on the web site and sent to the citizens if they request. This report shows the road map of the Municipality.

**7TH “BEST PRACTICE IN
CITIZENS’ PARTICIPATION” DISTINCTION
AWARD APPLICATION FORM**

F. RESULTS

TOTAL NUMBER OF PARTICIPANTS. PERCENTAGE OF PARTICIPANTS OVER THE TARGET POPULATION GROUP. PROFILE OF THE PARTICIPANTS.

Max. 500 characters/100 words

As a 1st Step

Survey for the infrastructure of the Smart City Automation System

Within the “Citizen the Mayor” Project, for the infrastructure of the Smart City Automation System, in consequence of a 6-month study by a team consisting of 120-people, surveys including 120 questions were conducted to 43.132 workplaces, 131.777 residences and 27.894 buildings on 45 streets. Thousands of photos were taken and the archive was transferred into this software program written for Beyoglu Municipality. Currently, citizens have the opportunity to complete 321 different transactions in 32 different units from the web.

7/24 Call Center

200.000 citizens applied for request and information to the call center 444 0 160 since 16.01.2008.

28.880 complaints were recorded.

The Call Centre provided feedback to the citizens by resolving 95% of these applications.

HAVE THE RESULTS BEEN DOCUMENTED? WHAT KIND OF DOCUMENTATION IS IT? HAVE OUTCOMES BEEN RETURNED TO THE CITIZENS?

Max. 1000 characters/ 200 words.

The results of this system is gathered in a report which is shared with the Mayor and the all the departments directors.

The report of evaluation and monitoring is shared with the Directors of each department and the Mayor during monthly reports. According to the reports, the Mayor and his team are taking the decisions for the new projects.

The reports are published in the web site and the citizens have the opportunity to learn about the outcomes as well.

7TH “BEST PRACTICE IN CITIZENS’ PARTICIPATION” DISTINCTION

AWARD APPLICATION FORM

IMPACTS ON PUBLIC POLICY. PLEASE DESCRIBE IF, ONCE THE EXPERIENCE HAS BEEN IMPLEMENTED, HAVE THERE BEEN CHANGES IN THE LEGISLATION, ACTIONS OF THE ADMINISTRATION (NEW PLANS, NEW PROJECTS), BUDGET AND/OR MUNICIPAL MANAGEMENT.

Max. 1000 characters/ 200 words.

Citizens the Mayor is a project which has definitely impact on the public policy. The management of a city is not decided only by the administration but it is enriched with the ideas and demands of the citizens. Of course, the Municipality is annually establishing and five-yearly plans for the district of Beyoğlu, in accordance with the law in legislation. The main idea is to bring the strategical and scientific vision of the municipality with the citizens’ needs and create public policies more transparent, more efficient, more active, more sustainable, more equitable. The project is alive, is evolutive so it is the policies and the legislations.

An example to the change that the citizens can make; upon the request of the citizens a Carreer Center has been established. The youngsters of Beyoğlu district can apply through this center for employment.

As we had mentioned above, the Smart City Automation System is evolutive and improvable, a team has been working to gather all the datas of the companies in the district of Beyoglu and transfer to the Smart Software System. With this process now on, the job opportunities in the area are matched with the unemployed citizens looking for a job.

Another innovation within the project “Citizen the Mayor” is in the road as well: the establishment of a “Preventive Health Center”, which will be directly integrated to the Smart Software System as well in order to give the best services to the citizens.

IMPACTS ON THE ACTORS. CULTURAL EFECTS AMONG PARTICIPANTS AND CULTURAL EFECTS AT THE ADMINISTRATION (TECHNICAL STAFF, POLITICAL STAFF) CAN BE DESCRIBED?

Max. 500 characters/100 words.

Citizen Engagement

The Mobile Team determines the problems of the disabled residents, they check if the citizens benefit from the services of the municipality and control if the services are available or not, on behalf of the Mayor.

On the other hand, this project will let all residents to convey their all kinds of demands, complaints and opinions and benefit from the services provided in standards. The ID and contact information of the citizens calling the municipality are recorded by the Call Centre Operators. All demands and complaints are sent to the relevant departments with the explanations and the subject codes via e-mail, sms and network channel, and the results of the applications are sent back to citizens via sms, telephone or e-mail. The

7TH “BEST PRACTICE IN CITIZENS’ PARTICIPATION” DISTINCTION AWARD APPLICATION FORM

most significant advantage of the system used in the call centre is that the caller is identified at the beginning of the call and all previous records of his / her calls are displayed by the operator. Conveying a note from the centre to the relevant department takes about 1 minute and 30 seconds. Mobile Vehicle System used by the city-police and the Cleaning Works Department helps to complete the demands, applied to Communication Centre faster. All records are sent to the devices in the vehicles and after the process is completed, they are all recorded to the programme through the same device. This service provides a 7 / 24 communication platform between the disabled citizens and the municipality. Besides the Internet and the telephone, the municipalities can use other communication channels such as fax, SMS and e-mail to collect and manage the results, make graphical and verbal analysis and can use the automatic information methods after the demands and complaints are resulted. The citizens can also inquiry and follow the status of their complaints and demands on the web. Being aware of disability which is a social matter, we continue to work for our citizens to make all our services “accessible for everyone” with our multi-accessible solutions.

The recently developments in the internet technologies provides an interactive contact for citizens to the municipality 7/24 and supports participative municipalism. By having the opportunity to contact with the municipality in any time or anywhere and being able to perform any transactions such as application, tracking, inquiry, notification or payment transactions, the relations between the citizens and the municipality is carried to one step ahead. Thanks to E-Government, the participative municipality will become prominent and the rate of awareness about the services of municipality will increase. All the services of the municipality will be able to be served via internet platforms, thus time and place limitation will be removed. All municipality payments will be able to be performed directly in a secure platform and the citizens will be able to realize their declarations and tracking via internet without losing any time. Thus, the municipality will be able to use its sources more flexible.

EXTERNAL IMPACTS. IS THE EXPERIENCE TRANSFERABLE? CAN IT BE REPLICATED IN ANOTHER CITY OR BY ANOTHER ORGANISATION?

Max. 500 characters/100 words

The “Citizen Mayor System” is a system which is evolving day by day with the new requests of the citizens. The Smart City Automation System - AKOS- gives the opportunity to the project to spread to its roots to all new problems of the citizens. The citizens may reach the call center for their problem of unemployment for instance. This is a new project, within a project, in order to come to the help of the citizens.

This project is transferable to other cities, as within this perspective we have different cities’ delegation coming to visit Beyoğlu and learn about this system of the Beyoglu Municipality.

The Project which are implemented within this idea are not disconnected from the reality. The direct contact with the citizens, a citizen-oriented system gives the opportunity to react according exactly to their needs.

7TH "BEST PRACTICE IN CITIZENS' PARTICIPATION" DISTINCTION AWARD APPLICATION FORM

G. EVALUATION AND MONITORING.

DESCRIBE SHORTLY WHAT KIND OF EVALUATION (INTERNAL/EXTERNAL) HAS BEEN FORESEEN FOR THE PROCESS, WHO WILL CONDUCT IT AND WHICH PARAMETERS WILL BE MEASURED.

Max. 1000 characters/ 200 words.

The evaluation and the monitoring have a very important place within the project. The evaluation is very important for the whole process and for its results.

On one side, there is an evaluation prepared according to the data results coming from the -Beyoglu Smart City Automation System-AKOS- and on the other side according the surveys made with the citizens during face-to-face meetings of mobile teams. The evaluations give a lot of idea about the problems of the citizens. The meetings with the Mayor make them to feel they are in the decision-making of the Municipal administration.

The datas are gathered – from different channels mentioned previously - according to the citizens;

- What were mostly the request of the citizens,
- What are the categories,
- Which one is mostly mentioned,
- What are the complaints,
- What are the most satisfying projects for
- How many requests they have received in total,
- How many were resolved,
- Which were the department involves mostly,
- Which were the department which showed a good and bad performances,
- How did the departments returned back to the citizens,
- Were the citizens satisfied with the services provided,

While the evaluation report with the datas is prepared a team of sociologists, researchers are analysing the datas and preparing according to the quantitative datas the qualitative analyses. The results of the evaluations are being monthly prepared and discussed during an enlarged meeting composed by the Mayor, the Deputy Mayors and the Directors of the departments. Different actions then are taken according to the evaluation report.

The meeting is the new start for each different issue which involves the citizens. The report provides a large evaluation of the strong and weak points of activities of the Municipality for the citizens. During the meeting, the results are discussed and a new road map is foreseen for different subjects, new projects are discussed and created for the citizens or the weak points are developed. The aim is to give a better service to the

7TH “BEST PRACTICE IN CITIZENS’ PARTICIPATION” DISTINCTION

AWARD APPLICATION FORM

citizens and to incite the citizens participate and say their point of view. The capacities of the Municipality is developed, new activities for women, for children, for unemployed, for youngsters, for old and disabled people, for all citizens are prepared.

The Mayor and all the administrators of the Municipality are aware of the strong points and weak points and they can now on start to develop new projects and keep think how to incite people participating to the decision.

WILL CITIZENS BE INVOLVED IN THE EVALUATION? WILL THEY BE PROVIDED WITH THE EVALUATION’S RESULTS?

Max. 1000 characters/ 200 words

At the evaluation process, the citizens are consulted by the mobile team in charge of doing the survey and on the other side, after each request of the citizens each department in charge is obliged to inform the citizens about the result of his notification (complaints, request etc..). The solution of the request of the citizen is at the same time visible and may be followed on the web by the citizen.

Besides that, the weekly meetings held between the Mayor and the Citizens are one of the main points for the evaluation of the project “Citizen the Mayor”. These meetings are called: “Citizen the Mayor Meetings”, where the citizens are allowed to talk in every field they wish and share with the Mayor and his team.

H. ABSTRACT AND CONCLUSIONS.

HIGHLIGHTS OF THE EXPERIENCE.

Max. 1000 characters/ 200 words.

Citizens Mayor Project is a very successful project for Beyoglu Municipality. Many municipalities from different cities are very interested to learn from this project, and understand the information technologies -Smart City System- which is the infrastructure of the project which permits to built a solid superstructure- which are the different channels established- which can be developed furthermore according to the needs of the citizens as the branch of a big tree. This is a very innovative project which shows how technology is in our life and how technology & management of a city are interdependent.

FUTURE CHALLENGES TO ACHIEVE.

Max. 500 characters/ 100 words.

Each new requests/complaints/wishes/demands of the citizens are new challenges for the project and for the Municipality. This project has been designed as an “evolutive project”. According to the new needs of the citizens, new branches can be added, new channels can be established, or the Smart City Automation System can be developed in order to bring better services to the citizens and make their voice active and responsible in the management of the city.

7TH “BEST PRACTICE IN CITIZENS’ PARTICIPATION” DISTINCTION

AWARD APPLICATION FORM

WHY CAN THE EXPERIENCE BE CONSIDERATED INNOVATIVE?

Max. 500 characters/ 100 words.

Innovation

21st century is defined as information age. Thanks to the developing technology, distances between the societies and cultures are disappeared and modern societies are transformed in to network societies. Information age requires meeting the goals, aims and expectations of people, participative democracy, one-to-one communication between people and accountability, definite publicity and transparency.

The bureaucracy is removed by the reception unit. “Come tomorrow” expressions and confusions which were usually seen in municipalities are ceased. All residents of Beyoğlu are connected to each other via digital network. Beyoğlu is transformed into a “smart city”. Definite transparency and publicity is carried into effect as the management model in the municipality by connecting the residents via digital network and including them directly in the management processes.

The recently developments in the internet technologies provides an interactive contact to citizens to the municipality 7/24 and supports participativeness.

By having the opportunity to contact with the municipality in any time or anywhere and being able to operate any transactions such as application, tracking, inquiry, notification or payment transactions, the relations between the citizens and the municipality are carried to one step ahead. E-Government concept, the participative municipality will become prominent and the rate of awareness about the services of municipality will increase.

“Citizen the Mayor” is a new dimension in the sense of public administration. It means transition to the direct democracy from the representative democracy. It is a kind of a municipal service that directs its services and operations according to the demands of the citizens and gives opportunity to the society to examine the Municipality. Every resident of the Beyoğlu Municipality is a natural consultant and participant of the management of the municipality. Every citizen, participating in the Municipality of Beyoğlu “Citizen the Mayor” and directing the democracy applications with his/her request, view, complaint and opinions become a part of the Project.

CITIZEN IS THE MAYOR

Democracy is a continuous process, as the communication instruments are rapidly developing in this era, “instant managements” are the new concepts included in our lives.