



The Computerworld Honors Program

Honoring those who use Information Technology to benefit society

Final Copy of Case Study

LOCATION:
Barcelona, Spain

ORGANIZATION:
Barcelona City Council

YEAR:
2011

ORGANIZATION URL:
<http://www.bcn.cat>

STATUS:
Laureate

PROJECT NAME:
Barcelona. We have things in common

CATEGORY:
Collaboration

PROJECT OVERVIEW

Barcelona City Council wished to open up new channels of communication between itself and city residents, and vice versa, through the social media networks, with the aim of having a dynamic, up-to-date Web 2.0 designed to offer a service. "Barcelona. We have things in common" is a comprehensive project on the social media networks based on the Barcelona Blog, a collaborative platform that provides information on the city, grouped in five categories: Your City Council: gives information on City Council initiatives Current Affairs: city news Unusual: discover unusual, lesser-known sides to the city Let's Network: promotes access to new information technologies Barcelona residents: publicises citizen initiatives The project also consists of the profiles that have been opened in Facebook, for sharing information on the city and all kinds of activities taking place there; in Flickr, for sharing photos of the city; in Twitter, for sharing the latest developments, and in Spotify, for sharing music associated with the city's big events, like the Christmas festivities.

SOCIETAL BENEFITS

The project offers a series of direct channels with city residents, enabling a natural and spontaneous form of communication with them, while also allowing them an opportunity to voice their concerns and preferences, thus creating an interaction that is beneficial to both parties.

PROJECT BENEFIT EXAMPLE

The project will benefit city-resident interaction, in terms of the services the City Council offers as well as the contributions city residents make themselves. We would highlight our traffic application for Iphone mobile devices, which enjoys considerable support from city residents as it offers them useful information, in real time, for free.

IS THIS PROJECT AN INNOVATION, BEST



PRACTICE? Yes

ADDITIONAL PROJECT INFORMATION

“Barcelona. We have things in common” is part of a global communication strategy for promoting transparency in local government. Therefore it is not confined to publishing information but also promotes public participation through many channels, such as Facebook, Twitter, Flickr, Youtube and Spotify. <http://w1.bcn.cat/barcelonablog/?lang=en> This is a long-term collaboration project in which city residents will play the leading role

