



Europe for Citizens
Programme



Gemeente
Rotterdam

Clear communication in letters, flyers and folders

State of play

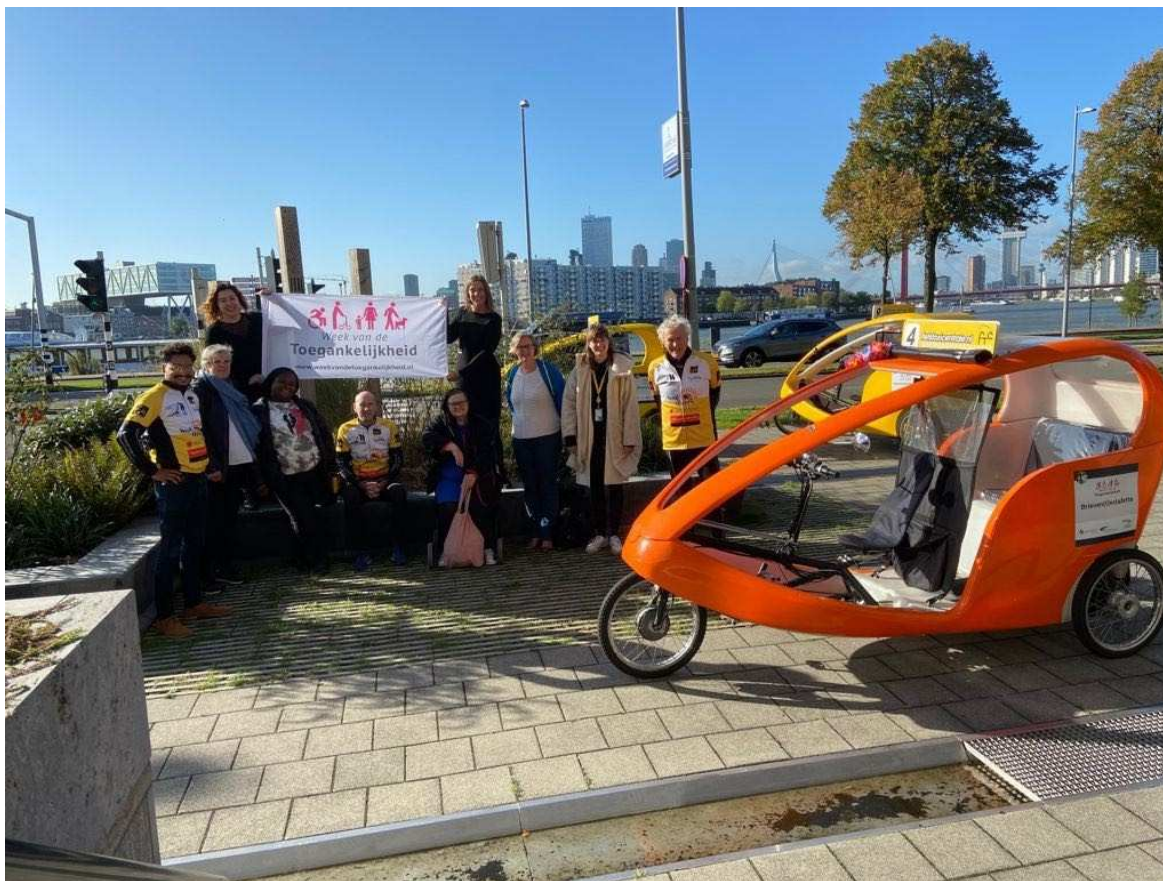
October 4th 2021 - Zoé Martial zb.martial@rotterdam.nl

Esmeralde Marsman, egm.marsman@rotterdam.nl

Rosanna Moti, rs.moti@rotterdam.nl



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- ▶ People with learning disabilities
- ▶ Experts of three different institutions

Number of attendees (citizens): 4

Number of experts (local stakeholders, cities staff): 6

% Women: 100

% Men: 0



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Letter testing relay race

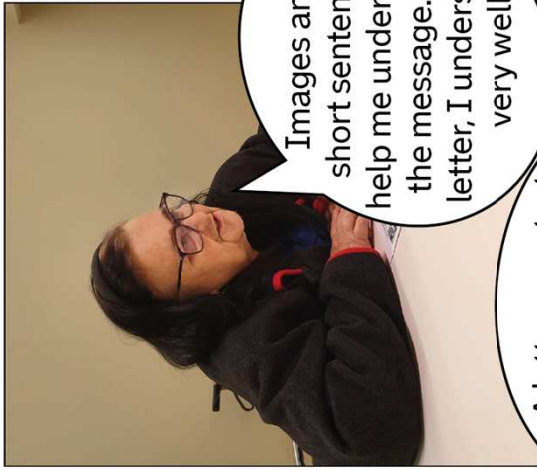


Long sentences are hard for me to understand. Long letter words as well.

We went by bicycle taxi from Schiedamschen Waard to Havensteder.



When I receive a two sided letter, I don't read it. Maybe I will read the front page.



Images and short sentences help me understand the message. This letter, I understand very well

A letter can start with a friendly opening sentence. Don't start the letter by saying what I have done wrong.



A picture in a letter can be helpful. But the picture should support the content of the letter.



I felt like queen Máxima, everyone waved at us in the bicycle taxi!



Your story helps me understand how I can improve this letter. That way, it will be more clear.



Let's go for clear and understandable letters and information!



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Tips and tricks from the citizens committee to improve written text

- ▶ Avoid long sentences and long words
- ▶ Start a letter with a friendly sentence. The feeling a letter leaves behind is important
- ▶ Include pictures and icons, if these say something about the text
- ▶ People with low literacy don't read two sided letters. They start with the first page, but skip the second. If they read it at all.



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Professionals committee reaction to testing with citizens

- ▶ “Showing letters to people helps me understand how to improve the letter”
- ▶ “I thought we thought of everything, but now I know how I can still improve this folder”
- ▶ Be careful with dates in letters: before October 5th is confusing. Is the 5th included or not?



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Best practices

1. **Digitale balie (digital desk):** Videocalls with citizens. No app needed, just an appointment and a link to start a conversation with a civil servant. Citizens can identify themselves with DigiD and upload files. This project started at the beginning of the pandemic.
2. **Duidelijke taal (clear language):** This project is aimed to improve the letters from the municipality. The goal is to write in a clear language, the citizens of Rotterdam will understand. They help improve letters/flyers/folder throughout the organisation.
3. **Wijkhub (neighbourhood hub):** A neighbourhood hub is a place within a neighbourhood where civil servants work. Citizens can walk in with all kinds of questions, without an appointment. The community police officer and youth workers work at the neighbourhood hub. It's a hybrid hub where citizens can also use the digital desk.
4. **Digitale stad (digital city):** The program Digital City is researching possibilities a digital twin city may offer the city of the future. Wishes of (local) government, inhabitants, entrepreneurs and visitors are an important part of this.
5. **UX lab:** A user experience lab researches user's experiences with (digital) products and services the city of Rotterdam offers. It helps us get insights in what works and how users use a product/service.

Relevance of selected best practices Link with EUDIGIT's objectives

EUDIGIT's objectives	n°	Action/ project
Strengthening EU citizenship and citizens awareness	-	
Contributing to reduce the digital gap in cities	1, 2, 5	
Co-building digital policies with citizens	2, 4, 5, 6	

Thank you for your attention!



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