



Ayuntamiento
de Murcia



THE YOUTH, THE DIGITAL DIVIDE AND CITIZENSHIP

Varna, 25-26 February 2021

Panel 1: The youth, the digital divide and citizenship

MURCIA CITY HALL

Kasper van Hout



**Ayuntamiento
de Murcia**

MURCIA

≈450K inhabitants

7th largest city of Spain

Capital of the Murcia Region

extensive municipality 881,86 km²

University City

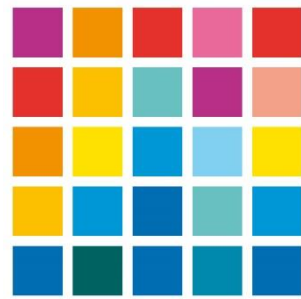
Service based economy

Agriculture (exports)





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EURO
CITIES

DIGITAL CITIZENSHIP TASKFORCE

Digital inclusion: accessibility of technologies and communication;

Adaptive communication: Rejuvenating the way municipalities interact with citizens

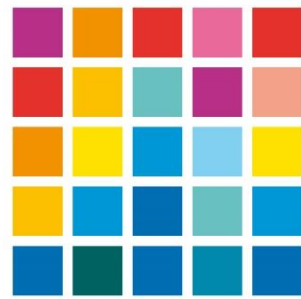
Participatory decision-making: democratic empowerment, e-governance and e-participation;

Business development: the impact on local economy, job creation and new innovative skills;

Public services: strengthening services through digital tools.



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DIGITAL CITIZENSHIP TASKFORCE

Youth, Digital Divide and Citizenship

- Engagement & Inclusion
- Participatory Processes
- Rights & Protection

Examples

- City Apps
- Virtual Counter
- Learning to use social media
- Outreach to non digital citizens



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DIGITAL CITIZENSHIP TASKFORCE

Examples

- **City Apps**
- **Virtual Counter**
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e.g.



Culture and Cultural Heritage “consumption”

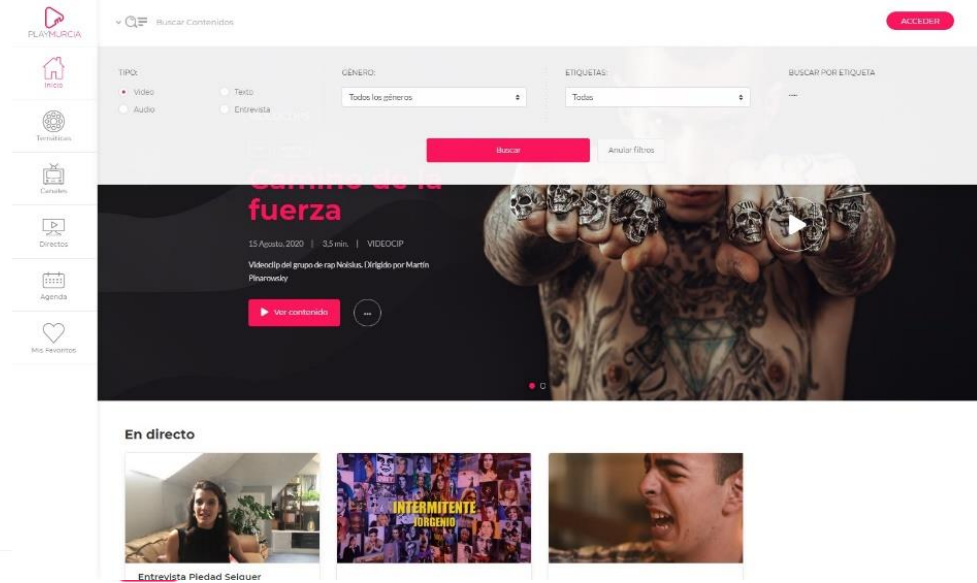
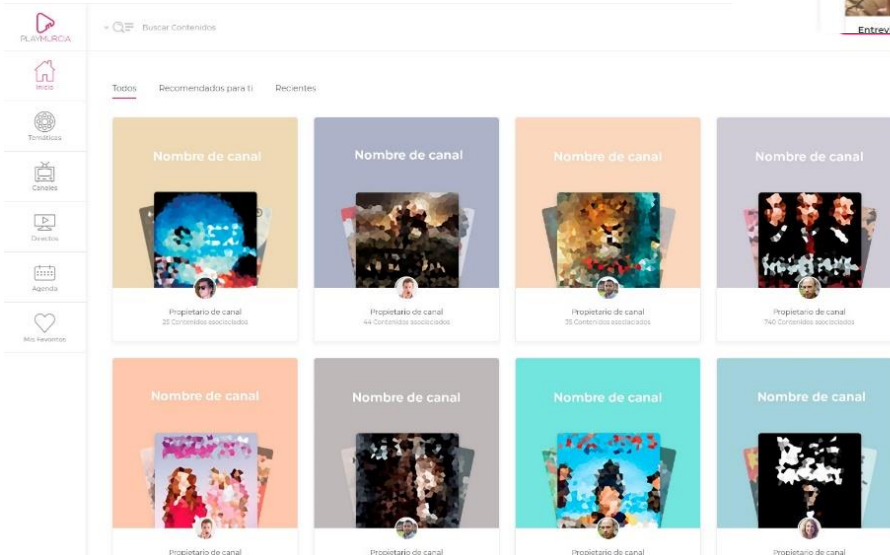
The first audio-visual digital platform in Spain to showcase heritage and culture (for now)

The screenshot shows the PLAYMURCIA website interface. On the left is a navigation menu with icons for Inicio, Temáticas, Canales, Directos, Agenda, and Mis Favoritos. The main content area features a search bar at the top right with the text 'Buscar Contenidos' and an 'ACCEDER' button. Below the search bar is a large video player. The video player has a play button in the center and displays the title 'INTERMITENTE' in large yellow letters, with 'JORGENIO' below it. To the left of the video player, there is a sidebar with the title 'Intermitente', two empty tags 'ETIQUETA 1' and 'ETIQUETA 2', and metadata: 'FECHA: 2020-08-26 15:36:09', 'DURACIÓN: 00:02:42', and 'DIRECTOR: d3'. Below the video player, there is a 'Descripción' section with the following text: 'El videoclip trata el tema de las relaciones líquidas, en particular la experiencia del propio cantante respecto a este tipo de relaciones creadas por la influencia de la época en la que vivimos. Para el que no sepa de que tratan este tipo de vínculos son en los que dos personas que empiezan a conocerse, desean crear una conexión especial con la otra persona, pero a la misma vez que no sea demasiado fuerte como para poder deshacerse de ella sin demasiadas complicaciones ni sufrimiento.'



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- The platform will function as its own cultural centre but with a transversal character linking all existing spaces.



- Intuitive
- Visual
- Modern
- Accessible

- Content compatible with physical programming of cultural spaces.



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PLAYMURCIA

Buscar Contenidos

ACCEDER

Inicio

Temáticas

Canales

Directos

Agenda

Mis Favoritos

Detalles de la cuenta

Mis contenidos

Mis favoritos

Información general
Lorem ipsum dolor sit amet consectetur.

Nombre: Verónica

Apellidos: Pinar Cárceles

Ciudad: Todas las ciudades

Información de la cuenta
Lorem ipsum dolor sit amet consectetur adipiscing.

E-mail: veronica@solucionbase.es

Modificar contraseña
Lorem ipsum dolor sit amet consectetur adipiscing.

Contraseña actual:

Nueva contraseña: Mínimo 6 caracteres

Confirmar nueva contraseña

Preferencias de contenido
Elige tus géneros favoritos para el contenido.

Entrevista/reactivos

Reactivos culturales

Cortodocumental

Cortometraje

Deportes/Lifestyle

Documental

1. Digital architecture
2. Privacy and the security
3. Management & Monitoring
4. Problem solving
5. Simple exploration tools
6. Third-party development
7. Human factor
8. Citizen participation
9. Collaborative conversion



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THANK YOU

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