Grand Est listens to the voice of its citizens whiles optimizing resources by using Phedone: Objective achieved

The Grand Est Region is eager to place itself in the national and even European landscape. Indeed, it is the only region in France to have borders with four countries which are among the richest in Europe: Germany, Belgium, Luxembourg and Switzerland.

The Region develops and promotes actions around 3 main ideas: #1 The implementation of a convergent and efficient ecosystem, #2 Innovating at 360° around the industry of the Future, 3# Experimenting with new approaches related to the territories in order to optimise all the potential of the Grand Est region, particularly in the French Tech territories.

Grand Est is responsive to its citizens through several channels including an online portal: www.Maregiondemain.com.

CHALLENGE

In summer 2020, from the month of May to July, Grand Est region launched the campaign called "Your perspectives for My region tomorrow". The ideas box was open, as well as the platform www.maregiondemain.fr. 578 participants submitted 269 proposals. On 2 November 2020, the synthesis reports were published.

The collection of citizens' contributions was a success, however the attentiveness and consideration can be improved to increase the overall satisfaction for all parties.

The Head of the Engagement department within the Directorate for Youth, Sports and Engagement, Region Grand Est stated "*Listening to our citizens is essential, the portal is a real success and we needed to make this relationship more flexible. With the same member of staff in the team, we needed to optimise resources on value-added services.***"**

The contributions contained gems and weak signals that were difficult to read in the reports. The classification into themes is human and therefore very time-consuming and sometimes biased.

THE PROJECT

Phedone analyzed the proposals collected from the recent campaign of Grand Est region with the goal to drastically reduce analysis time, not miss ideas or introduce bias and majorly support the consulting partners in their research and writing deliverables.

RESULT

- **Rapidity**: first analysis in less than **10 minutes instead of 3 months.** The analysis time is measured between the end of the data uploaded and the reception of the email containing the link to the results graphs. **Generally speaking, the work of a "data secretariat" is not a value-added task. With Phedone, there is no need to clean or prepare your data.**
- **Simplicity:** No training, no changes of IT infrastructure or processes needed.
- **Privacy:** RGPD 100% compatible
- **Relevant: 88% coverage rate** in less than 10 minutes, **15 pieces of information are generated automatically out of the 17 identified manually in a span of 3 months.**

Thanks to Phedone, the Grand Est region has experienced a drastic reduction in processing time. In addition, the categorisation was done automatically and the major themes are selected without bias.

TESTIMONIAL

"Phedone's analyses are set up to drastically reduce analysis times at comparable quality while providing unique indicators. It was so satisfying to know it is possible to listen to the voice of our citizens within the shortest possible time, while optimizing resources. *For a better result, Phedone is a necessity."* **Head of the Engagement department within the Directorate for Youth, Sports and Engagement, Region Grand Est.**

Important note: The Grand Est Region can conduct its analyses independently. The data does not need to circulate outside the organisation.