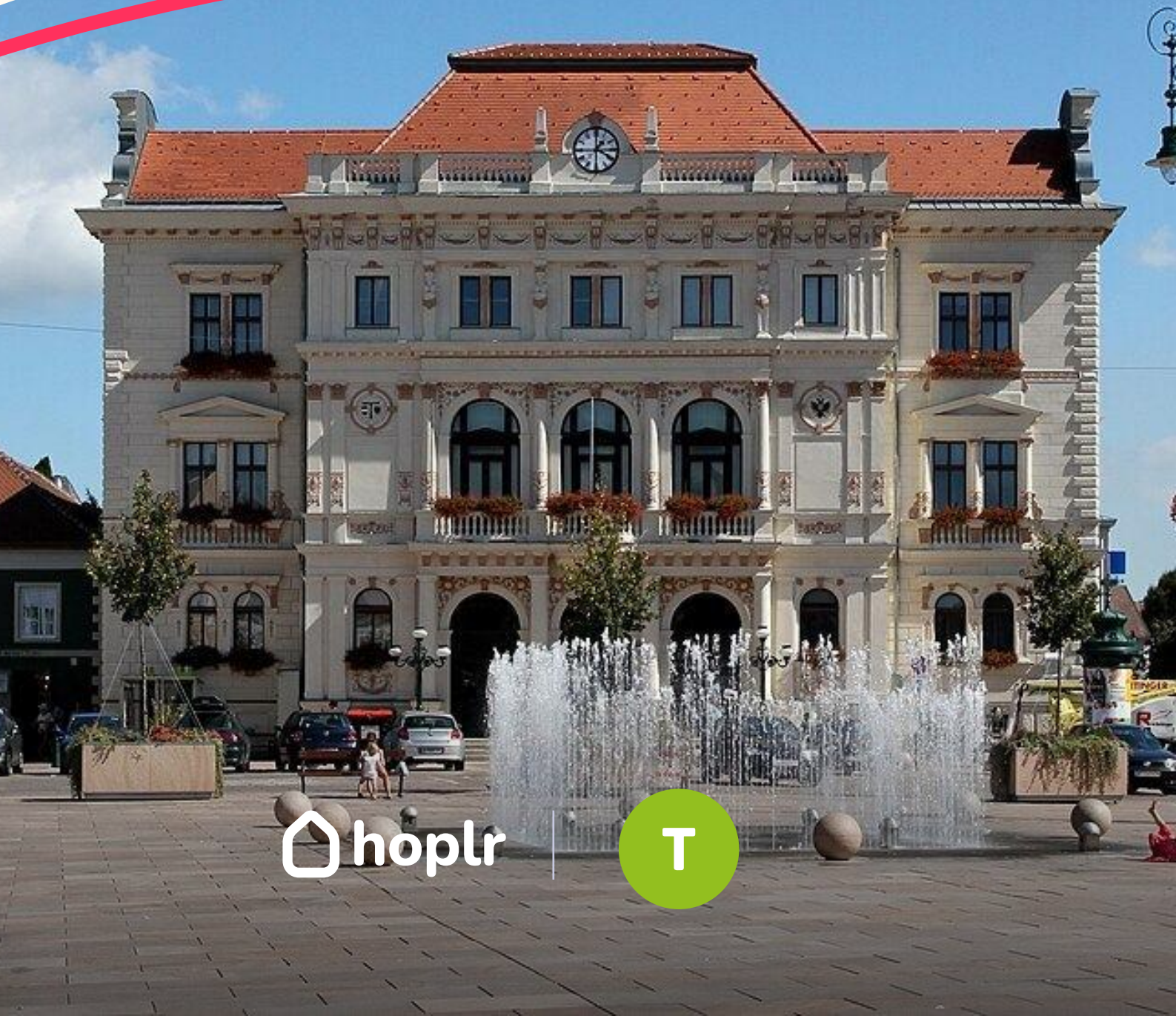


Case study

From pilot project to success story: why Tulln an der Donau is rolling out Hoplr across the city



 hoplr

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A sense of community is universal. This is the key lesson from Hoplr's latest pilot project in Tulln an der Donau.

While Hoplr is already an established digital neighbourhood network for local communication and social cohesion in the Benelux countries, the project in Tulln an der Donau marked an important step into the Austrian market. The results speak for themselves: the model also works in Austrian municipalities, connecting people, encouraging participation and creating lasting impact.

Tulln an der Donau shows how Austrian towns and municipalities can successfully use digital neighbourhood solutions adapted to regional structures, municipal needs, data protection requirements and local community culture.

Tulln an der Donau: a city with a clear vision

Tulln an der Donau is in the state of Lower Austria and has around 17,000 residents. The city is known for its location on the Danube and its many parks, as well as its strategic focus on social cohesion. Known as the 'Garden City', Tulln combines a high quality of life with an active municipal administration.

Under the motto 'City of Togetherness', local policymakers have invested strongly in community building for years. Their aim is an inclusive city where residents know, support and work with one another.



True togetherness is reflected in good neighbourly relationships. Good neighbours complement and support one another. They look out for each other and notice when someone is not doing so well. They ask how things are, listen and see whether they can do something to help.

- Vision of the 'City of Togetherness' initiative



As part of its ambitious 'City of Togetherness' vision, Tulln had already spent several years experimenting extensively with digital channels, including Facebook, WhatsApp and local initiatives such as FragNebenan. Although these platforms achieved some reach, the municipality encountered structural limits that hindered further growth.

Earlier pilot projects revealed several clear bottlenecks:

- **Fragmentation and bubbles:** interactions often remained within small, closed circles ('everyone knows each other') or became diluted in large, impersonal groups.
- **Lack of depth:** meaningful dialogue proved difficult on fast-moving social media, both among residents and between citizens and the municipal administration.
- **Commercial communication:** local platforms often became advertising channels rather than places where neighbours could exchange advice, ask questions and arrange to share things.
- **Privacy concerns and trust:** residents increasingly wanted to keep private matters, neighbourhood issues and local communication off US platforms. Both citizens and administrations expressed a growing need for European platforms with servers in Europe, subject to stricter data protection rules, without a data-driven business model, and seen as a trusted alternative for sensitive local communication.

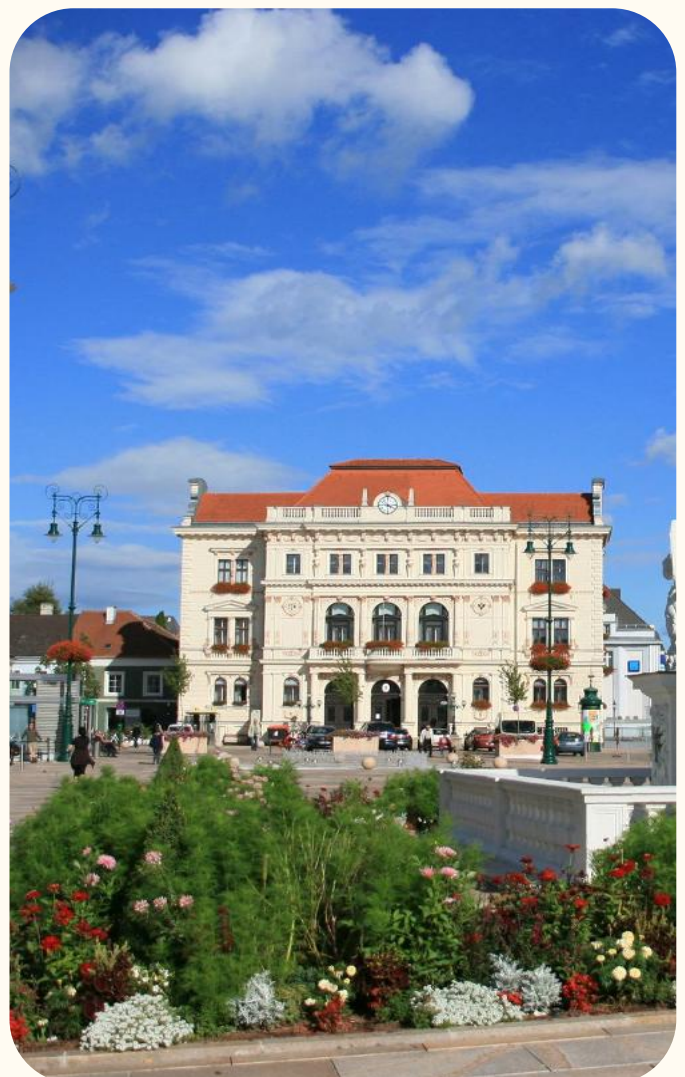


Photo: © City of Tulln



Choosing Hoplr was therefore a deliberate strategic step to address these specific problems. The municipality wanted an independent, secure European alternative: a platform that overcomes fragmentation by connecting neighbours geographically and offers an ad-free environment centred on trust in one another and in local government.



Hoplr has proved a highly effective tool that fills a gap: it is a secure, closed platform for our residents. It enables us to foster togetherness and guide developments for the benefit of the community.

- Mayor
Peter Eisenschenk



The test: ease of use for the administration

For the municipality, it was essential that the platform should not only connect residents but also work efficiently for the administration. During a two-month pilot, the communications team of Tulln an der Donau thoroughly tested the Hoplr dashboard and all its features.

The administration's feedback was clear. The platform was seen as user-friendly and easy to use. The tools for targeted communication with individual neighbourhoods were considered especially valuable, particularly for a municipality committed to citizen participation.



“ From a communications perspective, it is very useful to be able to target information at particular neighbourhoods, for example about local road closures, while also being able to reach everyone with an invitation to an event.

- Julia Schwanzer,
Public Relations,
City of Tulln



The figures: 300 neighbours, one community

Technical tools are one thing, but will residents actually adopt them? To find out, Hoplr was launched in a specific district of Tulln. The households were approached in a deliberately personal way to build trust from the outset and encourage active use of the platform. The response far exceeded expectations.

The results speak for themselves:

- **22% participation:** more than 300 households registered in the pilot area.
- **60% active use:** posts, comments, likes and chats became part of daily life on the platform.
- **Strong retention:** over 90% of users returned within the first four weeks; in the longer term, around 60% logged in every week.

These figures are well above the average for comparable municipal digital projects in Austria.





Nachbarschaftsnetzwerk Hoplr TULLN/DONAU **T**
info@hoplr.com

Liebe Einwohnerin, lieber Einwohner,

Ihre Nachbarschaft nutzt seit kurzem das geschlossene Nachbarschaftsnetzwerk Hoplr. Hier kann sich jeder, der in **Tulln Südwest** wohnt, anmelden, um einfach Nachbarn zu erreichen.

Wofür können Sie dieses Nachbarschaftsnetzwerk nutzen? Zum Beispiel, um:

- Ihre Nachbarn besser kennenzulernen;
- füreinander zu **sorgen** und sich gegenseitig zu **helfen**;
- eine **Leiter** oder **Bohrmaschine** auszuliehen;
- einen guten **Klempner** oder zuverlässigen **Babysitter** in der Nachbarschaft zu finden;
- bei der Gestaltung eines **neuen Spielplatzes** mitzuwirken;
- **Verkehrsprobleme** oder **Straßenarbeiten** in der Straße zu besprechen;
- einen **Garagenflohmarkt** oder ein **Nachbarschaftsfest** anzukündigen.

Natürlich macht ein solches Netzwerk nur Sinn, wenn genügend Mitglieder dabei sind. Weshalb Sie auch bald online begrüßen zu dürfen! Über Hoplr erhalten Sie auch Benachrichtigungen über Nachbarschaftsaktivitäten, Straßenarbeiten, Dienstleistungen, Beteiligungsprojekte der Stadtgemeinde Tulln.

Hoplr ist eine **kostenlose** und **werbefreie** Nachbarschafts-App. Laden Sie die mobile App untenstehenden QR-Code herunter. Die **Anweisungen** zur Registrierung finden Sie unten.

Mit freundlichen Grüßen,
Nachbarschaftsnetzwerk Hoplr

Sie wurden eingeladen, dem Nachbarschaftsnetzwerk Tulln Südwest beizutreten!	Laden Sie die mobile App Hoplr herunter oder besuchen Sie www.hoplr.com	Geben Sie Ihr Passwort ein und dann Ihr Profil ein.
		T6V Ihre persönlichen und vertraulichen Daten werden geschützt.

“

It was important to us to put togetherness first from the moment the app launched. We therefore decided to encourage all residents to use it through a personal letter from the mayor, with great success.



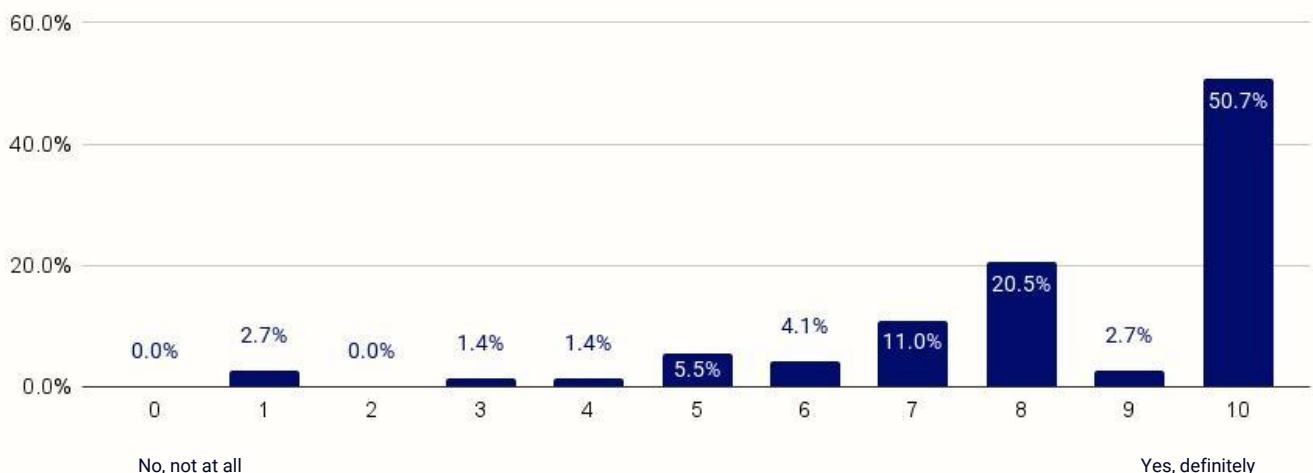
- Stefanie Jirgal,
Operations Lead,
'City of Togetherness'
initiative

Residents' voices: safety and connection first

The Tulln pilot clearly shows that the need for a secure, local network crosses borders. Users' experiences are overwhelmingly positive: with an average recommendation score of 8.4 out of 10, 85% of respondents supporting a citywide rollout and very little need for support (1.4%), Hoplr has made a highly successful entry into Austria.

Residents value the platform not only for its ease of use, but explicitly as a 'sensible European alternative' to large commercial networks. This confirms the broad international appeal of Hoplr's values around privacy and its focus on neighbourhoods.

Would you recommend Hoplr for other districts of Tulln?



I think it is extremely important that this app exists! People need a sensible European alternative to Facebook and Instagram.

- Feedback from a Tulln resident
in the survey

Figures only tell half the story: the real gain lies in the relationships formed. In the survey, 36% of users said they had made contact through Hoplr with neighbours they had never known before. These digital connections often lead to meetings in person and practical neighbourly help. One resident described the app as:

In Austria too, Hoplr is proving to be more than a communication channel: it is a catalyst for social cohesion.



A gift that makes Tulln an even better place to live.

- Feedback from a Tulln resident
in the survey

Conclusion: ready for further international expansion

The pilot in Tulln an der Donau proves that the Hoplr model is scalable and internationally relevant. Whether in Belgium, the Netherlands or Austria, people need connection in their immediate surroundings.

For municipalities in Lower Austria and other Austrian states, Tulln an der Donau offers a tried-and-tested, transferable model for digital

neighbourhood communication in a municipal setting. It also shows that Hoplr is ready to help towns and municipalities in other European regions build social, caring and safe neighbourhoods for the long term.



**Discover how Hoplr
can support your
municipality.**

Book a meeting and
discover the possibilities.



Jennick Scheerlinck

Chief Executive Officer & Founder

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