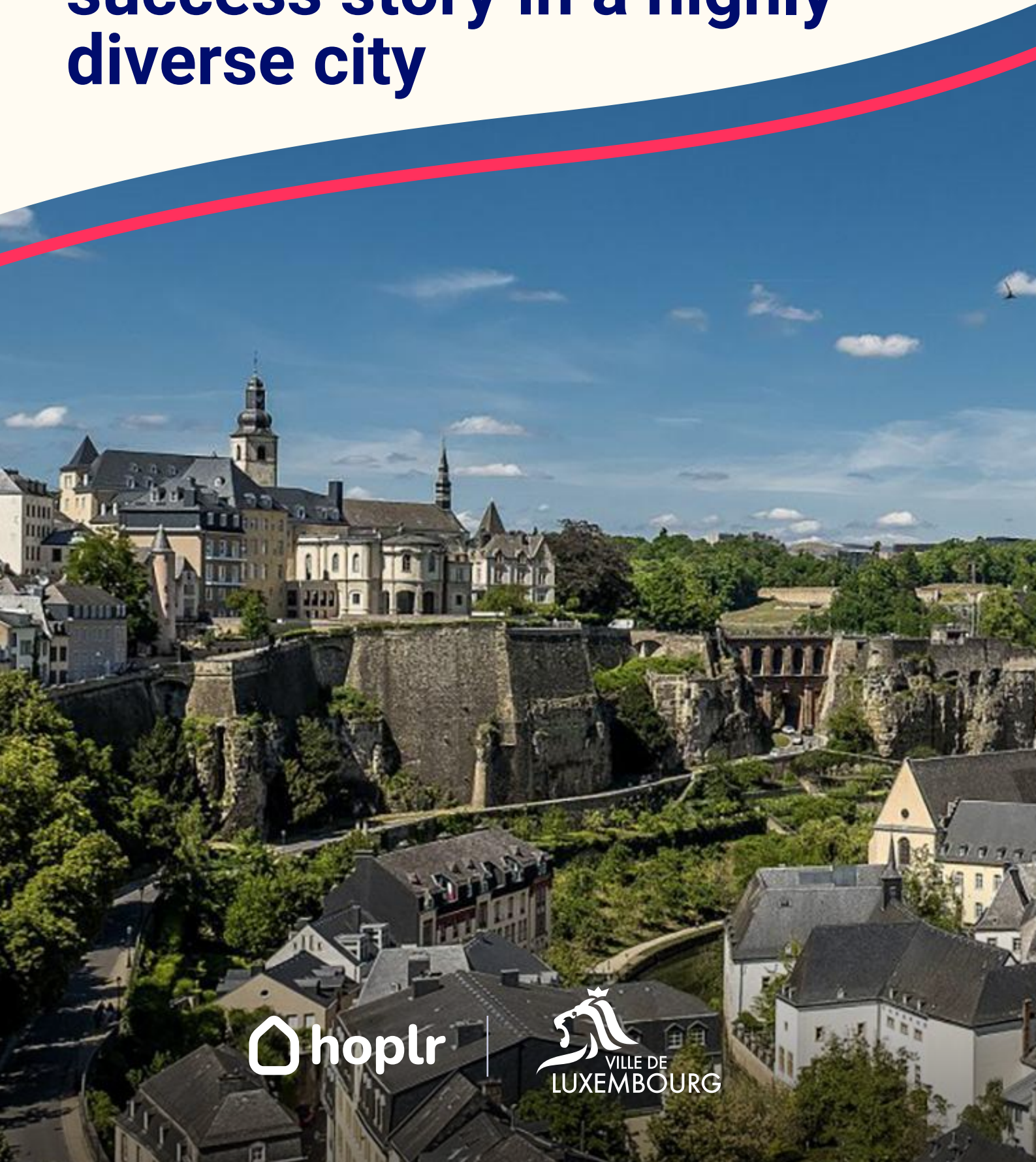


Case study

Luxembourg City: a neighbourhood network success story in a highly diverse city



 hoplr

 VILLE DE
LUXEMBOURG

Engaging citizens: lessons from Luxembourg City

With its unique diversity - 70.6% of residents of foreign origin, from 158 countries - Luxembourg City needed a tool to strengthen social cohesion. Since Hoplr launched in 2022, **29% of households have already signed up**, across **18 digital neighbourhoods** defined together with local associations.

The momentum is remarkable: in just three years, the number of registered users has **tripled**, and the platform has become a genuine space for local connection and mutual support.

Over 70% of Luxembourg City's residents are of foreign origin

With expatriates from 158 different countries, **Luxembourg City has one of the world's most diverse populations.** Add an average stay of just 4 to 5 years before people move on, and the challenge becomes clear.

With such diversity, how can the city council **encourage social cohesion and neighbourly support?** Especially since these expatriates rarely have family nearby to turn to for company or a helping hand. Meanwhile, local-born residents also find themselves in constantly changing neighbourhoods.



The pandemic highlighted the need to stay connected, and the Hoplr app rose to that challenge.

- Maurice Bauer, alderman of Luxembourg City



The aim is to foster a friendly atmosphere and solidarity within a neighbourhood, for example by helping users lend and borrow items to reduce household spending. Especially at a time when everyone is affected by rising energy prices. So yes, Hoplr can really create those connections.

- Maurice Bauer, alderman of Luxembourg City

**To strengthen social cohesion,
Luxembourg City introduced our
neighbourhood network in late
September 2022**

OCTOBRE 2022

SOCIÉTÉ Hoplr, recréer du lien entre voisins

ENVIRONNEMENT L'économie d'énergie, un effort collectif

FORMATION À la rencontre des apprentis de la Ville

Following Strassen, Bettendorf, Betzdorf, Mertzig, Hesperange and Junglinster, residents of Luxembourg City can now access their own digital neighbourhood too. The app offers a range of features, all designed to **draw on the social capital of the local community**:

- A shared neighbourhood feed with neighbours' posts
- A neighbourhood calendar
- A list of neighbours
- A list of neighbours willing to help, along with their skills
- Private and group chat
- A map of local organisations

With these features, Hoplr aims to encourage **social contact, the circular economy, informal help, community engagement and participation**, all within the local network.

How do neighbours communicate if they do not speak the same language?

We recently added an option to translate any neighbourhood post into eleven languages. This helps us **overcome language barriers that might otherwise prevent neighbours from interacting**. That is particularly important in a city as diverse as this one.



Hoplr, une appli pour recréer du lien entre voisins

GET TO KNOW YOUR NEIGHBOURS BETTER WITH HOPLR

12 Le cosmopolitisme de Luxembourg-ville est assurément l'un de ses atouts charme. Mais créer du lien, dans un contexte aussi international, n'est pas toujours simple. Alors, la Ville mise sur Hoplr, une application d'échange pour les quartiers, entièrement gratuite.

13 Luxembourg city's cosmopolitan nature is certainly one of its strong points. However, it's not always easy to connect with others in such an international capital. So the City has turned to Hoplr, a free social network for neighbourhoods.

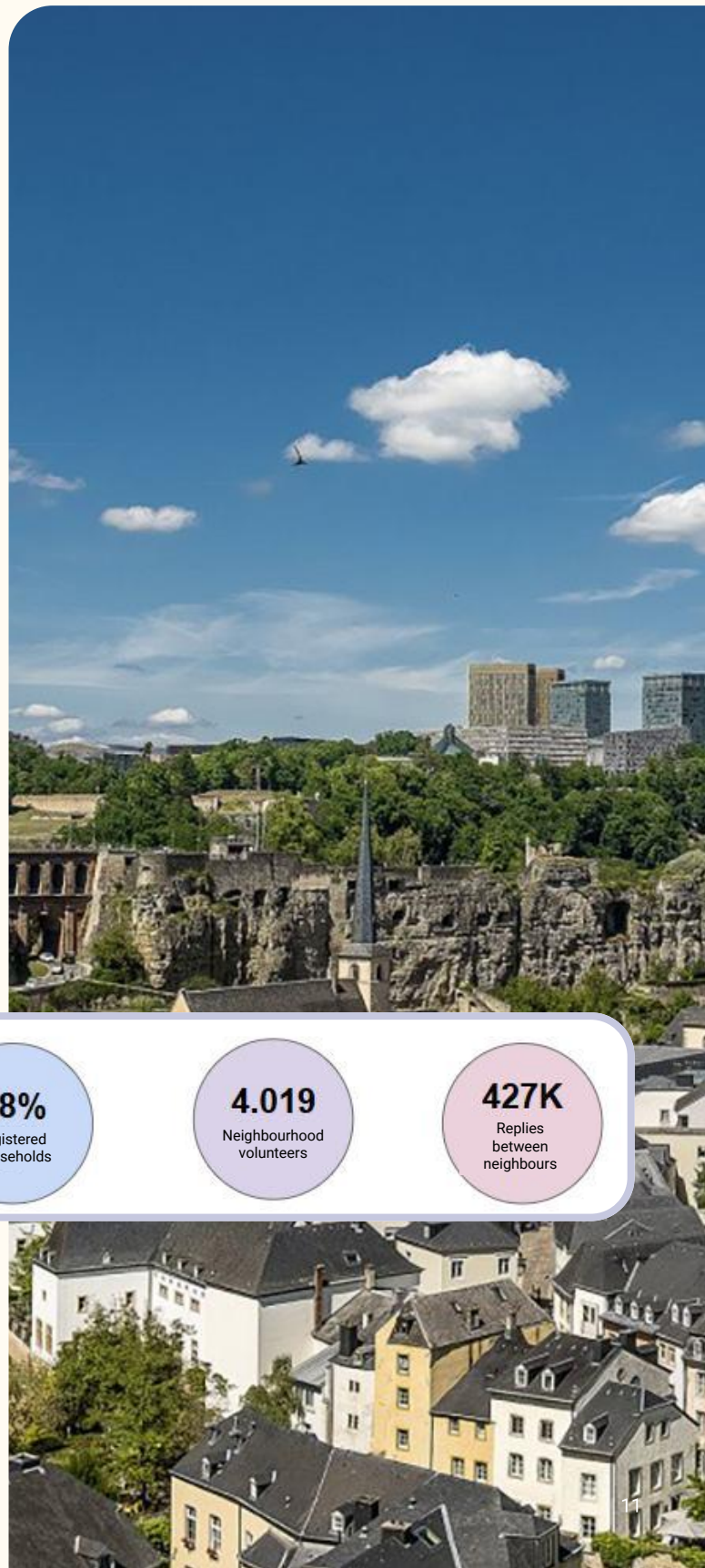
Auteur
YVES-OLIVIER EBE
Photographe
MARIE RUSSILLO
(MAISON MODERNE)

The first results and feedback are extremely promising

Experience shows that in rural towns, **a quarter of households sign up in the first few weeks**, rising organically to 60% in the months and years that follow. In larger cities, the figure tends to start at around 10%, growing organically to one third.

In Luxembourg City, **29% of households are now registered**. How did we achieve this?

- Residents receive an **invitation letter** giving them access to one of the 18 neighbourhoods. These were defined in close collaboration with local neighbourhood associations.
- Many **local and national media outlets** have already covered Hoplr's arrival, including **Luxembourg Times** and **Le Quotidien Luxembourg**.
- The city does an excellent job of promoting the app through its **municipal magazine and social media**.
- We organised an **information session with around a hundred participants**.
- The city continues to promote the app regularly to **new residents**.



28%

registered households

4.019

Neighbourhood volunteers

427K

Replies between neighbours

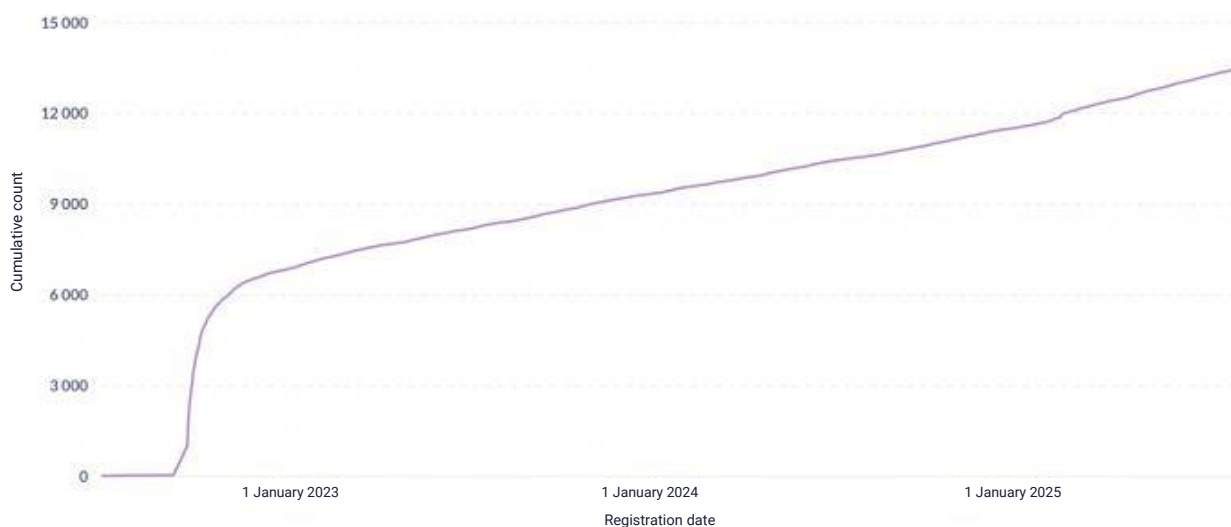
Registrations have tripled in 3 years!

Beyond the figures, feedback and activity have been overwhelming: new users are already **finding babysitters, sharing information about roadworks and organising sports activities through Hoplr.**

Since the launch, residents have posted 35,778 messages, 426,779 replies (or private messages), and 1,882 activities.

We cannot wait to see these neighbourhoods continue to grow!

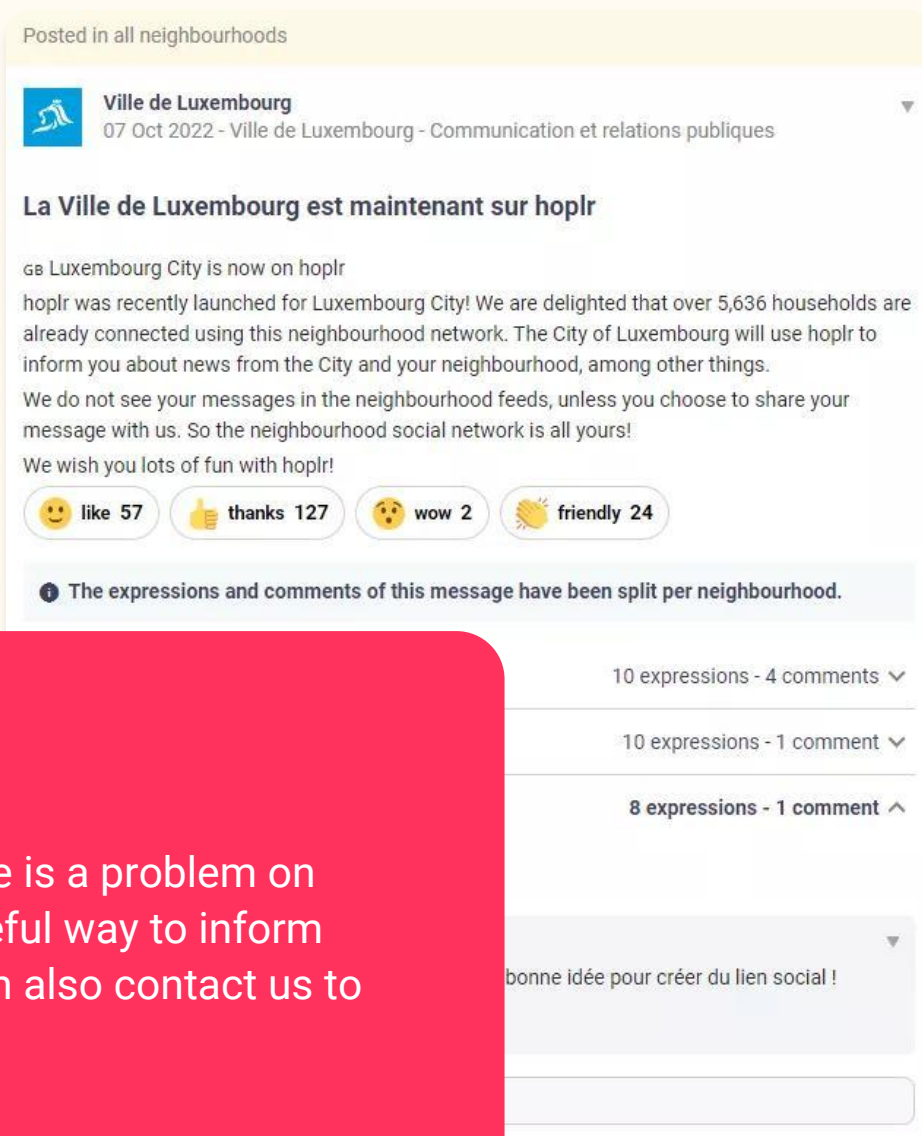
Registrations per day



Hoplr connects you with your neighbours - and the city too.

However, social cohesion is not the city's only goal for Hoplr. The city council noted how difficult it is to reach this large expatriate population with important information, or to enable them to take part in policymaking.

Hoplr has **two sides**: the app **for residents**, and a dashboard **for municipal services**. Through the dashboard, we offer **features for communication, mutual support and participation**.



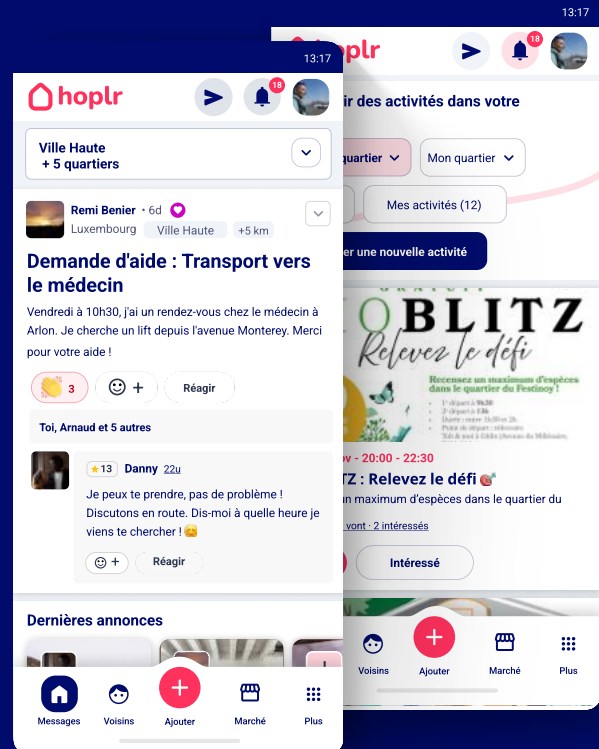
For example, if there is a problem on the roads, it is a useful way to inform residents. Users can also contact us to report any incident.

- Maurice Bauer, alderman of Luxembourg City

Hoplr in Luxembourg

What incredible growth! Soon after launching in the duchy's capital, we expanded to dozens of other municipalities across the country: Lintgen, Mamer, Strassen, Contern, Hesperange, Niederanven, Schuttrange, Steinsel, Weiler-la-Tour, the municipalities of the canton of Redange and those in the Moselle region.

We cannot wait to see what comes next!



Truly reach residents with an alternative to traditional social media

Book a free demo and see for yourself how Hoplr helps municipalities with privacy-friendly communication, meaningful participation and resilient neighbourhoods.



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