Project

Review and visualization of Rüti's municipal strategy

We supported the town of Rüti's municipal council and the administrative management in reviewing their vision and strategic guidelines through 2030. In a workshop, we used interactive methods to collect the employees' view of the strategy and used this as a basis to create a visual presentation of the mission statement. The visualizations were then used by the municipality in a public relations campaign to communicate the strategy with the population.

Our services

- Designing and facilitating a strategy workshop
- Establishment of interactive methods to elicit the opinions of town representatives regarding the development strategy
- Illustration of the mission statement for internal and external communication
- Creation of various materials to support a public-relations campaign, including posters, flyers, banners, etc.

Client

Municipality of Rüti

Facts

Period	2022 - 2023
Project Country	Switzerland

Contact persons

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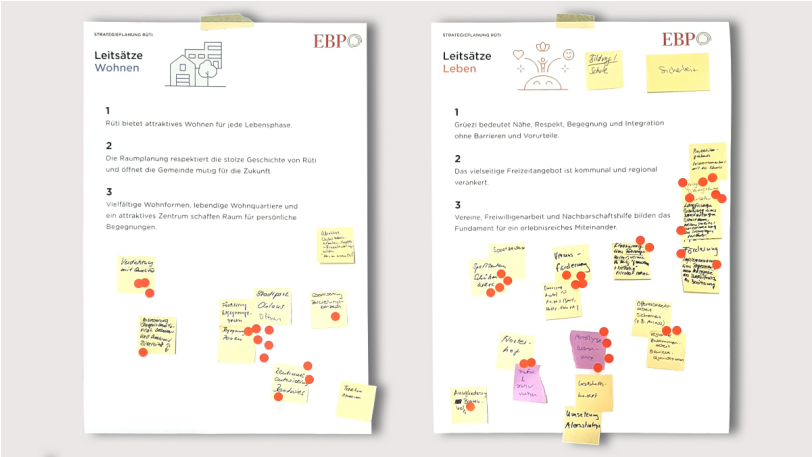
Public relations & media work regarding the municipal strategy

Creating PR materials

Creating PR materials



Municipal strategy workshop