



Family Card Nuremberg

Target and target audience

The Family Card is a benefit card which can be transferred only in one family and has a validity time of 2 years. By presenting the Familycard Nuremberg the families receive benefits or special services from the participating companies, organizations and urban agencies.

The Family Card Nuremberg is the platform for public and private dedication with the aim of appreciating families and improving the climate for families in Nuremberg. It is ought to connect the participation in social and cultural life with commercial functions. The families benefit from financial discharges, family-friendly tariff structures and offers for common activities.

The target audience are all 49000 Nuremberg families with principal residence in Nuremberg and at least one child under 18 years in the household.

Initiation and involved actors

The Family Card is one part of the family political work of Nuremberg's Department for youth, family and social matters. The staff for family is responsible for its implementation. Partners from the economy, service and trading sectors, the municipal establishments and other organizations are given the opportunity to play a part in the „family city Nuremberg“ by offering specials.

Steps for implementation

At first a layout for the Family Card Nuremberg with the logo of the Alliance for Family, as well as a partner-flyer with the title “Take part!” and a greeting by the Lord Mayor of Nuremberg for the acquisition of partners was designed. The booklet “We're taking part” informs about the partners of the Family Card and their offers.

In the run up to the start of the Family Card a poster-campaign was made.

The CivillInformationCenter (BIZ) of Nuremberg is responsible for questions and also for allocating the Family Card for example to new citizens or new families. The civil registry office and the registration of address office hand out info leaflets to new registered persons.

There are informations about the Family Card in the Internet (<http://www.familienkarte-nuernberg.de>). The listing of the partners is updated constantly. It is also possible for families to speak out on the Family Card.

The participation of the companies in the Family Card is free. They just have to commit to grant an adequate favour for the families. In return they attract attention to themselves and their offer with the partner-overview and the internet presence. The partners are allowed to go out to campaign with the sign: “Family Card Nuremberg – we are taking part!”. They get it as a clearly visible door sticker.

In April 2006 the card was sent by post to the about 49000 families in Nuremberg for free. The envelope contained a letter from the Lord Mayor of Nuremberg, the Family Card, which was personalized for one parent and has a valid time of two years, the Family Card

info flyer and the listing of the partners. The next dispatch of the Family Card Nuremberg is scheduled for April 2008.

Actual condition and the next steps in terms of sustainability

At the beginning in April 2006 80 partners were participating in the Family Card Nuremberg. Up to the middle of July 2007 the number rose to 156 partners. The staff for family in the Alliance for Family is looking for more partners for example from the world of retail, gastronomy, handcraft and trade, as well as partners from the world of culture, sports and free time.

Conclusion

Since the project has just been started it isn't possible to draw a closing conclusion. An evaluation is planned for 2008/2009.

Financing

The project is funded by the city Nuremberg and sponsors.

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