

## Summary of Agile Pilot Let's Do It, Romania

Company name	<b>LET'S DO IT, ROMANIA</b>
Company location	<b>Bucharest, Romania</b>
Domain	<b>Digital services, Waste Management</b>
Municipality	Nationwide
Project period	November 2025 – June 2026
Solution	An extended version of the "Let's Do It, Romania!" mobile and web app, optimizing environmental reporting (illegal dumping and ambrosia) through real-time notifications, bidirectional user-authority chats, short educational video tutorials, and a civic gamification badge system.
Stakeholders	<ul style="list-style-type: none"> <li>• active citizen reporters,</li> <li>• LDIR project management team,</li> <li>• external software developer,</li> <li>• local municipalities (UATs),</li> <li>• the National Environmental Guard (GNM).</li> </ul>
Lessons learned	The pilot successfully validated all civic-tech updates, while also confirming that scheduling implementation during the cold season (November–June) naturally lowers citizen mobility and slows down municipal field interventions — a key operational insight for future cohorts.
KPI 1 Adoption & usage	The initial phase proposed that a minimum of 90% of reports be transmitted to authorities within 48 hours. In practice, the LDIR team processed incoming alerts daily, ensuring a continuous, reliable transmission workflow that safely dispatched validated data to authorities within an optimal window of 24 to 48 hours — fully meeting the target throughout the entire pilot period.
KPI 2 Time savings	Target heavily exceeded. The initial phase proposed a documented field resolution rate of 48%. Through the agile pilot, the resolution rate climbed from an initial 46.38% (at submission in April 2025) to a stable 67.88% by May 2026, resulting in a historic milestone of 1,105,597 kg of waste successfully removed from nature.
KPI 3 User experience	The initial phase proposed that a minimum of 30% of active users obtain at least two badges. Although the gamification module was integrated later in the software timeline, the system currently logs that out of 9,000 unique users, 100% hold the starting badge, and over 1,000 unique users have already progressed to higher levels of civic engagement. Continuous monitoring will track further organic growth post-launch.

<p>Evaluation of the business model focusing on its viability and potential for growth</p>	<p>The viability and growth potential of the Let's Do It, Romania! platform are directly validated by the consistent expansion of both traction and efficiency metrics recorded across four key milestones of the pilot.</p> <p>At the time of application in April 2025, the platform logged 938 total reports, 435 successfully cleaned, a 46.38% resolution rate, and 422,482 kg of waste removed. By November 2025, at the official start of technical implementation, reports had grown to 1,799, cleaned cases to 1,145, pushing the resolution rate to 63.65% and total waste removed to 1,048,058 kg. By March 2026, following the rollout of new functionalities, the app logged 2,176 reports and 1,478 cleaned cases — a peak efficiency of 67.92% and 1,096,224 kg cleared. Finally, in the continuous monitoring phase concluded in June 2026, the ecosystem demonstrated structural stability with 2,248 total reports, 1,526 cleaned cases, a steady 67.88% resolution rate, and a historic peak of 1,105,597 kg of waste removed from the environment.</p> <p>This consistent upward trajectory confirms the high scalability of the platform, which natively spans all 41 Romanian counties and serves eco-conscious individuals, school networks within the Doers School program, local municipalities, and environmental authorities. Out of 9,000 unique users, over 1,000 have already progressed to higher civic engagement tiers — a strong signal of community retention and genuine platform traction. Looking ahead, the association plans to explore AI-driven backend automation to pre-sort incoming data, reduce non-compliant alerts, and scale human vetting capacity as adoption continues to grow.</p>
<p>Impacts</p>	<p>The agile pilot generated a meaningful dual impact — strengthening institutional capacity while validating the solution's technical and social infrastructure.</p> <p>For local communities and municipal partners, the project delivered a transparent, visual audit trail of regional cleanliness and provided high-quality, standardized geolocalized data that significantly optimized field inspection routes. Short educational video tutorials reduces non-compliant submissions, saving valuable administrative man-hours. This efficiency is directly reflected in the field: the resolution rate grew from 46.38% in April 2025 to a stable 67.88% by June 2026, resulting in the documented removal of 1,105,597 kg of waste from nature.</p> <p>For the association, PilotInnCities successfully transformed the app from a basic, one-way alert tool into an interactive, bidirectional transparency asset — solidifying LDIR's technical maturity, proving team agility under administrative constraints, and establishing a scalable framework for digital civic engagement ready to be replicated across the wider international network.</p>
<p>Suggestions for future actions, especially focusing on sustainability and replication</p>	<p>To ensure long-term sustainability and successful replication, upcoming cohorts should establish a clear administrative communication plan and a fixed compliance calendar from day one. Environmental field validation and community engagement activities should be scheduled during the warm season, when citizen mobility and authority response times are at their strongest. Expanding this validated civic-tech framework to other European cities — particularly within the Danube Region — can be effectively achieved by leveraging the existing Let's Do It! World international network.</p>
<p>Next steps</p>	<p>This pilot has delivered a thoroughly validated technical baseline, confirming the platform's operational viability and laying the groundwork for the next phase: exploring AI-driven backend automation for smarter, faster data processing.</p>

<p>Provider's Reflection</p>	<p>This agile pilot was a fundamental success — it effectively bridged the gap between a paper blueprint and live, national-scale civic operations.</p> <p>It confirmed that citizens actively embrace gamification when it's accessible and direct, and demonstrated that manual administrative bottlenecks can be significantly reduced through interactive digital tools.</p>
<p>Municipality's Reflection</p>	<p>The integration of short video reporting tutorials has already shown its value by reducing non-compliant submissions and saving public administrative man-hours.</p> <p>We embrace this platform as a transparent instrument for local environmental auditing and remain fully open to exploring automated data management options in our future collaboration</p>
<p>Expert's Reflection</p>	<p>As an implementation partner closely involved in the technical development of this platform, I can confidently say that this project stands out as one of the most promising civic-tech initiatives I have encountered at national level.</p> <p>The agile development approach allowed for rapid iteration and meaningful optimization at every stage, while the seamless integration of features like real-time push notifications, bidirectional communication, and the gamification system proved that digital tools can genuinely shift citizen-authority dynamics. I firmly believe in the long-term potential of this platform — its architecture is solid, its community traction is real, and its capacity to scale into a fully recognized national environmental infrastructure is not just possible, but well within reach.</p>