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Increasing Public Acceptance of the EUDI-Wallet: Municipal Strategies for Citizen Adoption in the 2027 Rollout A Project Study with SIGN8

About us

SIGN8 GmbH is a Munich-based qualified trust service provider (TSP) specializing in digital trust services, digital identity infrastructure, and wallet-related solutions. Its portfolio includes digital signatures, seals, certificates, and identity-related trust services.

Project description

This project study explores how cities and municipalities can increase public trust and acceptance of the EUDI-Wallet during the German rollout beginning in 2027. Using SIGN8 as a case company, the study examines how digital identity infrastructure, trust services, and local public communication can support real citizen adoption.

The project combines a **technology perspective** - including digital identity infrastructure, secure onboarding, and wallet-related trust services - with a **marketing and public adoption perspective**, focusing on trust-building, communication, usability, perceived value, and barriers to citizen adoption.

This topic is highly relevant because the success of the Digital Wallet will depend not only on technical infrastructure, but also on public trust, communication, and effective local implementation strategies.

Objectives of the project study

The main objectives are:

- to analyze the key factors influencing public trust and acceptance of the Digital Wallet,
- to identify measures that cities and municipalities can take to support citizen adoption,
- to examine how local governments can communicate the value of secure digital identity services,
- to develop practical recommendations for awareness, trust-building, and citizen engagement.

Expected outcomes include a framework for citizen adoption, an overview of municipal trust-building measures, and strategic recommendations for communication and activation.

Main task and methodology

Students will analyze the Digital Wallet context and the role of trust in adoption, identify barriers such as low awareness, complexity, or lack of trust, and assess how municipalities can encourage citizen use through communication and service design. They will also benchmark relevant municipal approaches and develop actionable recommendations for local implementation.

Recommended methodologies include desk research, literature review, stakeholder analysis, benchmarking, expert interviews, and the development of practical strategic recommendations.

Student requirements

Students should work analytically, independently, and in a practice-oriented manner. They should be able to connect technology, trust, communication, and citizen adoption, and translate findings into realistic recommendations for municipalities and local stakeholders.

Project scope and application

Preferred scope: 3 months for a focused study; 6 months for a broader study including interviews or comparative analysis.

Number of students: 3–5 students

Supervision: Regular biweekly meetings, 1–2 contact persons, milestone-based feedback

Application documents: CV and short motivation letter

Contact: chell@sign8.eu

