Helping Berliners make a more informed choice

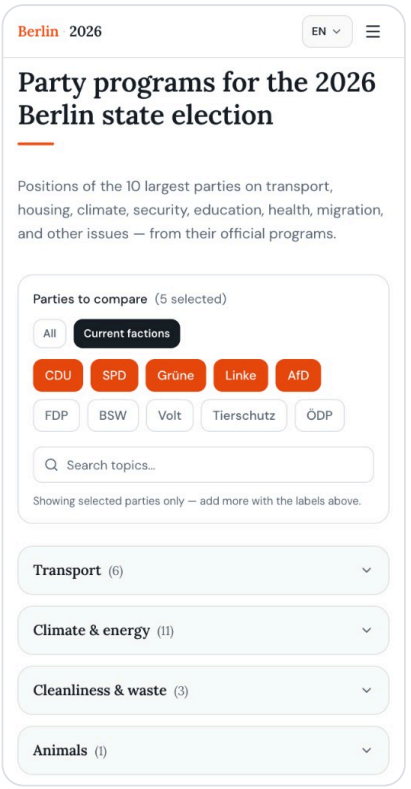
An independent, multilingual comparison of party programs for Berlin's state election on **20 September 2026**.

Why this existed

Official party programs are published **only in German**, often ~**200 pages** — a barrier for internationals and anyone who wants to compare substance without reading every PDF.

Existing tools help with preference quizzes. We wanted something different: **positions side by side**, by topic, with a path back to the original programs — in languages people in Berlin actually use.

Wahl Kompass is not a Wahl-O-Mat. It is not campaign material. It is an independent information project: **10 parties × 65 topics × 11 languages**. Summaries were drafted with AI help; people on the project stay editorially responsible (AI disclosure).



The comparison on berlin-2026.de (soon wahl.kompass.berlin) — pick parties, search topics, read positions side by side.

What we offered

A free comparison table where you can:

- Open topics that matter to you (transport, housing, climate, migration, and more)
- Choose which parties to compare
- Read short, comparable positions drawn from official programs
- Follow citations and program links when you want to verify

Impact: who we helped

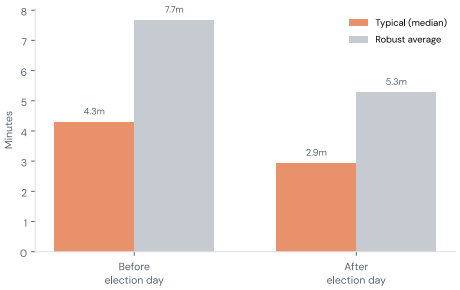
About 4,300 people reached the comparison

Thousands of people had a chance to compare party programs in a language they could use — before (and after) they voted.

~4 min typical visit · ~64% mobile · 11 languages · peak week ~2,700 visitors

They did compare — not just glance

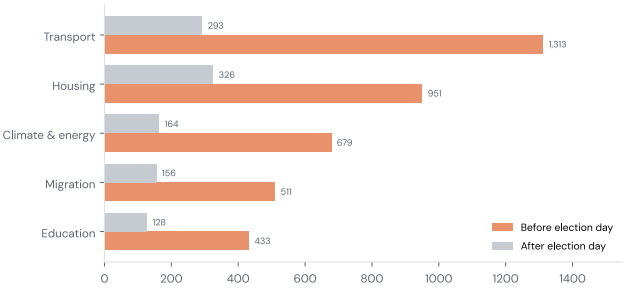
Among people who used the comparison in the final stretch before polls closed, a **typical visit lasted about 4 minutes**. Around **7 in 10** stayed longer than two minutes. That depth is how we know the tool helped with **informed looking**: people stayed long enough to read positions, not bounce after a screenshot. Hundreds also followed links back to original program text to verify.



Before vs after election day (typical & robust average).

What people cared about

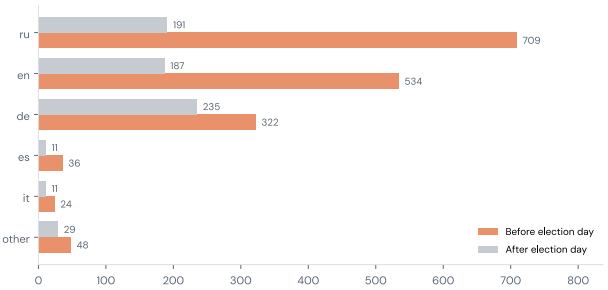
Transport and housing led interest — A100, U-Bahn, rent and social housing, Tempelhofer Feld — with migration and climate close behind.



Top topic groups before vs after election day.

Languages reflect where outreach landed

English, Russian, and German were strongest (lifetime homes roughly **1.8k / 1.6k / 1.0k** visitors). That mix is not only "who exists in Berlin"; it largely shows **where we managed to reach communities**.

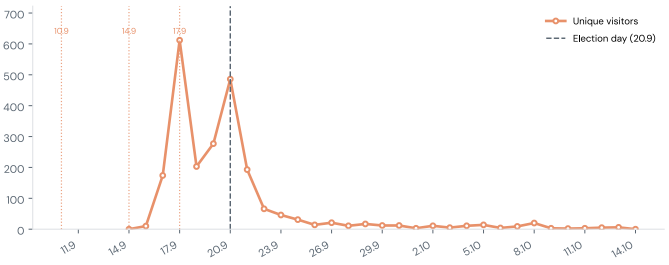


Top languages before vs after election day.

How people found us

Nine community publications shared the project in the ten days before the election. Peaks lined up with those shares (especially mid-September) and election day. Among them:

- Volna / Berlin (Telegram)
- Handpicked Berlin (Newsletter)
- 20 Percent Berlin (Substack)
- The Berlin Life (Substack)
- Goose Expat (Telegram)



Daily visitors; dotted marks = key publication days; dashed = election day.

English- and Russian-speaking communities were reached especially through local newsletters, influencers, and micro-media. We also did **email outreach**, shared the project

in our own networks, and contacted NGOs and *Migrantenorganisationen* working in the languages we covered. We cannot tell how much of that direct outreach brought visits — those contacts were not measured in a way that lets us attribute traffic.

We had **no advertising budget**. Growth was earned goodwill and search — mostly direct visits, Google, and Substack/Telegram.

A pleasant surprise after the vote

We expected interest to stop when polls closed. It did not. People kept coming through mid-October. Comparing programs still mattered to some Berliners even when the ballot was over. That afterlife was an unexpected gift of the project.

What held us back

We are proud of what shipped on almost no money. We are also clear about the limits of a two-person volunteer project:

- **Translations without community polish** — We could not involve language communities enough to review and refine wording. Nuance suffered where we lacked reviewers.
- **Outreach capacity** — We did not have enough time to reach every community we hoped to. Language visits largely mirror **where outreach succeeded**, not the full map of demand.
- **Late detail tracking** — Richer tracking of which topics people opened arrived only about a week before the election, so the deepest "what people compared" picture covers the final stretch.
- **Almost no cash** — There was no funding. Our total cash outlay was about **€25**, split between the two of us. Everything else was volunteer time.

Contact us

Questions about the project, corrections, partnerships, or translations? We would love to hear from you.

Email: feedback@berlin-2026.de
Site: www.berlin-2026.de (rebranding to wahl.kompass.berlin)
About & AI disclosure: About · AI disclosure

Sister civic work: Water for All — an open atlas of free drinking water in Berlin.

About the numbers: Reach figures are from privacy-respecting site analytics from when visitors first arrived (early September) through mid-October 2026. Engagement depth uses the instrumented window from mid-September. Topic opens are incomplete (tracking started late). We round for readability.