

# REENGAGE

ENGAGING CITIZENS - MOBILIZING TECHNOLOGY - DELIVERING GREEN DEAL

## Citizen Observers' Exchange Programme 2

Work Package 7, Deliverable D7.13

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Please refer to this report as follows:

Vuckovic, M., Sanz, F., Khan, Z., et al. (2025). Citizen Observers' Exchange Programme 2. Deliverable D7.13 of the Horizon Europe project REENGAGE.

Project information	
Project name:	<b>REENGAGE</b> – Innovative governance, environmental observations and digital solutions in support of the Green Deal
Grant Agreement No.	101086530
Start date:	01/01/2023
Duration:	36 months
Coordinator:	AIT Austrian Institute of Technology Giefinggasse 4, 1210 Vienna, Austria
Contact:	Jan Peters-Anders, Research Engineer
	Funded by the European Union GA n° 101086530.
Deliverable details	
Description:	This report sets the foundation for the REENGAGE Ambassador Exchange program.
Version:	Final
Dissemination level:	PU (Public)
Due date:	31/12/2025
Submission:	23/12/2025
Lead:	VRVis Zentrum für Virtual Reality und Visualisierung Forschungs-GmbH
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## Glossary

Citizen Observatory	According to EU project WeObserve, "Citizen Observatories (COs) are community-based environmental monitoring and information systems, that invite individuals to share observations, typically via mobile phone or the web. Throughout these activities citizens become able to participate in environmental management/local governance." [Reference: D2.1 - GREENGAGE Methodological Framework] In GREENGAGE, Observatory is a place like a Living Lab (a laboratory in a real context, putting stakeholders at the centre of the process) for collective learning that exploits the opportunity of using sensors and the use of Earth observation technology where citizens collect data and are empowered by the information generated from these data to improve environmental management towards an innovative governance of the territory.
Citizen Science	"In Citizen Science, a broad network of people collaborates. Participants provide experimental data and facilities for researchers, raise new questions and co-create a new scientific culture. While they add value, volunteers acquire new learning and skills and gain a deeper understanding of the scientific work in appealing ways. As a result of this open, networked and transdisciplinary scenario, science-society-policy interactions are improved, leading in turn to a more democratic research, based on evidence and informed decision-making" (Socientize consortium, 2014, p. 10).
Conversation Station	An analogue, physical pop-up kiosk deployed in public spaces to build trust and capture qualitative "sentiment data" in communities where digital-only engagement is exclusionary or distrusted. More details in GREENGAGE deliverable D5.2 Piloting and citizen observer activities report 2.
GREENGAGE Academy	The GREENGAGE Academy hosts the emerging GREENGAGE Community of Practise and is the central platform for sharing understandings of the process of developing GREENGAGE COs. As such, the Academy serves as the central interaction platform between CO coordinators, Citizen Observers and other participants of COs. The Academy acts as a knowledge base and toolbox around the setting up and effective coordination of citizen observatories. The Academy stores and indexes training resources, MOOCs, success stories, findings and best practises collected from the five GREENGAGE pilots as well as generated or adapted to guide the setting up of the pilots.
GREEN Engine	The GREEN Engine is the set of tools and software applications that make up the GREENGAGE toolset. They will be used to support the GREENGAGE COs in fulfilling the objectives of the Innovation Pilots.
GREENGAGE Observatories	See Citizen Observatories. An update of the term Citizen Observatory to comply with equity, diversity, and inclusion frameworks, as some of the participants and target groups of these associations do not necessarily possess citizenship.

GREENGAGE Observer Ambassadors	The Ambassadors participating in the GREENGAGE Ambassador Exchange Programme are eligible members from local communities involved in the GREENGAGE project. These individuals have been selected based on their relevant experience and significant contributions to their local pilot observatories. They are recognised for their ability to pass on the guidance and strategic direction from the GREENGAGE Core Team and to share and apply the knowledge they gain from the GREENGAGE Academy in their local observatory engagement. They are also evaluated on their capacity to effectively disseminate insights within their communities.
Innovation Actions	Innovation Actions are "primarily consisting of activities directly aiming at producing plans and arrangements or designs for new, altered or improved products, processes or services. For this purpose, they may include prototyping, testing, demonstrating, piloting, large-scale product validation and market replication. [...] Projects may include limited research and development activities" (EU HORIZON 2020). For GREENGAGE COs this means participatory research for innovation is not the focus but a means for understanding the GREENGAGE innovation action collectively.
Pilot Owner	The city, authority or local organisation responsible for the implementation of a particular GREENGAGE innovation pilot.
Thematic Co-Explorations	A Thematic Co-Explorations involves a group of people that combines already available datasets (Open Data, Copernicus) with those datasets that citizen observers can contribute with. The idea is that heterogenous datasets are combined and correlated to give place to indicators and visualisations that are widely understandable by laypeople. Besides, the conclusions or insights driven by each pilot will be mapped into storylines, i.e., narrative and visual communication to raise awareness about the issues associated with Green Deal topics and possible solutions that can be addressed in society.
Top-down approach on policy innovation	<p>The GREENGAGE Innovation Action is informed by a top-down logic. That means the developed frameworks are setting boundaries for meaningful experimentation:</p> <ul style="list-style-type: none"> <li>• The ethical framework is defining procedures on how to apply ethics in GREENGAGE COs.</li> <li>• The governance framework is defining the metrics through which the innovation potential of pilots will be captured</li> <li>• The methodological framework is setting core concepts and guides the development of the GREENGAGE approach on COs</li> <li>• The citizen science methodology frames how CO campaigns will be co-designed and co-delivered through exploring and exploiting existing technologies in piloting COs.</li> </ul> <p>[Reference: D2.1 - GREENGAGE Methodological Framework]</p>

## Executive summary (publishable)

This report sets the foundations for, and reports on the progress of, the GREENGAGE Ambassador Exchange Programme designed to foster collaboration and knowledge sharing among eligible GREENGAGE Observers engaged in environmental monitoring and sustainability initiatives across five Innovation Pilots in Europe: Bristol (UK), Copenhagen (DK), North Brabant (NL), Turano Valley (IT), and Gerace (IT).

The primary aim of the Exchange Programme is to enhance the capacity of selected GREENGAGE Observers through structured knowledge exchange and practical experiences. We start from describing the objectives, individual expectations, roles and responsibilities of the concerned actors, along with the structural elements of the programme. We describe the selection and eligibility process, for both the host locations and the participating Observers, respectively, where the Observers will be selected based on their activity levels and contributions to GREENGAGE Observatories. The most active Observers will be given the title of GREENGAGE Observer Ambassador. They will be able to visit a GREENGAGE Observatory in another city which deals with a similar topic.

We continue by describing the exchange activities, where the participants will engage in a series of coordinated activities during their visits. These include workshops, field visits, and collaborative sessions with their counterparts in the host cities. The focus will be on practical, hands-on learning, and the exchange of innovative ideas and best practices. Participants will also share challenges, failures, and use respective methods and tools to find better solutions collaboratively.

This deliverable also outlines the logistical arrangements for the Exchange Programme, including travel, accommodation, and scheduling of activities. A dedicated coordination team will oversee the implementation to ensure smooth execution and address any issues that may arise. An important challenge GREENGAGE project anticipates is the need to bridge possible financial and language barriers and cultural differences among participants (e.g., religious identity influencing social norms, dietary practices, religious ceremonies, personal values, etc.). To address this, the Exchange Programme will use a set budget to support the activities. Further, it will be essential to provide interpreter support and contextual guidance at all activities and meetings, ensuring effective communication and mutual understanding. This is expected to help navigate through distinct local conditions, standards, laws, challenges, needs and concerns, while fostering cultural awareness and sensitivity among participants. These measures will not only bridge communication gaps but also build trust and respect across diverse cultural and contextual backgrounds.

## Related documents

All GREENGAGE deliverables that are related to this document are listed below, and are available at the GREENGAGE website <https://www.greengage-project.eu/knowledge-base/deliverables/>.

D2.1 GREENGAGE Citizen Observatories Methodological Framework

D3.1 Citizen Observer Training: “How to do research” and CO Toolbox

D3.3 GREENGAGE CO Academy Roadmap

D4.1 GREEN Engine and Manual 1

D4.2 GREEN Engine and Manual 2

D4.3 GREENGAGE interoperable tools for urban analytics data to policy workflow lifecycle 1

D5.1 Piloting and Citizen Observer Activities Report 1

D5.2 Piloting and Citizen Observer Activities Report 2

D5.3 Training and Campaigning Report and Community Building

D7.12 Citizen Observers’ Exchange Programme 1

# 1 GREENGAGE summary

The pan-European Innovation Action, funded under the Horizon Europe Framework Programme, aimed to promote innovative governance processes, and tried to help public authorities in shaping their climate mitigation and adaptation policies. To achieve this aim, the GREENGAGE project leveraged citizens' participation and equipped them with innovative digital solutions that shall transform citizen's engagement and cities' effectiveness in delivering the European Green Deal objectives for carbon neutral cities.

Focusing on mobility, air quality and healthy living, the aim was to inspire citizens to observe and co-create their cities by sensing their urban environments. The idea was to complement, validate, and enrich information in authoritative data held by the public administrations and public agencies. This was facilitated by engaging with citizens to co-create green initiatives and to develop Citizen Observatories (CO). In GREENGAGE, Citizen Observatories were and are a place where pilot cities co-examine environmental issues integrating novel bottom-up processes with top-down perspectives. This provides the basis to co-create and co-design innovative solutions to monitor environmental problems at ground level with the help of citizens.

With two interrelated project dimensions, the project aimed to enhance intelligence applied to city decision-making processes and governance by engaging with citizen observations integrated with Copernicus, Global Earth Observation System of Systems GEOSS, in-situ, and socio-economic intelligence, and by delivering innovative governance models based on novel toolboxes of decision-making methodologies and technologies.

The Citizens Observatory campaigns were deployed and fully demonstrated in 5 pilot engagements in selected European cities and regions including: Bristol (the United Kingdom), Copenhagen (Denmark), Turano Valley (Italy), Gerace (Italy) and the region of North Brabant (the Netherlands). These innovation pilots aimed to highlight the need for smart city governance by promoting citizen engagement, co-creation, as well as gathering new data which should complement existing datasets and evidence-based decision and policymaking.

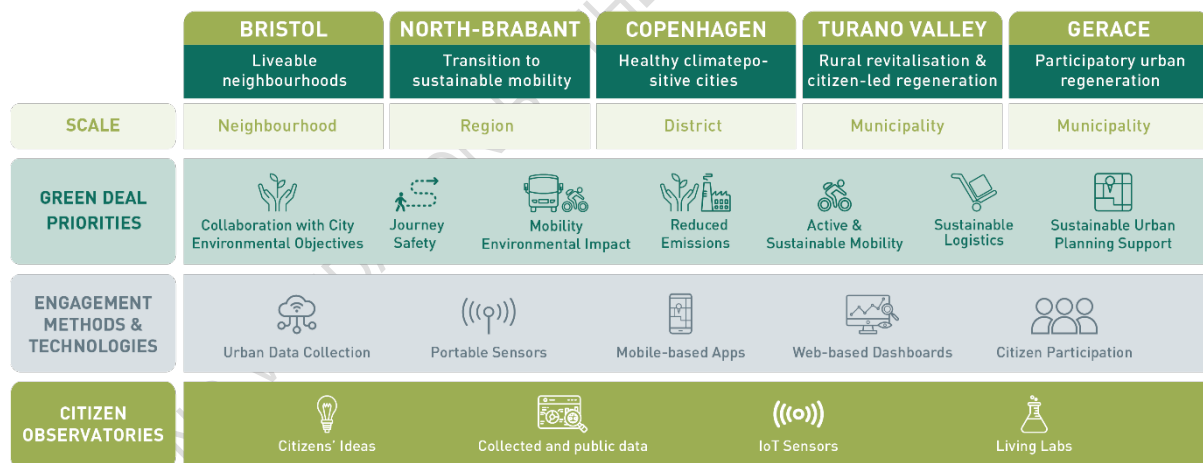


Figure 1: Structure of project GREENGAGE.



## 2 Object of the Deliverable

The document titled “*D7.13 Citizen Observers’ Exchange Programme 2*”, produced under the Horizon Europe project GREENGAGE, represents the second of two reports detailing the activities carried out within “*Task 7.3 Clustering and Outreach Activities*” of WP7. The first report (D7.12, version 01) was submitted in M20.

D7.12 outlined the foundations of the GREENGAGE Ambassador Exchange Programme, aimed at fostering collaboration and knowledge sharing among GREENGAGE Observers involved in environmental monitoring and sustainability initiatives across five Innovation Pilots in Europe: Bristol (UK), Copenhagen (DK), North Brabant (NL), Turano Valley (IT), and Gerace (IT).

Building on these foundations, the present report further details the activities undertaken and the progress achieved. The current overview of progress and implementation illustrates this process within the GREENGAGE project and could readily serve as a recommended blueprint for establishing an ambassador programme in future observatories beyond the project.

Generally speaking, the Ambassador Exchange Programme meaningfully strengthens the GREENGAGE project by enabling representatives from different pilot regions to directly share their experiences, methods, and lessons learned. Exchanging the said representatives (i.e., ambassadors) across diverse geographical and cultural contexts fosters mutual learning, helps uncover context-specific challenges and transferable solutions, and enriches the Citizen Observatory model with practical insights that might not surface through documents or remote communication alone. This hands-on cross-pollination of approaches promotes greater coherence, adaptability, and innovation across the project, ultimately leading to more robust, community-responsive governance practices.

### 3 Introduction

The GREENGAGE Ambassador Exchange Programme is an innovative initiative designed to enhance the effectiveness and reach of GREENGAGE Observers' engagement in the collection and application of localised knowledge and intelligence used in urban development and decision-making. Through a structured series of visits, workshops, and collaborative activities, the programme is providing selected participants (i.e., Ambassadors) valuable opportunities to learn from each other, share best practices, and develop innovative solutions to common challenges. An ambassador programme is needed to strengthen cross-site learning, build shared capacity, and ensure that successful methods and insights can be effectively transferred across different observatories.

The Ambassadors participating in the GREENGAGE Ambassador Exchange Programme are eligible members from local communities involved in the GREENGAGE project. These individuals have been selected based on their relevant experience and significant contributions to their local pilot observatories. They are recognised for their ability to pass on the guidance and strategic direction from the GREENGAGE Core Team and to share and apply the knowledge they gain from the GREENGAGE Academy in their local observatory engagement. They are also evaluated on their capacity to effectively disseminate insights within their communities. A transparent selection process, led by Pilot Owners and supported by the GREENGAGE consortium, ensures that suitable and qualified candidates participate, maintaining fairness and aligning with the goals of the pilots, the programme and the project.

The GREENGAGE Ambassador Exchange Programme is meant to operate across five diverse Innovation Pilots: Bristol (UK), Copenhagen (DK), North Brabant (NL), Turano Valley (IT), and Gerace (IT). Each pilot is embedded in its unique situational context and grounded on a variety of environmental, socio-political and socio-economical aspects and challenges (see, for example, Deliverables D2.1, D2.2, D3.1, D3.3). This diversity ensures that participants are exposed to a wide array of urban challenges and ways to deal with them, which, in turn, enables them to gain insights from distinct approaches to urban planning, sustainability, and community engagement. Furthermore, each pilot involves multiple stakeholders with varying roles, engagement levels, and expectations. Therefore, gaining a deep understanding of these different local perspectives is crucial to the success of the GREENGAGE Ambassador Exchange Programme. By engaging with different local contexts and perspectives, the programme strives to encourage Ambassadors to adapt and innovate their local approaches, drawing on the specific lessons and strategies that emerge from each pilot. This cross-pollination of ideas is not only enhancing the Ambassadors' capacity to address complex urban challenges in their respective countries of origin but also fostering a deeper understanding of how alternative and context-specific solutions can be adapted and applied in varied settings, ultimately contributing to more resilient and inclusive urban development practices.

In this deliverable, we outline the key foundational aspects of this programme, focusing on the programme objectives, unique perspective of different actors, its design components, implementation, and evaluation process, along the details of the activities undertaken and the progress achieved. By carefully designing each aspect of the programme, from identifying the right participants to monitoring and assessing outcomes, GREENGAGE aims to foster a collaborative and innovative environment that empowers participants to drive meaningful change in their communities.

Given the fixed budget for the Exchange Programme, the actual planning and costs of activities determine the number of visits and the number of Ambassadors from each pilot.

## 4 Key programme objectives and goals

Establishing clear objectives and goals is fundamental to the success of the GREENGAGE Ambassador Exchange Programme and is ensuring that every aspect of the exchange is purposeful and aligned with the broader mission of GREENGAGE.

Key objectives include:

1. **Enhancing collaboration** among GREENGAGE Observers by fostering strong connections and partnerships across different urban and cultural contexts.
2. **Sharing of best practices**, where participants learn from each other's successes and challenges, gaining insights that can be adapted and applied in their own cities.
3. **Improving the impact** of GREENGAGE Observatories by equipping the stakeholders with new tools, knowledge, and strategies that enhance the effectiveness of their engagement in urban development and decision-making.
4. **Enhancing the effectiveness** of the GREENGAGE Observers' engagement.
5. **Inspiring and motivating** a wider public to participate in Citizen Observatories in general.

By clearly defining these objectives, the programme ensures that all activities are targeted, measurable, and that they contribute to meaningful outcomes that advance the mission of the GREENGAGE project.

## 5 The programme capacity and limitations

As outlined in D7.12, the GREENGAGE Ambassador Exchange Programme initially anticipated up to four exchanges, with at least four of the five pilots hosting one visit each. The programme was designed to accommodate 2–3 Ambassadors per visit; however, this remained highly dependent on the available budget and on each pilot's ability to either initiate (send out) or host (welcome) an exchange. Resource allocation plays a critical role in determining not only the number of exchanges that can be supported but also the scope and depth of the associated activities. In line with these budgetary constraints, GREENGAGE continuously prioritises exchanges that offer the greatest impact and learning opportunities, ensuring that each visit is strategically planned to maximise value for all participants.

## 6 Understanding different roles and responsibilities of actors

The GREENGAGE Ambassador Exchange Programme builds around several actors' roles and responsibilities:

1. **Pilot Owners (host) perspective:** we consider here the pilot owners who are hosting the visiting Observers from other innovation pilot(s). These actors, in collaboration with guest Pilot Owners, shall effectively curate, organise and coordinate activities, visits, and meetings to create a smooth and productive exchange with visiting Observer Ambassadors. They oversee the logistics of travel/accommodation/subsistence (further supported by the GREENGAGE consortium responsible for the programme's budget), chairing, inviting relevant experts for input and guidance, finding and hiring translators, etc.
2. **Pilot Owners (guest) perspective:** we consider here the pilot owners who are sending their Observers to other innovation pilot(s). The focus of these actors is on ensuring that the exchange activities are appropriate and relevant, thus providing meaningful experiences that align with their own pilot objectives.
3. **GREENGAGE Ambassador (host) perspective:** we consider here the Observer Ambassadors who are hosting other visiting Observer Ambassadors. These ambassadors can come from any level of the observatory structure — core team members, facilitators, observers, and others. Their perspective centres around facilitating a welcoming and enriching environment that promotes knowledge sharing. Specifically, they co-curate activities with host Pilot Owners by helping organize local tours, provide input through lectures, moderate discussions, etc.
4. **GREENGAGE Ambassador (guest) perspective:** we consider here the Observer Ambassadors who are visiting other innovation pilot(s). Their perspective centres around gaining valuable insights and experiences that can be applied in their home cities but also sharing their own experiences in the host pilot. They are expected to attend activities, actively engage in discussions, provide input, share experiences, etc.
5. **GREENGAGE project partners perspective:** we consider here the GREENGAGE project partners who support the hosting pilots, while making sure that all the activities are aligned with the general project framework. These actors contribute by co-curating activities with Pilot Owners and Ambassadors, co-coordinating activities by participating via in-person or hybrid means, preparing translated teaching materials, recording the discussions (e.g., taking notes, photo/video documenting) and ensuring that the exchange aligns with broader project goals.
6. **Associated participants (host) perspective:** we consider here local organisations, universities, and government agencies from host pilots, which are different from the GREENGAGE project partners, who help ensure that the activities align with local, regional and national policies, research agendas and frameworks.

Recognising and balancing these roles and responsibilities is essential for creating a cohesive and impactful programme. This requires a careful orchestration of activities that cater to the needs of all stakeholders while fostering an environment of mutual respect and learning. By harmonising these diverse perspectives, the programme not only enhances the value of the exchange for each participant but also ensures that the outcomes contribute meaningfully to the overall objectives of the GREENGAGE initiative. This holistic approach helps to build stronger networks, encourages innovative thinking, and ultimately drives more effective and sustainable urban development strategies.

## 7 Design components of the programme

The design components of the GREENGAGE Ambassador Exchange Programme are designed to support its objectives and ensure a seamless and impactful experience for all participants. The programme is built around a series of aspects that incorporate flexibility to adapt to unforeseen circumstances, such as budget constraints or changing local conditions, ensuring that the core objectives are met even in a dynamic environment. In the following, we outline the process of selecting the host site(s), the key considerations of the exchange and eligibility criteria for becoming an Ambassador.

### 7.1 Selecting the host site(s)

Selecting the right host sites is critical to the success of the GREENGAGE Ambassador Exchange Programme, as it directly influences the quality and diversity of the learning experience. To maximise the benefits for both visiting and hosting participants, host sites are chosen based on their accessibility (i.e., readily reachable via public transportation), carbon footprint connected to travel, risk assessment e.g., local weather conditions, budget constraints, and ability to offer diverse and complementary experiences, providing GREENGAGE Ambassadors with a broader spectrum of actionable insights into urban development practices that may be adapted to their local context.

Ideal host sites are those with already established distinct and valuable GREENGAGE Observatories within the 5 pilot sites, where innovative community engagement and data collection methods are actively employed. Additionally, it is essential that these host sites are not only willing but also well-prepared to host visitors, with the necessary infrastructure and resources in place to facilitate a smooth exchange. To enhance the programme's impact, a cross-matching approach will be employed, ensuring that hosting locations are selected to complement the topics and activities that align with the specific challenges and priorities of the visiting participants' location.

Collaboration is also key - host sites should be eager to work alongside local organisations, universities, and government agencies, leveraging these partnerships to enrich the programme and ensure that the exchanges are deeply rooted in the local context. By carefully selecting and preparing these host sites, the programme can offer ambassadors an immersive and impactful experience that drives meaningful learning and collaboration.

This step is executed collaboratively by the Pilot Owners (both host and guest) along with all project partners, ensuring that each party's expertise and resources are effectively utilised. The Pilot Owners (both host and guest) lead the selection of established on-site Observatories to be included in the programme. Specifically, as pilot sites may have more Observatories running at the same time, Pilot Owners select the more mature one to be included in the programme. Project partners provide additional support.

### 7.2 Key considerations of the exchange

Defining the key considerations of the exchange is crucial for the success and smooth operation of the GREENGAGE Ambassador Exchange Programme. Establishing these specifics creates a clear framework that guides the planning and execution of the programme, ensuring that it meets its objectives while remaining adaptable to the needs of participants.

Key considerations include:

1. Determining the timing of the exchange (period of the year) – this should align with optimal local conditions, the inherent dynamics of the phenomenon under investigation, participant availability, and key project milestones.
2. Determining the duration of the exchange – this should be long enough to foster meaningful engagement and knowledge transfer, while being concise enough to maintain focus and efficiency.
3. Determining the number of participants – this should be carefully chosen to balance the inclusion of diverse perspectives with the logistical feasibility of managing the group effectively.

4. Determining the frequency of visits – this should be strategically planned to sustain momentum and continuity, allowing for periodic exchanges that build on prior learning experiences. However, repetition may not be necessary if it is decided that a single visit is sufficient, considering the schedules and resources of all involved parties.

These details will be discussed and decided upon jointly by the Pilot Owners (both host and guest) and all project partners.

### 7.3 Eligibility criteria for becoming an Ambassador

Establishing a transparent Ambassador selection process is pivotal for ensuring the integrity and effectiveness of the GREENGAGE Ambassador Exchange Programme. The Pilot Owners (both host and guest) lead the selection of the members of their local communities that will take part in the exchange. Criteria for selecting Ambassadors should focus on their relevant experience, their individual contributions to the GREENGAGE project or their local pilot Observatory, and their demonstrated ability to share and apply the knowledge they gain. Additionally, potential Ambassadors should be evaluated on their capacity for disseminating acquired insights effectively within their communities. However, aspects such as their ability and willingness to travel due to their family and work obligations, race and vulnerability status, citizenship or passport status, language barriers, etc. are all taken into consideration.

It is crucial to clearly define and manage any conflicts of interest that could influence the candidacy process, such as ensuring that applicants are not friends or relatives of members of the GREENGAGE consortium partners. This approach helps maintain fairness and objectivity, ensuring that participating Ambassadors are chosen based on merit. To make it fairer the Ambassador Exchange program is advertised to local observatories to seek potential interests from the observers.

### 7.4 Budget planning

Carefully outlining the budget is essential and includes a detailed breakdown of all costs involved, such as travel expenses, accommodation, meals, insurance, and any incidental expenses that may arise during the exchange. It is important to account for these expenditures early in the planning process to ensure that they align with the available budget.

The total budget allocated for the GREENGAGE Ambassador Exchange Programme is 13.600 €, with an initial allocation of 850 € per Ambassador per trip. A thorough assessment shall be conducted prior to each trip to compare the estimated costs against the budgetary constraints, allowing for adjustments if necessary. This financial planning ensures that resources are allocated efficiently, enabling the programme to meet its objectives without compromising on the quality or scope of the exchange activities.



## 8 Implementation

The implementation of the GREENGAGE Ambassador Exchange Programme marks a significant step in advancing innovative governance processes through cross-cultural collaboration and knowledge sharing. This phase involves translating the programme's strategic vision into actionable steps, ensuring that every element - from participant selection and site preparation to budget management and activity scheduling - is carefully planned and executed. By adopting a structured yet flexible approach, the implementation process aims to create a seamless experience for all stakeholders, including Pilot Owners, GREENGAGE Ambassadors, and project partners. The goal is to facilitate meaningful exchanges that enhance learning, promote best practices, and drive impactful solutions to urban challenges, ultimately contributing to the broader mission of GREENGAGE.

### 8.1 Cross-matching process for identifying hosting and visiting Observatories

The cross-matching process for identifying suitable hosting and visiting Observatories is carried out during both the in-person consortium meetings and the weekly Innovation Action Board (IAB) meetings. During these sessions, as each Pilot Owner was updating the consortium on their progress, potential pairings of pilots are also explored and discussed, with the aim of ensuring that exchanges are both relevant and mutually beneficial. Pairings are determined primarily on the basis of aligned Thematic Co-Explorations, ensuring that the selected hosting and visiting Observatories share common challenges, interests, and areas of innovation, which maximises the opportunities for knowledge exchange, collaborative learning, and the transfer of good practices.

The identified pairings and matching opportunities of GREENGAGE Observatories is given in Table 1.

Table 1: Pairings and matching of GREENGAGE Observatories.

Pairing	Thematic Focus	Added Value of Exchange
Turano Valley, IT (hosting) - Gerace, IT (visiting)	These two pilots share a similar geographical and structural identity, being rural villages confronted with issues of deterioration of the built environment, poor road infrastructure, and air quality concerns.	Their alignment allows for a meaningful exchange on strategies for addressing infrastructural limitations in small-scale, geographically constrained contexts, while also sharing lessons on maintaining community resilience in the face of environmental decline.
Copenhagen, DK (hosting) - North Brabant, NL (visiting)	Both pilots have a strong interest in noise monitoring, particularly in relation to urban mobility and its impacts on citizen well-being.	Pairing these pilots enables a joint exploration of monitoring methodologies, citizen engagement strategies, and data-driven approaches to managing urban soundscapes.
External Ambassador exchange from Hamburg, DE (visiting) to Bristol, UK (hosting)	The alignment of creative practices focusing on designing co-creative processes that bring together artists, researchers, community ambassadors, designers, and technologists. Both parties recognized the potential for collaborative experimentation, particularly in connection to the Conversation Station prototype, as the external Ambassador was working on a similar concept at the time called Funkfahrrad in Hamburg, DE.	This exchange enriches co-creative processes in GREENGAGE by blending artistic, scientific, and community perspectives, fostering innovative methods for engagement, and strengthening transdisciplinary collaboration. It deepens community ownership through imaginative and participatory approaches.



Copenhagen, DK (hosting) - Bristol, UK (visiting)	These pilots are aligned in addressing all aspects of wellbeing and liveability and the participatory dimension of involving citizens in measuring and interpreting dynamics of their living environment. Additional strong focus is on collaborative experimentation through the Conversation Station.	Their collaboration offers opportunities to compare approaches across different urban contexts, strengthening knowledge on effective interventions and community awareness-raising.
North Brabant, NL (visiting) to external GREENGAGE workshop event (SSPCR 2025 conference)	Participation in the GREENGAGE-hosted SSPCR workshop and discussions that explore innovative approaches to local transition governance through Citizen Observatories, while also critically examining the principles outlined in the GREENGAGE White Book.	This experience not only deepens understanding of participatory governance methods but also inspires the adaptation of tested strategies to diverse local contexts, fostering more effective, community-driven transitions.

Once the initial pairings are proposed, the process is coordinated by the respective Pilot Owners, further supported by and developed within the Pilot Support Teams (PSTs) meetings, who worked together to refine arrangements, confirm feasibility, and coordinate the practical aspects of the exchange. This structured approach ensured that the matching of Observatories is not only strategically meaningful but also operationally achievable.

## 8.2 Introductory briefings and recruitment

Introductory briefings and recruitment are foundational steps in the execution of the programme. A structured introductory phase begins with alignment discussions between the visiting and hosting Pilot Owners, to align which thematic sessions are to be carried out during the visit and how, including monitoring campaigns, along with the tools and methods that will be used (e.g., air quality monitoring, noise mapping, or community engagement techniques). More details on the alignment discussions are given in Table 2.

Table 2: Alignment discussions for the Ambassador Exchange Programme.

Innovation Pilot pairs	Alignment discussions
Turano Valley, IT (hosting) - Gerace, IT (visiting)	The concept of the exchange was developed in connection with the preparations for the Ideathon in the Turano Valley. Given the shared thematic focus between the involved pilots, the Ideathon was identified as an ideal opportunity to embed an exchange, providing a setting where different methods, tools, and approaches could be shared and compared.
Copenhagen, DK (hosting) - North Brabant, NL (visiting)	The concept of the exchange was discussed between the North Brabant and Copenhagen Pilot Owners, with the conversation centred on clarifying what exactly needed to be measured, evaluating the feasibility of conducting such measurements, and defining criteria for success. These discussions enabled the translation of identified needs into a clear brief or challenge for the Ambassadors.
External Ambassador exchange from Hamburg, DE (visiting) to Bristol, UK (hosting)	The concept of the exchange was discussed over three different video calls. One with Julia Carneiro (KWMC) about the concept and aim of the GREENGAGE project, where the Ambassador first learned about KWMC, GREENGAGE, and the EBLN Schemes. Another with Annali Grimes (KWMC), focusing on the organization of his stay, during which they discussed dates for testing and building so that the design process could include multiple iterations and ensure the device would function well even in Ambassador's absence. And one with Chris Ingram from the KWMC's The

Factory maker space, preparing the prototype build to guarantee a smooth and efficient building phase.

Copenhagen, DK (hosting) - Bristol, UK (visiting)	The concept of the exchange between the Bristol and Copenhagen pilots emerged during joint advocacy activities and was further shaped through in-depth discussions on citizen engagement during in-person consortium meetings.
North Brabant, NL (visiting) to external GREENGAGE workshop event (SSPCR 2025 conference)	The concept of workshop participation emerged during the IAB meetings, highlighting the value of reflecting on the perspectives of the younger generation in relation to the GREENGAGE approach.

Regarding the recruitment phase, potential Ambassadors are identified among those who have demonstrated relevant experience, contributed actively to both the GREENGAGE project and their local Citizen Observatory, and possess the ability to effectively share and apply acquired knowledge. A thorough evaluation process ensures that the selected participants are well qualified and capable of maximising the programme's objectives, thereby laying the groundwork for a productive and enriching exchange experience. This selection is carried out by the Pilot Owners, who reviewed candidates past engagement levels and their readiness to participate in ongoing data collection and public engagement campaigns. The classification of the participating Ambassadors is given in Table 3.

Table 3: Classification of the participating Ambassadors.

Innovation Pilot pairs	Classification
Turano Valley, IT (hosting) - Gerace, IT (visiting)	The Ambassadors consisted of two members of the local community, representing the middle-aged generation. Their involvement brought valuable local knowledge, lived experience, and historical perspectives on community challenges.
Copenhagen, DK (hosting) - North Brabant, NL (visiting)	The Ambassadors consisted of three university students, who contributed fresh perspectives, technical skills, and familiarity with digital monitoring tools. Their engagement emphasized innovative approaches and active experimentation. They also paid special attention to participation techniques and potential obstacles, facilitating citizens' willingness to engage and contribute.
External Ambassador exchange from Hamburg, DE (visiting) to Bristol, UK (hosting)	The external Ambassador is an artist, musician, and spatial practitioner. Central to his work is the idea of mobility—not only as physical movement but also as a method of generating flexible, adaptive structures that enable encounters across diverse communities. A key example is Funkfahrrad (2022), a mobile sculpture merging an electric cargo bike with a recording studio. Their involvement adds significant value to the Bristol pilot by bringing inventive, experiential approaches to co-creation, introducing adaptable methods for community engagement, and fostering transdisciplinary collaboration between artists, researchers, designers, and technologists.
Copenhagen, DK (hosting) - Bristol, UK (visiting)	The Ambassador is the same individual who participated in the exchange between Hamburg and Bristol and, through that previous experience, became well integrated into the GREENGAGE project. As the focus of this exchange was equally on the Conversation Station, the Conversation Station effectively served as a special kind of Ambassador - an innovative, situationally adaptable recording booth capturing diverse perspectives and local voices.
North Brabant, NL (visiting) to external GREENGAGE workshop event (SSPCR 2025 conference)	The Ambassadors consisted of three university students who actively participated in dynamic discussions and hands-on sessions, exploring the GREENGAGE approach on participatory urban planning, practical testing of the GREENGAGE technology, and offering a deep, critical reflection on the

project's final output – the GREENGAGE White Book – during the SSPCR workshop's World Café session.

Following, introductory briefings are organised between both visiting and hosting Pilot Owners to familiarise Ambassadors with the thematic focus of their specific visit (Table 4). These sessions also covered the expected outcomes of the exchange, emphasising that Ambassadors are not merely visitors, but active contributors tasked with sharing knowledge, gathering insights, and bringing back learnings to their home Observatory.

Table 4: Introductory briefings for the Ambassador Exchange Programme.

Innovation Pilot pairs	Introductory briefings
Turano Valley, IT (hosting) - Gerace, IT (visiting)	The introductory briefings for the Turano–Gerace exchange were conducted within the framework of ongoing inter-territorial collaboration discussions, aimed at advancing the broader green transition goals. These briefings were organised by the Pilot Owner to familiarise the Ambassadors with the thematic focus of the visit, which centred on environmental monitoring, infrastructure challenges, and community-led sustainability practices.
Copenhagen, DK (hosting) - North Brabant, NL (visiting)	Several introductory briefings took place between the hosting Pilot Owner (Copenhagen) and the visiting Ambassadors (North Brabant). This included email correspondence and an online meeting, during which the host provided context on the specific challenge, clarified the objectives of the exchange, and outlined both best-case and minimum-case scenarios for the activities. In this case, the focus was on noise-level measurements, which also required engaging directly with residents to gain access to their homes. To facilitate collaboration, a shared data folder was established, ensuring that all measurements and outcomes could be easily collected and accessed by the team.
External Ambassador exchange from Hamburg, DE (visiting) to Bristol, UK (hosting)	The introductory briefings occurred during the initial alignment discussions, during which the Ambassador was familiarized with the GREENGAGE project and its mission, as well as the specifics of the Bristol Innovation Pilot and its EBLN scheme. These discussions also provided an opportunity to reflect on the focus of the Conversation Station, highlighting its potential as a flexible, participatory platform for dialogue, experimentation, and community engagement. This early exchange helped align expectations and identify the value of combining artistic, technological, and community-led approaches in co-creative processes.
Copenhagen, DK (hosting) - Bristol, UK (visiting)	The introductory briefings took place during bilateral meetings between the host pilot owners and visiting parties. These discussions provided an opportunity to reflect on the focus of the Conversation Station, highlighting its potential as a flexible, participatory platform for dialogue, experimentation, and community engagement.
North Brabant, NL (visiting) to external GREENGAGE workshop event (SSPCR 2025 conference)	The introductory briefings were conducted through email correspondence and online meetings between the participating students and the SSPCR workshop organizers. During these sessions, the GREENGAGE project was presented, and the expectations and plans for the participatory session within the SSPCR were outlined.

### 8.3 Funding and logistics

The programme is designed to cover the essential expenses associated with the Ambassadors' visits, including travel, accommodation, and other related costs. To ensure smooth arrangements, Pilot Owners work closely with their ambassadors to carefully plan the logistics of each exchange, facilitating both efficient travel and productive engagements on site.

The financial management of the programme is centrally coordinated by VRVis (acting as the programme budget coordinator). Once the allocation is confirmed, the follow-up organisational aspects are handled in cooperation between VRVis and the respective Pilot Owner. Whenever feasible, VRVis directly arranges travel and accommodation, with a priority on ensuring the comfort, safety, and well-being of the Ambassadors. In cases where direct booking is not possible, Ambassadors arrange their own travel and accommodation, with expenses reimbursed up to the allocated limit upon submission of receipts.

To guarantee the equitable distribution of resources across all participating pilots, an upper budget limit per Ambassador has been established for each visit. Specifically, each Ambassador is allocated €850 to cover their expenses. This cap allows the programme to maintain fairness among participants while also ensuring that the limited resources can support multiple exchanges.

By carefully managing both the logistical and financial aspects, the programme not only seeks to provide Ambassadors with a seamless and well-supported experience but also maximises the overall impact and value of the exchange for the GREENGAGE network. In general, the project deliverable D5.1 Training and Campaigning Report and Community Building provides details on how participants are actively included and facilitated through structured collaboration and support within the GREENGAGE framework. By engaging citizens, local authorities, and other stakeholders, the project ensures that diverse perspectives are represented across its activities. Supported by the Ambassador Exchange Programme, the combined approach balances operational efficiency with the strategic aim of fostering collaboration, knowledge sharing, and cross-pilot learning.

### 8.4 Health and safety measures

Health and safety measures are paramount thus both Ambassadors and Pilot Owners involved in the exchange had to conduct thorough health and safety risk assessments to identify and mitigate potential risks. Ambassadors were responsible for assessing their personal health and safety needs, including travel insurance, while Pilot Owners had to evaluate local conditions, emergency procedures, and any specific hazards that could affect visitors. This collaborative approach ensured that all potential risks are addressed, promoting a safe and secure environment for everyone involved in the programme.

### 8.5 On-site coordination, preparatory onboarding and training

Effective coordination with host sites involved planning and executing a range of activities, including on-site tours and hands-on participation, to provide Ambassadors with a comprehensive understanding of the host site's operations and innovations. Host Pilot Owners led the organisation of on-site activities, while the guest Pilot Owners focused on aligning these activities with their specific objectives.

Given that the preparatory onboarding and training is a crucial component in preparing Ambassadors for their successful participation in the Ambassador Exchange Programme, this phase involved conducting comprehensive onboarding and training sessions designed to equip Ambassadors with the knowledge and skills necessary for a successful exchange. The preparatory onboarding and training covered essential topics such as insights into localised challenges of the hosting localities and the tools and approaches used in the hosting localities. Clear expectations are defined, outlining the roles and responsibilities of each participant, the goals of the exchange, and the standards of conduct required. This preparatory training phase ensured that Ambassadors are well-informed, confident, and ready to contribute meaningfully to the programme, thereby enhancing the overall effectiveness and impact of the exchange. This phase is generally coordinated by the involved Pilot Owners, and further supported by relevant project partners, whenever needed (e.g., if a specific tool/app/platform is to be used).

More details on the preparatory onboarding and training are given in Table 5.

Table 5: Preparatory onboarding and training for the Ambassador Exchange Programme.

Innovation Pilot pairs	Onboarding and training
Turano Valley, IT (hosting) - Gerace, IT (visiting)	Preparatory onboarding and training for visiting Ambassadors in Turano Valley was integrated into the Ideathon, where the host Pilot Owner provided an overview of the local context and challenges, along various project partners who provided an overview of relevant tools and methodologies and how to apply them on-site. These included the use of monitoring sensors, data visualisation platforms, and image processing techniques, equipping participants with the necessary technical knowledge to engage effectively in the exchange.
Copenhagen, DK (hosting) - North Brabant, NL (visiting)	Preparatory onboarding and training were led directly by the host Pilot Owner (Copenhagen), who introduced the Ambassadors to the local context and the site. Practical sessions were conducted, during which participants carried out joint measurements to calibrate the apps and familiarise themselves with the procedures. The host further supported the Ambassadors by providing data collection resources, such as maps of measurement locations and bicycles for mobility, thereby ensuring participants were fully onboarded and ready to carry out their tasks effectively.
External Ambassador exchange from Hamburg, DE (visiting) to Bristol, UK (hosting)	Multiple onboarding sessions were conducted, structured across different talks and spaces to move from macro-level understanding to micro-level details. In the first session at the KWMC space, the Ambassador was introduced to the overall GREENGAGE project, and together they created an actor network map to navigate the complex array of partners, collaborators, and Ambassadors. During field trips, they held targeted meetings to discuss the current situation on site and clarify the objectives of each field mission. These interactions allowed the Ambassador to learn about the neighbourhoods and connect with local residents, gaining insight into their personal stories and experiences.
Copenhagen, DK (hosting) - Bristol, UK (visiting)	Since the exchange involved the same individual as in the Hamburg - Bristol exchange, preparatory onboarding within the GREENGAGE project context was not required. However, onboarding related to topics specific to the Copenhagen pilot was conducted through multiple bilateral meetings between the host pilot owners and the visiting participants. At the same time, details were provided on the Conversation Station, its intended use, and its potential for capturing the unique voices of local communities.
North Brabant, NL (visiting) to external GREENGAGE workshop event (SSPCR 2025 conference)	Preparatory onboarding was carried out during the introductory briefings and was supported by the SSPCR workshop organizers. During these sessions, the GREENGAGE project was presented, and the expectations and plans for the participatory session within the SSPCR were outlined.

Whenever necessary, cultural sensitivity is equally addressed to ensure respectful and effective engagement with diverse environments and their communities. In these cases, discussion sessions are offered on the cultural differences they may encounter, including local customs, practices, and social norms of the host countries. These sessions generally help Ambassadors understand and navigate these cultural nuances, ensuring they adapt their behaviour and communication styles accordingly. Emphasising the importance of respect and open-mindedness, this step aims to facilitate harmonious exchanges and build strong, positive relationships with host communities, ultimately enhancing the effectiveness and impact of the programme.

## 8.6 Implementation of Ambassador activities

The implementation of Ambassador activities represents the practical core of the exchange programme, where preparatory discussions, onboarding and training are translated into hands-on engagement. During this phase, Ambassadors actively participated in thematic sessions, monitoring campaigns, and community interactions designed by both hosting and visiting Pilot Owners.

Table 6 presents the timeline for the implementation of the Ambassador exchange programme, together with information on the supporting GREENGAGE partners responsible for logistics, language support, and related aspects. Table 7 offers an overview of the corresponding Ambassador engagement.

Table 6: Implementation specifics of the Ambassador Exchange Programme.

Innovation Pilot pairs	Date	Supporting GREENGAGE partners
Turano Valley, IT (hosting) - Gerace, IT (visiting)	26/03/2025 - 28/03/2025	Giorgio Scavino (BORGHI)
Copenhagen, DK (hosting) - North Brabant, NL (visiting)	23/06/2025 - 24/06/2025	Sjors Martens (BUas), Rasmus Reeh (MPA)
External Ambassador exchange from Hamburg, DE (visiting) to Bristol, UK (hosting)	04/09/2025 - 25/09/2025	Julia Costa Carneiro (KWMC), Annali Grimes (KWMC)
Copenhagen, DK (hosting) - Bristol, UK (visiting)	06/10/2025 - 09/10/2025	Julia Costa Carneiro (KWMC), Annali Grimes (KWMC), Dorte Grastrup-Hansen (MPA), Rasmus Reeh (MPA)
North Brabant, NL (visiting) to external GREENGAGE workshop event (SSPCR 2025 conference)	09/12/2025 - 12/12/2025	Anna Kozłowska, Jan Peters-Anders, Ernst Gebetsroither-Geringer (AIT), Zaheer Khan, Kamran Soomro, Elisa Covato (UWE), Diego Lopez de Ipiña

Table 7: Description of the Ambassador engagement.

Innovation Pilot pairs	Ambassador engagement
Turano Valley, IT (hosting) - Gerace, IT (visiting)	The Ambassadors explored a range of ongoing activities, including air quality monitoring with Atmotube devices, which gave them hands-on experience with portable sensing technologies and their role in local data collection campaigns (Figure 2). In particular, the Atmotube was used to assess the pollution impact of vehicles, enabling the Ambassadors to observe in real time how traffic emissions contribute to fluctuations in air quality at different locations. These activities were designed to help the visiting ambassadors gain a better understanding of how these methods could be applied in their own locations.
Copenhagen, DK (hosting) - North Brabant, NL (visiting)	<p>Three Ambassadors travelled to Copenhagen to take part in noise measurement activities in the Ørestad neighbourhood (Figure 3). Using the NIOSH iPhone app, their task was to test the assumption that noise pollution increases on higher floors compared to ground level. To do so, the Ambassadors first calibrated the measurement equipment, agreed on the most effective measurement strategy, and then carried out systematic recordings in several multi-storey parking garages at different levels.</p> <p>Following this, they visited apartment buildings, engaging directly with residents and requesting access to their balconies in order to measure noise exposure within residential settings. Over the course of the exchange, the Ambassadors completed a total of 75 measurements across the</p>



	<p>Ørestad area, generating valuable data and strengthening citizen-driven approaches to understanding urban noise pollution.</p>
<p>External Ambassador exchange from Hamburg, DE (visiting) to Bristol, UK (hosting)</p>	<p>The Conversation Station (CoSta) was developed as technological facilitator of knowledge exchange and ambassador itself. The development evolved through a 12-day iterative prototype process, building on the FunkFahrrad (2022) prototype as a mobile, self-sufficient platform for spontaneous urban engagement. CoSta combines hardware, software, and facilitation, with sensitivity to participatory urban contexts, enabling high-quality audio conversations anywhere, without technical expertise Figure 4.</p> <p><b>CoSta I – “Get out there, but fast”:</b> Developed in three days at KWMC Factory, the first prototype functioned technically but required improvements in transport, user interface, and equipment organization.</p> <p><b>CoSta II – “Everything in a Box”:</b> Adapted into a modular, stackable storage system for easier transport and flexible use. The necessary components were divided into three boxes of equal height, one of which contains all the electronics and the user interface, while the other two contain the audio equipment. User interface enhancements included clear connector slots, individual headphone volume control, and symbol markings. Extensions were added for attachments like headphone holders, tables, flagpoles or umbrellas.</p> <p><b>CoSta III – “Press the Button”:</b> The final prototype introduced a central record button, allowing participants to start conversations freely and record when ready.</p>
<p>Copenhagen, DK (hosting) - Bristol, UK (visiting)</p>	<p>The activities centred on bringing the Conversation Station as GREENGAGE Ambassador to Copenhagen and testing it within the Copenhagen context, specifically in streets, at a playground, and inside a local library, focusing on spontaneous public engagement. The exchange concluded in an exploration of a context specific dataflow and possibilities for adaptation of the technical components and use of Conversation Station for the Copenhagen context.</p>
<p>North Brabant, NL (visiting) to external GREENGAGE workshop event (SSPCR 2025 conference)</p>	<p>The ambassadors were actively engaged throughout the workshop, participating in hands-on activities and open discussions. Their involvement provided fresh perspectives and critical insights on the methods being explored and the GREENGAGE White Book, helping to identify strengths, gaps, and opportunities for improvement. By contributing their observations and reflections, the ambassadors enriched the dialogue and supported a deeper understanding of the GREENGAGE approaches, demonstrating the value of integrating diverse viewpoints into participatory urban planning processes.</p>



Figure 2: The engagement of the Ambassadors during the air pollution measurement activities carried out in the Turano Valley.



Figure 3: Three Ambassadors who travelled to Copenhagen to take part in noise measurement activities in the Ørestad neighbourhood.





Figure 4: The Conversation Station (CoSta) – a mobile, modular platform for spontaneous community engagement, combining audio recording, playback, and participatory interaction, developed through iterative prototyping in Bristol.



Figure 5: The Conversation Station (CoSta) in use in the Copenhagen context.



## 9 Evaluation and Reflections

### 9.1 Reflections, feedback and documentation

Post-visit activities are crucial for maximising the impact of the GREENGAGE Ambassador Exchange Programme. Following the visits, reflection sessions are conducted by Pilot Owners with Ambassadors to gather comprehensive feedback on their experiences (Table 8). These sessions focused on discussing the key learnings and how these insights can be applied to their respective home projects, ensuring that the knowledge gained is effectively utilised. Ambassadors are also encouraged to document their experiences and insights through detailed reports, presentations, or storytelling content. By capturing and disseminating these reflections, the programme fosters a continuous learning loop and enhances the collective knowledge of the GREENGAGE network.

Table 8: Reflection on learnings of the Ambassadors.

Innovation Pilot pairs	Ambassador reflection
Turano Valley, IT (hosting) - Gerace, IT (visiting)	<p>Through their participation, the Ambassadors not only acquired new skills and methodological insights but also contributed their own perspectives and experiences, enriching the collective learning process. They facilitated dialogue on pressing environmental challenges, explored potential solutions, and contributed to building stronger connections between technical monitoring practices and community-led sustainability efforts.</p> <p>This active involvement strengthened inter-territorial collaboration between the pilots, while also enhancing civic engagement by demonstrating how citizens can play a meaningful role in monitoring, interpreting, and acting upon environmental data.</p>
Copenhagen, DK (hosting) - North Brabant, NL (visiting)	<p>The students actively reflected on and evaluated the differences in procedures between the Copenhagen and North Brabant exchanges. They compared the more hands-on, flexible approach in Copenhagen with the data-intensive, structured approach in North Brabant, discussing their observations both in a joint conversation with both Pilot Owners, and in a follow-up discussion with their local Pilot Owner.</p> <p>They found the Copenhagen assignment more flexible, as it involved using an iPhone app that could be deployed anywhere, compared to the GREENGAGE app used in North Brabant, which guided participants to specific, predefined measurement points along bike paths. The Copenhagen task was also perceived as more akin to citizen science, involving direct interactions such as visiting residents' homes and collecting measurements, whereas the North Brabant assignment felt more like a formal data collection exercise.</p> <p>A key insight from their reflections was that they felt particularly welcomed and engaged as participants in Copenhagen. Residents were generally open to allowing access to their homes, fostering a sense of inclusion. In North Brabant, the focus was primarily on systematic data collection at predefined locations, which provided a structured framework for the measurements, but was lacking community interaction.</p>
External Ambassador exchange from Hamburg, DE (visiting) to Bristol, UK (hosting)	<p>The success of the Conversation Station lies not only in its technical functionality but in its ability to enable meaningful, spontaneous engagement with diverse communities. Iterative prototyping allowed the device to evolve responsively, integrating user feedback, transportability, and intuitive interfaces, demonstrating the value of iterative, participatory design. The project effectively bridged artistic practice, technological innovation, and community engagement, providing a flexible platform that can adapt to different urban contexts. Moreover, Conversation Station's design empowered participants to contribute on their own terms, lowering</p>

barriers to participation and fostering a sense of agency and co-ownership. The process also strengthened transdisciplinary collaboration among artists, researchers, technologists, and local ambassadors, offering a replicable model for future co-creative projects.

Copenhagen, DK (hosting) - Bristol, UK (visiting)	The key learning from the participatory tests is that cultural context and spatial dynamics significantly influence how the Conversation Station is perceived and used. The same hardware can express itself very differently across cities, requiring careful adaptation to local semiotics, social norms, and rhythms of everyday life. This highlights the importance of situational sensitivity when deploying participatory tools, ensuring that they resonate with local communities and effectively capture diverse voices.
North Brabant, NL (visiting) to external GREENGAGE workshop event (SSPCR 2025 conference)	The students actively participated in the workshop called <i>Making Urban Futures Together - Innovating Local Transition Governance through Citizen Observatories (GREENGAGE)</i> . They went together with the other participants and the organisers on a data walk to experience a dedicated SSPCR Citizen Observatory, collected data and observed the surroundings of the conference. Being trained in the GREENGAGE app, they supported the organisers in helping other workshop participants to understand the functionalities of the app and actively discussed the results of the data walk during the following presentation of the collected data, as well as GREEN Engine's configuration and visualisation back end.

## 9.2 Sustain collaboration

To achieve sustained collaboration, ongoing communication and collaboration channels are established between Ambassadors and host sites through their local Pilot Owners, ensuring that relationships and knowledge sharing extend beyond the initial visit. This facilitates continuous exchange of ideas, updates, and best practices among Ambassadors. By maintaining these connections, the programme enhances the ongoing relevance and effectiveness of the exchanges, driving sustained innovation and mutual growth within the GREENGAGE network.

## 9.3 Evaluate programme

The evaluation phase focuses on assessing the programme's success by examining both the effectiveness of knowledge exchange and the tangible impact on participants' home projects. To gain a comprehensive understanding, reflections were collected from involved participants through direct outreach, capturing their experiences, insights, and perceptions of the added value provided by the programme. This feedback, summarized through the learnings presented in Table 8, provides a detailed account of how the Ambassador Exchange Programme contributed to cross-site learning and the adaptation of methods to diverse local contexts. It also highlights the need to consider specific aspects when applying methods and technologies in new contexts. Altogether, such learnings ensure the programme continues to support meaningful collaboration and effective knowledge transfer across the network of citizen observatories.

## 10 Conclusions

The GREENGAGE Ambassador Exchange Programme represents an innovative approach to enhancing smart urban development through cross-cultural knowledge sharing and collaborative learning. By structuring the programme across five diverse Innovation Pilots - Bristol, Copenhagen, North Brabant, Turano Valley, and Gerace - the initiative leverages a wide range of local contexts and challenges to foster comprehensive and innovative solutions. The clear objectives of the programme, from enhancing collaboration and sharing best practices to improving impact of citizen observatories on environmental governance, are foundational to its design and execution.

Understanding the contributions of various actors, including Pilot Owners, GREENGAGE Ambassadors, and project partners, ensures that the programme is inclusive and responsive to the needs of all participants. The structural aspects of the programme, such as the selection of host sites, defining visit specifics, and managing budget and logistics, are planned to optimise the exchange experience and maximise learning outcomes.

The preparation, recruitment, onboarding and training phases are crucial for setting a strong foundation, while cultural sensitivity, health and safety measures, and post-visit activities ensure that exchanges are conducted effectively and responsibly. The commitment to sustaining collaboration and evaluating the programme's success underscores the initiative's dedication to continuous improvement and long-term impact.

In summary, the GREENGAGE Ambassador Exchange Programme is designed to create meaningful, impactful exchanges that advance innovative urban development practices and foster a valuable network of knowledge and innovation. By carefully managing each step and integrating feedback, the programme aims to drive lasting change and contribute to more resilient, inclusive, and functional urban environments. The programme was implemented during the 2<sup>nd</sup> period of the GREENGAGE project.

On a broader scale, the Ambassador Exchange Programme holds significant relevance for Citizen Observatories, as it illustrates how sharing experiences across different pilots can foster mutual learning and innovation. Through hands-on activities and critical reflection, ambassadors facilitate the transfer of practical knowledge, methods, and context-specific insights between observatories. This approach not only enhances the ability of individual observatories to tailor tools and practices to their local contexts but also strengthens the broader network, allowing lessons learned in one location to inform and improve practices elsewhere.