



ClairCity: Citizen-led air pollution reduction in cities

ClairCity Final Conference - Belgium

April 2020

Document Details

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Description	<p>This report provides evidence of the work done for the ClairCity Final Conference, supposed to take place in Brussels, Belgium on 19 March 2020. Due to COVID-19, the ClairCity final conference had to be cancelled.</p> <p>This report includes:</p> <ul style="list-style-type: none">- A copy of the programme- An overview of registrations / participants we expected based on registrations- References to the public relations around the conference- Alternative dissemination plan in light of COVID-19

Version History

Version	Updated By	Date	Changes / Comments
V1.0	Irati Artola	April 2020	Initiating document
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1 Introduction

This report provides evidence of the work done to organise the Final ClairCity Conference aimed to disseminate project results to the wider public. The conference was supposed to take place in Brussels on 19 March 2020 at [ATELIER 29](#) (Rue Jacques de Lalaing 29, 1000 Brussels). Ten days before the conference date, the event had to be cancelled due to COVID-19.

Figure 1-1: Cancelled Conference graphic for social media



By then, all organisation work had been done. A great programme had also been put in place to disseminate to the wider public the results, findings and outputs we achieved and produced in the past 4 years.

We expected policymakers (national and EU level), NGOs, academics and experts among others to attend the conference. The programme included presentations and interventions from a range of top-nutch speakers and organisations as well as ClairCity project staff.

Once again the conference was supposed to help the project build strong and sustained relationships with the host city, in this case Brussels.

This report includes:

- A copy of the programme and information on the sessions
- An overview of participants we expected based on registrations
- References to the public relations around the conference
- Alternative dissemination plan in light of COVID-19

2 Overview of the programme

Registration between 9:30 and 10:00

10.00 – 10.10	Opening by the Chair	Hans Bolscher (Trinomics) ClairCity project Director
10.10 – 10.30	Air quality in Europe: Challenges and New Developments	European Commission, DG Environment, Policy Officer Clean Air Unit
10.30 – 11:00	Air Quality, climate and health: Most recent insights medical science	Dr Dorota Jarosinska (WHO European Centre for Environment and Health, Bonn)
11.00 – 11.30	The ClairCity Process: Putting people at the centre of air quality and carbon management.	Enda Hayes (University of West England), ClairCity Technical Director
11:30 – 11:50	<i>Coffee break</i>	
11.50 – 12.30	Round table With 4-6 cities Combined with 'statements and 'kahoot voting'	Round table with ClairCity - City Partners Chair: Hans Bolscher (Trinomics)
12.30 – 13.45	<i>Lunch break</i> <i>(Skylines Game, GreenANT System & App, Schools Competition software on display, stand with shiny documentation, video running on screen)</i>	
13.45 – 14.00	Introductions to the 3 break out sessions and their relation	Enda Hayes (University of West England), ClairCity Technical Director
14.00 – 15.00	Parallel sessions: A. Getting in touch with citizens with innovative tools B. Innovative modelling C. Including citizens in air quality and carbon policy-making in cities: what does it bring?	A. Laura Fogg-Rogers (University of West England), Eva Csobod (formerly REC) B. Kris Vanherle (Transport & Mobility Leuven) and Vera Rodrigues (University of Aveiro) C. Stephan Slingerland (Trinomics)
15.00 – 15.20	<i>Coffee break</i>	
15.20 – 16.00	Topdown or bottom up: the role of citizens in policy making	Chair: Jim Longhurst (University of West England) Participants: Gert Spaargaren (ClairCity External Advisory Board) Roseanne Diab (ClairCity External Advisory Board)

		Glynda Bathan (ClairCity External Advisory Board) Tim Cassiers (BRAL) Dr Huw Brunt (Public Health Wales) Others t.b.c.
16.00 – 16.10	ClairCity prize giving	Hans Bolscher (Trinomics), ClairCity project Director Arnoldas MILUKAS (Head of Unit, H2020 Environment and resources, EASME / European Commission)
16.10 -16.20	Final conclusions	Hans Bolscher (Trinomics), ClairCity project Director Enda Hayes (University of West England), ClairCity Technical Director
16.20	<i>Drinks & bites</i>	

2.1 Parallel sessions description (14:00-15:00)

A. Getting in touch with Citizens with innovative tools

The primary objective of the session is to evaluate the use of the specific innovative tools developed in the ClairCity project. These tools were aimed at actively engaging city citizens and stakeholders and developing an enhanced understanding of air quality, carbon emissions and their health impact in cities. The ClairCity tools have empowered citizens from different ages (including school children and older people) to better understand the specific challenges and opportunities that their city currently offers, as well as engaging them towards reducing emissions. Participants will get the opportunity to try out the ‘serious game’ ClairCity Skylines, school materials, the air pollution app GreenANTS, and view citizen videos.

B. Innovative modelling

The session will dive into the methodological approach for the innovative modelling in ClairCity as well as the rationale regarding how modeling fits in the overall activities of ClairCity: the citizen involvement, baseline development and screening of scenarios to produce results for a final scenario to 2030 and 2050. More specifically this session will cover:

- The methodology of the modeling, that is is the full chain from activity modeling to emission estimates and air quality & health impact results.
- The generalization of the approach and of key components in the generalized modeling tools (e.g. road transport emission estimates at link level) to show how the modeling in ClairCity can be applied in other cities

C. Including citizens in air quality and carbon policy-making in cities: what does it bring?

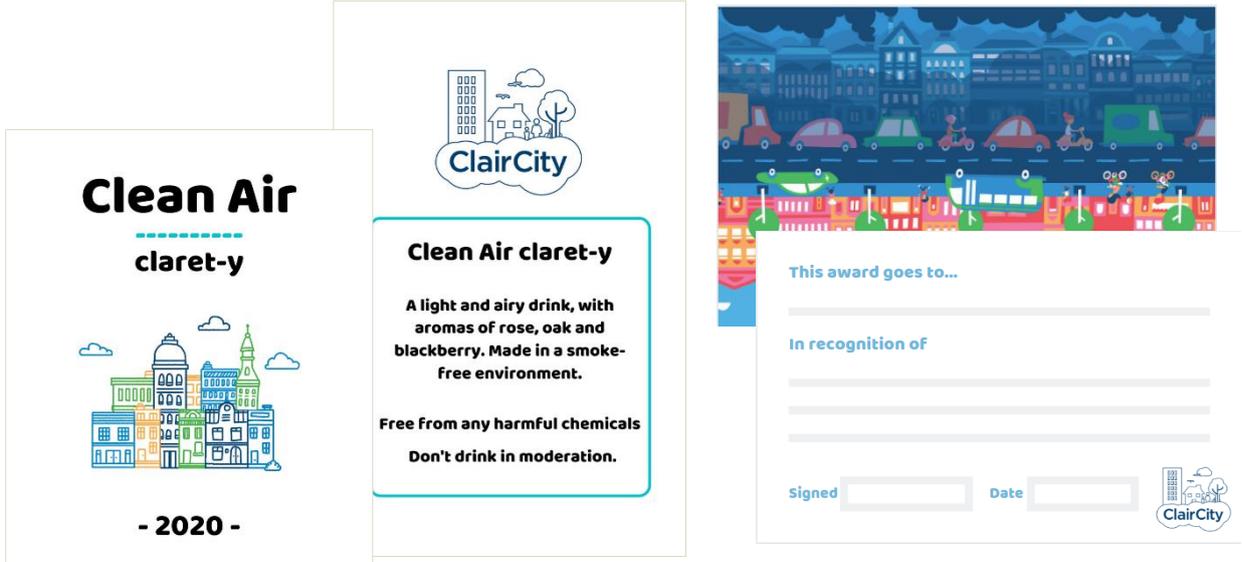
This session will focus on the ClairCity results of making policies together with citizens. The main policy lessons achieved across our six cities will be discussed in the context of citizen involvement. A panel of cities will reflect with delegates about the opportunities and costs for policymaking and policy implementation following greater citizen participation. Finally, the session will discuss what policy lessons the ClairCity method can offer to other middle-sized cities aiming at ambitious and citizen-inclusive air quality and carbon policies.

2.2 Prize giving session (16:00-16:10)

2.2.1 The prize

The prize consists of a certificate for the city / region team as well as a “bottle of clean air” (“ClairCity Air”) with the ClairCity logo.

Figure 2-1: ClairCity Claret-y wine label (left) and prize certificate (right)



2.2.2 Prize speech

The ClairCity prize is an award that the consortium wants to give to all six city/region partners for their valuable contribution to the project in the past four years (2016-2020). Without them, the project would never have gotten as far.

Through your choice to be part of ClairCity you have engaged in innovative ways of involving citizens, experts, various other stakeholders and policymakers in improving air quality, and reducing carbon emissions in your city / region.

The 4 cities (Amsterdam, Bristol, Ljubljana, Sosnowiec) and 2 regions (Aveiro, Liguria) are different in size, location, demography, economic, social, environmental and health

characteristics and so we have seen what works in one city does not necessarily work in another.

In line with this, every city has excelled in distinctive ways – some have been really successful engaging people to play the Skylines game; some have had an impressive social media presence - and that's what the individual prizes that we are handing out today reflect.

Aveiro: Best local participation for both schools and local authorities

The CIRA region has shown a very high level of local participation and the University of Aveiro has proven to be very well intertwined with local partners. CIRA's work on reviving cycling in the region is contributing to cleaner air, but the project learned us that it might also have to resort to stricter measures, especially restricting more the use of cars. The region was very engaged in the project and has worked cooperatively with the Aveiro University (UAVR) and other partners throughout. It also excelled in the use of innovative tools and in promoting education and behavioral change.

Bristol: The key Clair City lab with top political and social science involvement

The city that piloted almost all of ClairCity's activities, making it the real ClairCity lab is Bristol. Bristol is a good example on the input of social science to policy making. Bristol City Council showed great leadership, working together with UWE in engaging a variety of stakeholders from different sectors, citizens and organisations towards a clean air, low carbon, healthy Bristol by 2030.

Liguria: Excelling in the use of social media and school participation

The Liguria Region has shown the importance of taking into account the views of citizens, especially when confronting deeply felt symbols of city life such as the Vespa in Italy. Despite the disastrous event of the collapse of the bridge, the region worked cooperatively with Techne Consulting during the design and delivery of the ClairCity activities. It also excelled in the use of social media, innovative tools and in promoting education and behavioral change.

Ljubljana: The prove that with political courage both air quality and economy can be served

The city of Ljubljana showed that it sometimes takes the courage of a leader to bring about change. Its mayor took the brave decision to introduce a pedestrian zone despite initial hesitation from citizens' and shop owners'. The benefits of this decision will be felt for decades to come. The city team worked cooperatively with our former REC colleagues and other partners towards a modern, innovative green, clean, pleasant city with special attention on cycling.

Sosnowiec: The city with the best institutions for citizens-engagement.

The pro-active use of the existing citizen-engagement infrastructure allowed the city staff to excel in their engagement activities. Sosnowiec showed to the project that it is not only the willingness of citizens that is needed for change, but that also the conditions for change need to be right. Switching away from coal / waste heating is both a financial and cultural challenge but one Sosnowiec is willing to embrace. Sosnowiec City Council worked cooperatively with our former REC colleagues and other partners throughout ClairCity, working together for a clean, pleasant city with special attention on stakeholder involvement in city decision making.

Amsterdam: Most ambitious council and most advanced modelling data

Amsterdam stands out for its very ambitious and green city council and has shown to the project that on top of political ambition, citizen engagement is crucial for citizens to meet this level of ambition. The GGD Amsterdam has been a very cooperative city partner with advanced understanding of the modelling and their data has helped the project tremendously. They have assisted Trinomics (Amsterdam city buddy) and the other partners in implementing the various Claircity activities (the Skylines game, the GreenAnt App, outreach at events, policy baseline analysis, modelling work etc) .

3 Participants

At the time of having to cancel the event, we had nearly 100 people registered: over 50 project partners, 7 External Advisory Board Members and around 30 external participants (excluding external organisations featured in the agenda). The aim was to get to 120 participants, the maximum capacity of the venue.

It should be noted that the weeks before the conference registrations slowed down notably, despite our promotion efforts, presumably due to the uncertainty due to COVID-19. We also received a considerable number of cancellations from both European as well as international guests shortly before the event.

A few examples of external participants who had registered are: representatives from cities (City of Gent, City of Szeged), policymakers from ClairCity cities (a handful of civil servants from various municipalities in the Aveiro Region, a Bristol councillor), relevant Brussels-based environmental and research organisations (IRCEL, VITO, Bruxelles Environnement), NGOs (LUDEN, Clean Air Action Group Hungary - Levegő Munkacsoport), government representatives (Flemish government) and EU policy officers (DG Research and Innovation).

4 Public relations

Invitation to for external audiences

Figure 4-1: Save the date invitation for external audiences sent out in December 2019 and at the beginning of 2020



Figure 4-2: Invitation flyer for external audiences



Citizens at the Centre

ClairCity's final conference on
citizen led air pollution and
carbon reductions

Atelier29, Rue Jacques de Lalaing 29,
1000 Brussels
Thursday, 19th March, 2020

For more information:
www.claircity.eu/blog/citizens-at-the-centre

Programme

- 09.30-10.10 **Registration**
- 10.10 **Opening by the Chair**
- 10.10-10.30 **Air quality in Europe: Challenges and developments**
- 10.30-11.00 **Air quality, climate and health: Insights from medical science**
- 11.00-11.30 **The ClairCity process: Putting people at the centre of air quality and carbon management**
- 11.30-11.50 **Coffee break**
- 11.50-12.30 **Roundtable with cities**
- 12.30-13.45 **Lunch break and ClairCity showcase**
- 13.45-14.00 **Introduction to breakout sessions**
- 14.00-15.00 **Parallel sessions**

Option A	Option B	Option B
Getting in touch with citizens with interactive tools	Innovative Modelling	Including citizens in policy making: what does it bring?
- 15.00-15.20 **Coffee break**
- 15.20-16.00 **Top-down or bottom up: the role of citizens in policy making**
- 16.00-16.10 **Claircity prize giving**
- 16.10-16.20 **Final conclusions**
- 16.20 **Drinks reception**

Figure 4-3: Conference brochure with programme and logistics information



Communications outreach

The conference was primarily promoted through emails, newsletters to our internal members and external subscribers, and more broadly in the ClairCity Associate network and other individuals and organisations following ClairCity. We used Gecko forms to manage registrations and track attendees.

We also promoted the event via the ClairCity website and on Twitter, and local partners promoted the conference through word of mouth and emails.

Information around the conference is available on [this page](#) of the ClairCity website.

Figure 4-4: Conference promotion: clips from ClairCity’s internal (13/12/19) and external newsletter (27/02/19)



Figure 4-5: Registration pages (left internal, right external) using Gecko forms

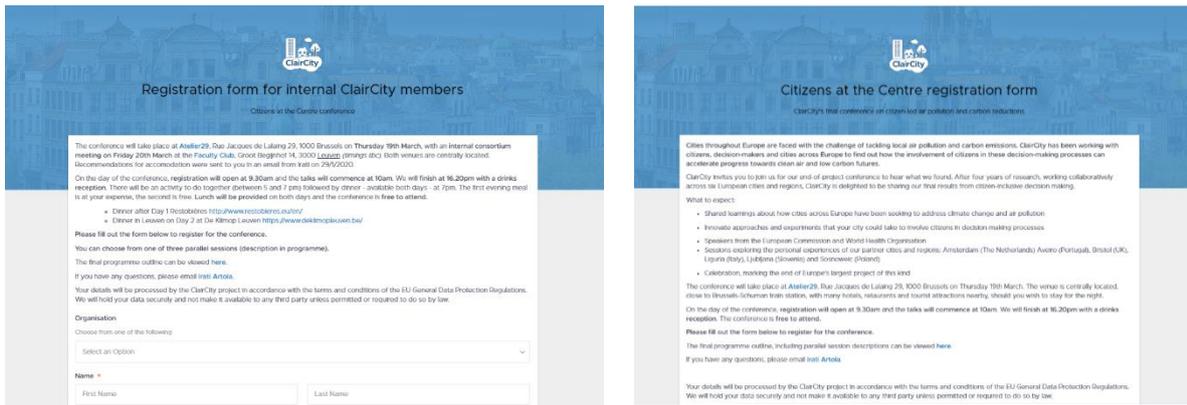


Figure 4-6: Selection of Tweets, including analytics and Top Mention

	Impressions	Engagements	Engagement rate
ClairCity @ClairCity · Feb 6 Our final conference is right around the corner - and you're all invited! Please join us in Brussels. @SCAPEproject @tmleuven @CARUSEU2020 @aqmrcUWE @UWE_GEM @InfoTrinomics #airquality #excited claircity.eu/blog/citizens-... claircity.eu/blog/citizens-... View Tweet activity	1,025	23	2.2%
ClairCity @ClairCity · Feb 7 Join us in March for our final conference to hear about our approach to citizen centred #airpollution and #climate emission decision making. @GarethSimkins @DrGaryFuller @HarrietLamb_ @raultoran @SFotonium @VictorBleazard @jksmith34 @EU_ENV claircity.eu/blog/citizens-... View Tweet activity	2,014	51	2.5%
ClairCity @ClairCity · Feb 10 After four years, working across 6 cities, and engaging 1000s of citizens... our conference is nearly here. Please celebrate with us as we showcase our successes and discuss what's next for a future with #cleanair in Brussels! claircity.eu/blog/citizens-... @cleanairforall2 View Tweet activity	800	32	4.0%
ClairCity @ClairCity · Feb 24 Join us for our final conference. Representatives from the following announced @BRAL_Brussels @PublicHealthW @EU_H2020 @WHO_Europe #ECEHBonn @aqmrcUWE @EU_Commission @InfoTrinomics @RECstream @tmleuven @UnivAveiro Working together 4 #cleanair bit.ly/39Ho8Qe pic.twitter.com/ANLa9Z1KHQ View Tweet activity	520	12	2.3%
ClairCity @ClairCity · 52m 3 weeks to go and tickets selling fast. Representatives from the following announced @BRAL_Brussels @PublicHealthW @EU_H2020 @WHO_Europe #ECEHBonn @aqmrcUWE @EU_Commission @InfoTrinomics @RECstream @tmleuven @UnivAveiro Together 4 #cleanair bit.ly/39Ho8Qe pic.twitter.com/NGDw5XOYE4 View Tweet activity	105	2	1.9%

Top mention earned 82 engagements

EU Eco-innovation
@EU_ecoinno · Feb 18

#H2020 @ClairCity project is holding its final conference in Brussels:
 19 March 2020
 Brussels
 Register to learn how they worked with citizens in cities to reduce air pollution!
bit.ly/39Ho8Qe
[#cleanair pic.twitter.com/nLh60Jo1gF](https://pic.twitter.com/nLh60Jo1gF)

15 retweets 21 likes

Representatives from the following announced @BRAL_Brussels @PublicHealthW @EU_H2020 @WHO_Europe #ECEHBonn @aqmrcUWE @EU_Commission @InfoTrinomics @RECstream @tmleuven @UnivAveiro

Together 4 #cleanair
bit.ly/39Ho8Qe

Programme

09:30-10:30 Registration
 10:30 Opening by the Chair
 10:30-10:35 Air quality in Europe: Challenges and developments
 10:35-11:00 Air quality citizens and health: insights from medical science
 11:00-11:30 The ClairCity process: Putting people at the centre of air quality and carbon management

11:30-11:45 Coffee break
 11:45-12:30 Roundtable with ClairCity members
 12:30-12:45 Lunch break and ClairCity presentation
 12:45-13:00 Introduction to breakout sessions

13:00-15:00 Parallel sessions
 Option A: Getting to know ClairCity members with citizens with interactive tools
 Option B: Innovation
 Option C: Including citizens in public sector when does it work?

15:00-15:30 Coffee break
 15:30-16:00 Top down or bottom up: the role of citizens in policy making
 16:00-16:15 ClairCity pilot group
 16:15-16:20 Final conclusions
 16:20 Drinks reception

9:00 AM · Feb 27, 2020 · Hootsuite Inc.
 View Tweet activity
 3 Retweets 3 Likes

Figure 4-7: Communications after COVID - examples from newsletter (25/03) and website



5 ClairCity Dissemination Plan in light of COVID-19

As of March 2020, all of ClairCity's consortium partners and our case study cities / regions have been impacted by COVID-19 and the subsequent restrictions. This has led to a series of changes that has ultimately affected how ClairCity can disseminate its activities over the remaining months of the project. The following document outlines what has been achieved to date and what plans/step the project wishes to put into place in the remaining months.

5.1 Activities achieved before March 2020, as outlined in the updated Communications Plan (December 2019)

- Production of policy packages and summary reports for two cities, Amsterdam and Bristol
- Dissemination of Bristol's findings to the local media and the city's Climate Change Committee, as well as distribution of materials to all local MPs and Councillors.
- Planning and promotion of ClairCity final conference planned for 19th March 2020
- Development of digital dissemination packs
 - ClairCity Method leaflet
 - Educator Pack
 - Community Activator Pack
 - Visual Evaluation Report
- Shared our schools lessons through the British Science Week pack, disseminated to 80,000 UK schools

5.2 Known activities cancelled due to Covid-19:

- ClairCity final public conference, March 19th, Brussels
- Internal final project meeting, March 20th, Leuven
- Physical presentation of the policy packages and summary reports for the remaining four cities e.g.
 - Aveiro Day of the Air, 12 April
 - Clean Air Dialogue, 18 April, The Hague (Netherlands)
 - Sosnowiec City Festivities
 - Clean Air Day UK, June 2020 (postponed till September)
 - Bristol Festival of Nature
- EU Open Day, May 9th
- EU Green Week, June 2020
- Public Communication of Science and Technology Conference, May 2020, Aberdeen
- International Environmental Modelling and Simulation Conference, July 2020 Brussels
- Air Pollution Conference, June 2020, Seville

5.3 Future revised plans

While Covid-19 has impacted our original plans, we still have an obligation to disseminate our findings using online pathways such as our digital packs and final reports online. We will do this through our existing dissemination channels outlined in the Communications Plan, working alongside our city communication networks. In addition, we are also planning a series of new interactive webinars (60 minutes long) to discuss and disseminate our project outcomes. The guest list from our planned conference will be invited to participate, along with wider participants from external mailing lists and through promotion by ClairCity partners.

Webinar 1	Our future with clean air – lessons from the ClairCity project on air pollution and carbon emissions reduction in cities		
Content	Speakers	Audiences	ClairCity material
<ul style="list-style-type: none"> - Introduction to ClairCity - The European context on air pollution, climate change and health - Outcomes for policymaking - ClairCity process 	<p>Enda Hayes, Irati Artola, Stephan Slingerland, Svein Knudsen</p> <p>EC Speaker</p> <p>Moderator: Hans Bolscher</p>	<p>DG Env & Sci for Environment Policy</p> <p>EU Science and Innovation mailing lists</p> <p>Regional and City policymakers</p>	<p>ClairCity project leaflet</p> <p>Visual Evaluation report</p> <p>City policy Summary Reports</p>
Webinar 2	Citizens at the centre: seeing people in the models and data for air quality, climate change and health in cities		
<ul style="list-style-type: none"> - The ClairCity process: Putting people at the centre of air quality and carbon modelling - Benchmarking with existing data (experiences from EU cities/regions) - Linking emissions to citizens behaviour (involving citizens) - Scenarios (BAU & UPS) 	<p>Kris Vanherle, Vera Rodrigues, Joanna Soares</p> <p>Moderator: Enda Hayes</p>	<p>DG Env & Sci for Environment Policy</p> <p>EU Science and Innovation mailing lists</p> <p>Modellers</p> <p>Regional and city policymakers</p>	<p>ClairCity project leaflet</p> <p>City policy Summary Reports</p> <p>ClairCity Data Portal</p>
Webinar 3	Engaging citizens with air quality and climate change		

<ul style="list-style-type: none"> - Introduction to ClairCity, and engagement with air pollution, carbon emissions and health - Types of engagement (inform → empower) - What tools we used + ClairCity in numbers - Success stories from across Europe - Using and adapting our engagement activities (brief overview with time for QA – in depth analysis in the subsequent webinars) 	<p>Laura Fogg-Rogers, Margarida Sardo, Mirjam Fredriksen</p> <p>Moderator: Eva Csobod</p>	<p>DG Env & Sci for Environment Policy</p> <p>Community groups</p> <p>NGO Networks</p> <p>Science Communicators</p>	<p>Visual Evaluation report</p> <p>Evaluation cards</p> <p>Educator Pack</p> <p>Community Activator Pack</p>
<p>Optional shorter webinars or learning videos on specific parts of the project</p>			
<p>Webinar a</p>	<p>The role of social media for engaging citizens on air quality and climate</p>		
<ul style="list-style-type: none"> - Running a successful social media platform -- do your research -- decide on how much time you want to invest -- develop your strategy -- grow your brand <p>(using ClairCity as an exemplar)</p> <p>QA</p>	<p>Laura, Sophie, city examples e.g. Liguria.</p> <p>Moderator: Irati</p>	<p>Science communicators</p>	<p>Reaching your audience handout</p>
<p>Webinar b</p>	<p>The role of digital technology for engaging citizens on air quality and climate</p>		
<ul style="list-style-type: none"> - Context: Digital games for serious issues - Introduce Skylines – what worked/what to improve 	<p>Eva, Andy King, Mirjam</p> <p>Moderator: Sophie</p>	<p>Community groups; campaign groups; gamers; smart cities</p>	<p>Skylines and GreenAnts links</p>

- Introduce GreenAnts – what worked/what to improve				
QA				
Webinar c	Educating for action on climate and air quality			
- Why educate on these issues (SDGs, 10 years to act, etc) - What we did (school competition, lessons, activities at events, schools pack) - What worked and what to improve QA		Eva, Laura Moderator: Sophie	Parents, educators, schools	Educator Pack

5.4 Timeline of Communication

The following provides an estimated plan of action for dissemination over the final section of the ClairCity project.

Week	Event	Media
23/03/2020	Share evaluation, community activator and educator pack with team and finalise	Share on social media, upload to site and share through networks
30/03/2020	Plan for Webinar series and design promotional materials	
06/04/2020	EASTER	
13/04/2020	EASTER	
20/04/2020	Policy summary report for Aveiro	Press release and suggestions for digital dissemination working with regions
04/05/2020	Send guidelines for webinars to speakers and moderators (Microsoft Teams)	
11/05/2020	Policy summary report for Sosnowiec and Liguria	Press releases and suggestions for digital dissemination working with cities
18/05/2020	Policy summary report for Ljubljana	Press release and suggestions for digital dissemination working with city

25/05/2020	Webinar scripts and PPTs for speakers due for review and training Dress rehearsal webinar 1	Start advertising for webinar series – produce promo materials and invite guests
01/06/2020	Dress rehearsal webinar 2	
08/06/2020	ClairCity Core Webinar 1 - 2-3pm CET	Dress rehearsal webinar 3
15/06/2020	Webinar 2 – 2-3pm CET	
22/06/2020	Webinar 3 – 2-3pm CET	Webinars edited into video format and put online
29/06/2020	Optional webinars	
06/07/2020	Final project meeting in Leuven?	
13/07/2020	E-learning materials created	
20/07/2020	E-learning materials online	
27/07/2020	Project End	