# Developing metrics and instruments to evaluate citizen science impacts on the environment and society

EC Horizon-2020 Grant Agreement number 824711

Call: H2020-SwafS-2018-2020 (Science with and for Society)

Topic: SwafS-15-2018-2019

Type of action: RIA

## Deliverable 5.7: Project Website

Delivery Year: 2019

*This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824711.*

## Document Information

| | | | | | |
|---|---|---|---|---|---|
| **Project Number** | 824711 | | | **Acronym** | MICS |
| **Full title** | Developing metrics and instruments to evaluate citizen science impacts on the environment and society | | | | |
| **Project URL** | **www.mics.tools** | | | | |
| **EU Project officer** | Colombe Warin | | | | |
| **Deliverable** | **Number** | D5.7 | **Title** | Project Website | |
| **Work package** | **Number** | 5 | **Title** | Dissemination and Outreach | |
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| **Authors (Partner)** | Earthwatch | | | | |
| **Responsible Author** | Claire Williams | | **Email** | cwilliams@earthwatch.org.uk | |
| | **Partner** | Earthwatch | | | |
| **Abstract (for dissemination)** | A website has been developed as a web-based platform for external communication and dissemination. This includes providing public access to project research and activities, reports and presentations, as well as published electronic newsletters. | | | | |
| **Keywords** | Website, visual identity, communications, outreach, dissemination | | | | |

**Version Log**

| **Version as date** | **Author** | **Partner** | **Change** |
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| 2019_03_24 | Claire Williams | Earthwatch | Initial document creation and intermediary version for internal reviewers |
| 2019_03_29 | Stéfani Novoa | Earthwatch | Review |
| 2019_03_29 | Stephen Parkinson | Earthwatch | Review |
| 2019_03_29 | Luigi Ceccaroni | Earthwatch | Final review |

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# Contents



# 1 Executive Summary

A project website [mics.tools] has been developed for MICS to allow wide communication and outreach of the project.

The development process was led by Earthwatch in collaboration with all consortium partners, whose input and feedback were invaluable in determining the domain name, visual identity and content.

The website hosts a summary of information and resources about the project and can be easily adapted by the MICS consortium to accommodate any changes required as the project progresses, for example to incorporate the MICS toolbox platform.

# 2 Introduction

At this early stage (M3) in the MICS project a brochure website is needed for engagement and communication with stakeholders. However, the website will ultimately host the platform for the MICS toolbox. The integration of the toolbox will take place as Work Packages 2 & 3 develop.

As leaders of D5.7 Project Website, Earthwatch agreed to build the website in house, utilising the expertise within the Earthwatch IT team. The aims were to create a website that:

- represented the project and satisfied all consortium partners;
- had the required communications functionality; and
- could easily be adapted by the project team to accommodate progression of the MICS project.

A development process was followed (see section 3) to deliver the final results (see section 4).

# 3 Development process

An initial meeting was held between the MICS project and IT teams at Earthwatch to determine the process and requirements for website development. It was agreed that the site map, visual identity and content would be prepared by the project team by the end of January 2019, before the IT team started the build in February 2019. An initial draft of the website would then be shared in early March and allow for several iterations, considering internal and wider consortium feedback, before launch.

## 3.1 Domain name

This was determined in consultation with the consortium. The partners were asked for their suggestions, which were then collated, and checked for availability (via https://instantdomainsearch.com/). The suggestions were as follows:

- mics.tools
- mi-citsci.eu
- mics-h2020.eu
- mics-h2020project.eu

These were then shared with the partners, who were asked to rank them in order of preference. Unfortunately, no clear preference was demonstrated from the rankings and so, Luigi Ceccaroni, as Scientific Coordinator took the final decision to use "mics.tools". This domain was purchased from website hosting service 1&1.

## 3.2 Site map

The site map for the website was designed to be simple and easy to follow. Other EU project websites (such as [http://www.monocle-h2020.eu]) were used as examples to inform the final arrangement, which is as follows:

- Home page
  - About
    - Team
    - Advisory Board
    - Partners
    - Workplan
    - Deliverables

        - Project Impact
        - Privacy Policy
    - News
    - Resources
    - Citizen Science
    - Nature Based Solutions
    - Contact

## 3.3 Visual Identity

The MICS logo and visual identity were key components of the development of the website. They were designed by first agreeing a creative brief with the consortium, which summarised the project objectives, audiences and the type of logo we were looking for (combined word and image, suitable for vertical and horizontal use, a good fit with partner logos, which are mainly blue and black) (see Appendix I).

We uploaded the creative brief and a cover note to a website called Upwork [https://www.upwork.com/], from which you can hire freelance graphic designers at a reasonable rate. Numerous designers responded to our brief and the Earthwatch team selected one based on his reviews and portfolio, which matched what we were looking for.

Several ideas were proposed by the designer and the consortium ranked these in order of preference. The preferences were unanimously in favour of one logo in particular, although some tweaks were suggested. Once the feedback was taken on board and the logo updated, the designer prepared several versions for our use (vertical, horizontal, icon only, light/dark/transparent backgrounds), alongside a very simple brand guide (see Appendix II) detailing fonts and pantones, and a PowerPoint template.

This visual identity was then used in the development of the website design.

## 3.4 Content

The content was largely taken from the *description of action* (DoA), Annex 1 to the EC Grant Agreement, which was then adapted to make it more engaging and accessible for a public audience.

All public MICS Deliverables, the project factsheet and several versions of the MICS logo are available to download on the website – see Resources page – [https://mics.tools/resources]

A twitter feed and links to all MICS project social media accounts (Facebook, LinkedIn and Twitter) are displayed on every page in the footer. In addition, the Mailchimp account for newsletter management has also been embedded.

Images were provided by River Restoration Centre, except for the Team photos, which were provided by individuals.

The privacy policy was developed in line with D6.1 and D6.2.

The cookie policy was developed by the Earthwatch IT team in line with standard practice.

Acknowledgement of the EU funding is incorporated as per the guidelines in the EC Grant Agreement and displayed on every page in the footer.

Training has been provided for the Earthwatch project team in the relevant Content Management System (CMS) so that content changes, as the project progresses, can be managed efficiently. More significant adaptations will be managed by the Earthwatch IT team as appropriate.

### 3.5 Technical specification

The website was built using “Yootheme”, as the templating system, and “Joomla”, as the CMS.

A security certificate has been purchased to secure the connection and ensure that when people browse the site, any information shared is protected.

The website has been optimised for mobiles and tablets.

The website has built-in Search Engine Optimisation (SEO) with the appropriate key words in the heading tags and background code.

### 3.6 Iteration

An initial draft of the website was produced by the IT team with several rounds of feedback and amendment provided by the Earthwatch MICS project team. A subsequent draft was then shared with the consortium for input. Feedback from the consortium was positive, although there was a feeling that the visual identity had not quite been captured at this stage. This feedback was acknowledged and some changes were made to the design to improve the visual identity; there was a shift in the predominant colours used (from navy and white with blue accents, to navy with white and turquoise accents); and the design of the icons on the homepage was simplified.

The final version of the website was accepted and the site made live.

## 4 Project website images

The website can be viewed at [https://mics.tools/] but screen grabs of the website as at 25/03/2019 can be seen below in the same order as the site map list (see Section 3.2).


MICS
Measuring Impact of Citizen Science
About
News
Resources
Citizen Science
Nature Based Solutions
Measuring Impact of Citizen Science
Developing metrics and instruments to evaluate citizen-science impacts on the environment and society
Methodologies & Metrics
Toolbox & Visualisation
Test & Validation
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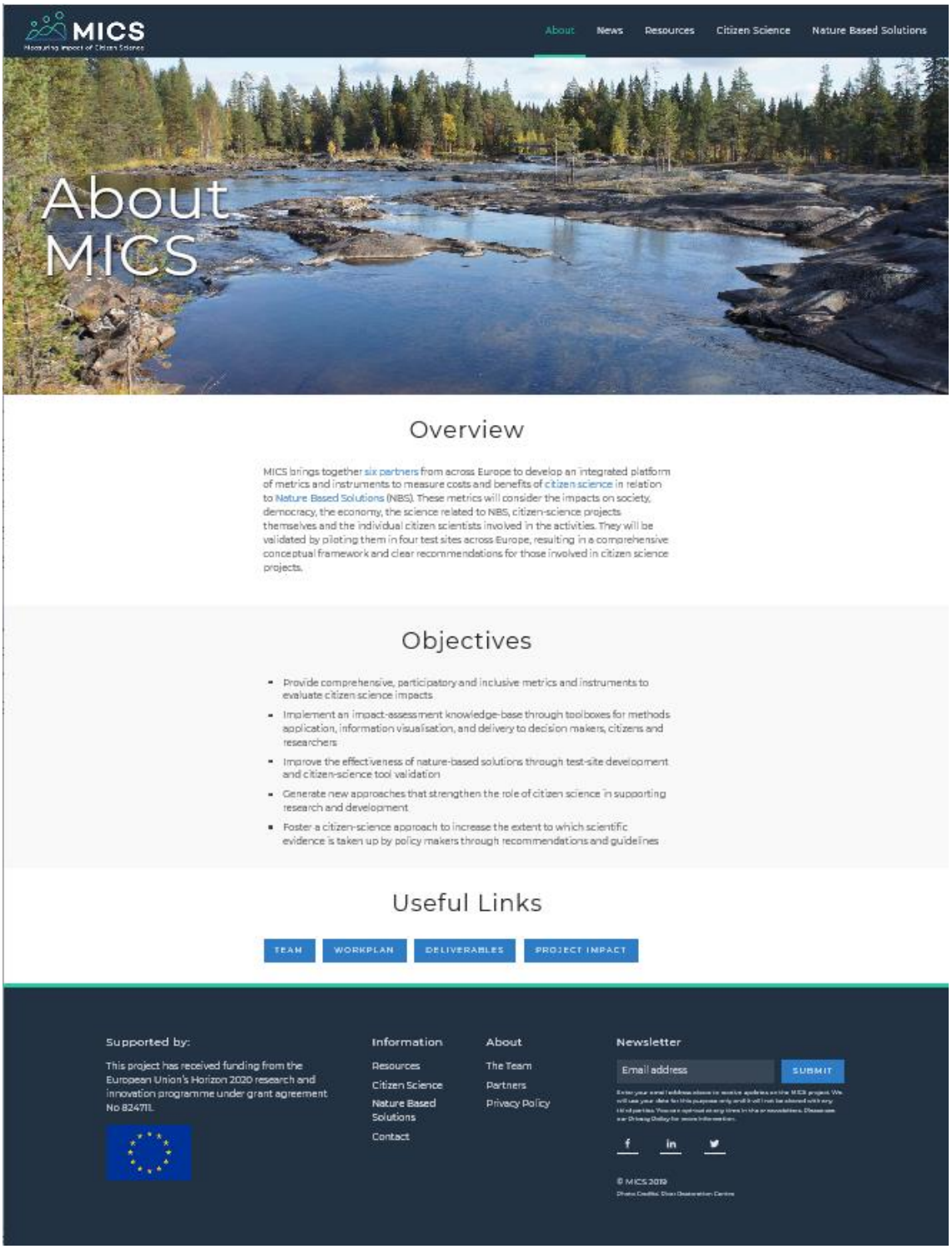
MICS
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Nature Based Solutions
About MICS
Overview
MICS brings together six partners from across Europe to develop an integrated platform of metrics and instruments to measure costs and benefits of citizen science in relation to Nature Based Solutions (NBS). These metrics will consider the impacts on society, democracy, the economy, the science related to NBS, citizen-science projects themselves and the individual citizen scientists involved in the activities. They will be validated by piloting them in four test sites across Europe, resulting in a comprehensive conceptual framework and clear recommendations for those involved in citizen science projects.
Objectives
Provide comprehensive, participatory and inclusive metrics and instruments to evaluate citizen science impacts
Implement an impact-assessment knowledge-base through toolboxes for methods application, information visualisation, and delivery to decision makers, citizens and researchers
Improve the effectiveness of nature-based solutions through test-site development and citizen-science tool validation
Generate new approaches that strengthen the role of citizen science in supporting research and development
Foster a citizen-science approach to increase the extent to which scientific evidence is taken up by policy makers through recommendations and guidelines
Useful Links
TEAM
WORKPLAN
DELIVERABLES
PROJECT IMPACT
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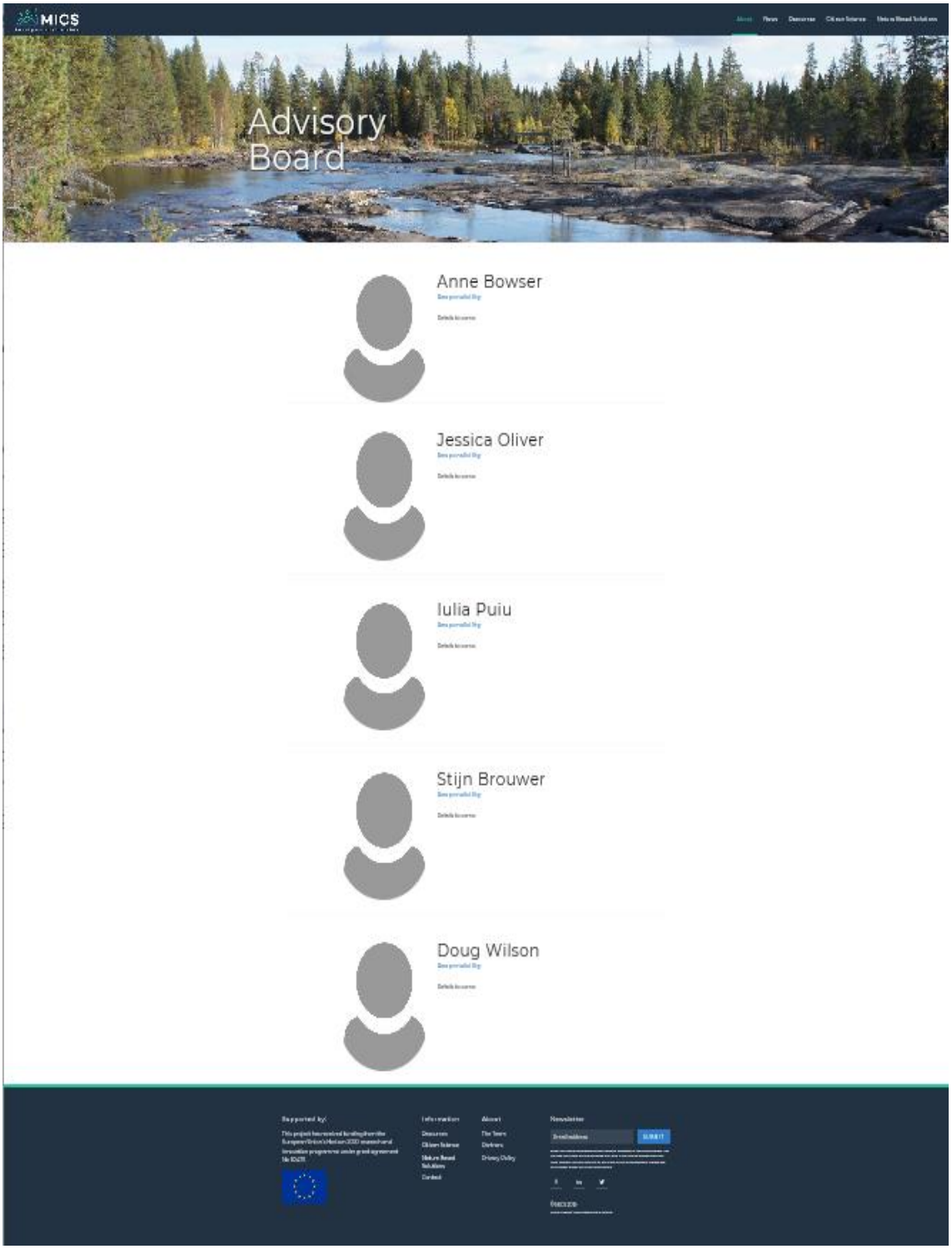
Team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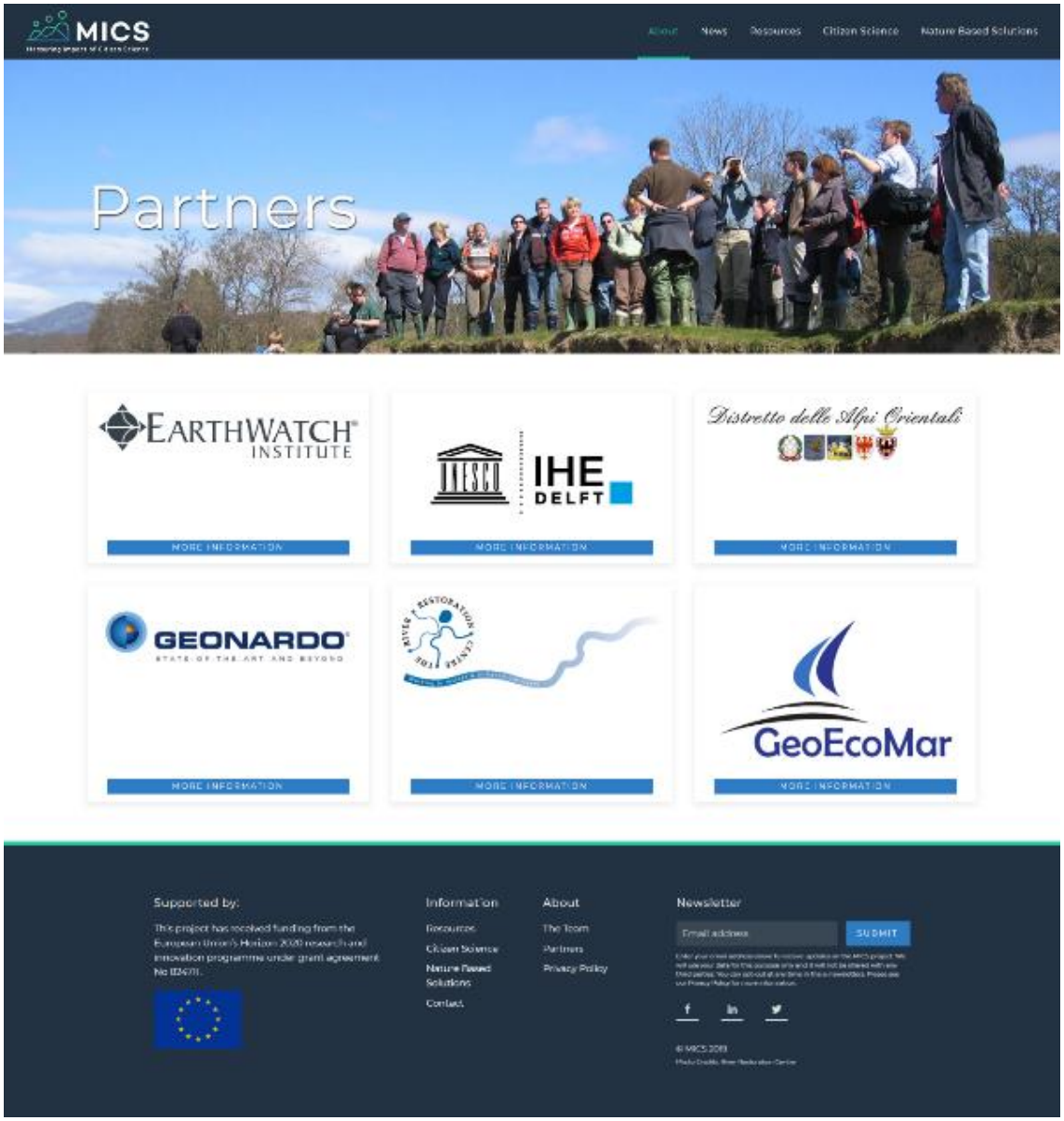
Anne Bowser
Jessica Oliver
Iulia Puiu
Stijn Brouwer
Doug Wilson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UNESCO
IHE DELFT
MORE INFORMATION
Distretto delle Alpi Orientali
MORE INFORMATION
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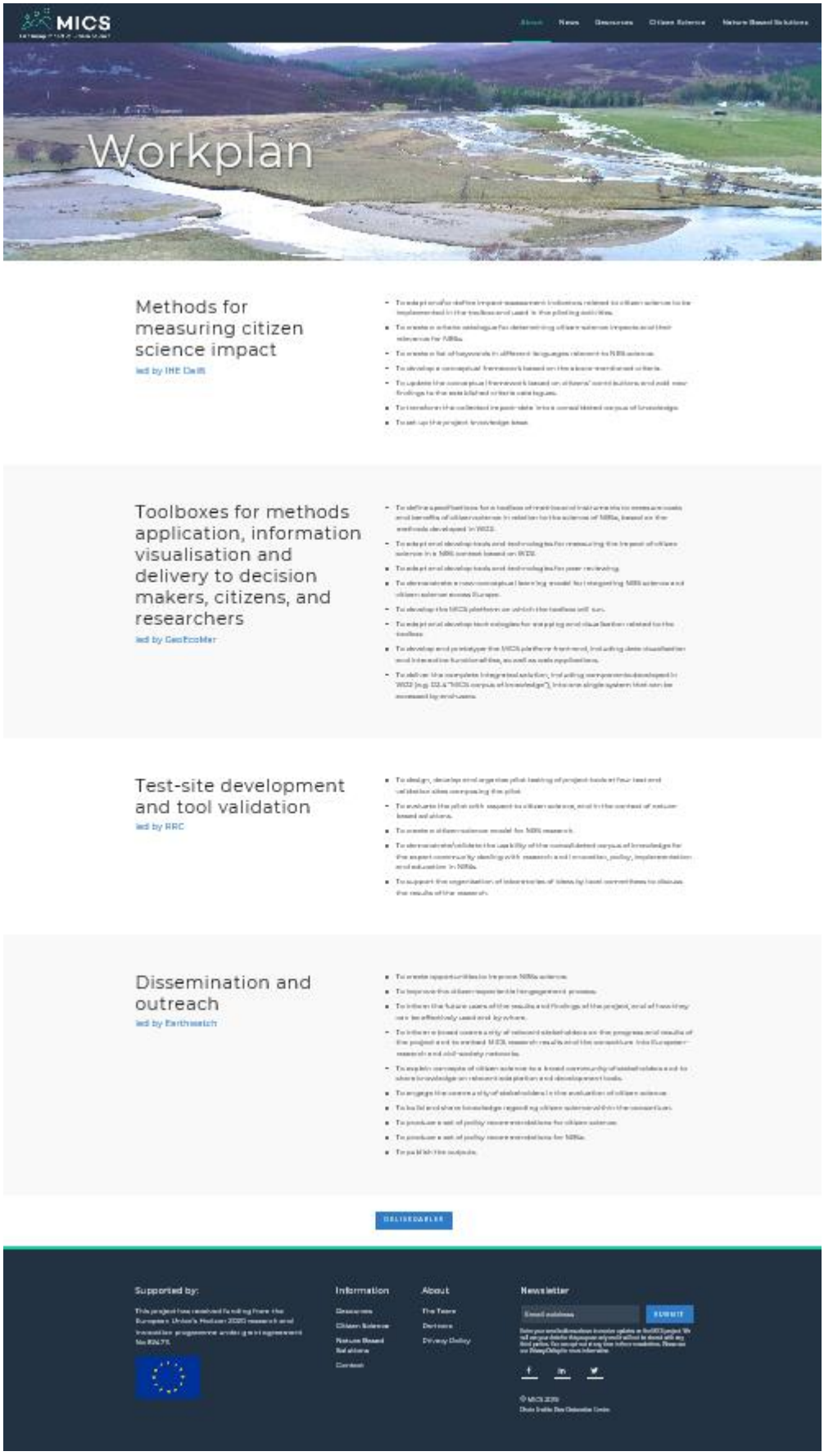
MICS
Workplan
Methods for measuring citizen science impact
Toolboxes for methods application, information visualisation and delivery to decision makers, citizens, and researchers
Test-site development and tool validation
Dissemination and outreach
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## Our Deliverables over 3 Years

| Deliverable | Lead Partner | Delivery Date | Download |
|---|---|---|---|
| Project Scoreboard and progress indicators | Earthwatch | Jan 2019 | ↓ |
| Project Management Handbook | Earthwatch | Jan 2019 | ↓ |
| Project factsheet | Earthwatch | Jan 2019 | ↓ |
| Quarterly newsletters, social media posts and updates | AAWA | Jan 2019 | ↓ |
| Report about identified research results ready for review | Geonardo | Mar 2019 | |
| Project website | Earthwatch | Mar 2019 | |
| Strategic plan for the exploitation and dissemination of the results (PEDR) | Earthwatch | Apr 2019 | |
| Report on the technical requirements | Earthwatch | May 2019 | |
| Open, peer reviewed report on NBS science | Geonardo | May 2019 | |
| The MICS repository | Earthwatch | Dec 2019 | |
| Report detailing impact-assessment methods adapted to citizen science | IHE Delft | Jan 2020 | |
| MICS corpus of knowledge | IHE Delft | Feb 2020 | |
| A multilingual ontology | Earthwatch | Feb 2020 | |
| Impact-assessment methods adapted to citizen science | IHE Delft | Jun 2020 | |
| Participatory adaptive, personalised information-delivery web platform, period - 1 prototype (PIP) | GeoEcoMar | Jun 2020 | |
| Relevant themes assigned to curators | GeoEcoMar | Dec 2020 | |
| NBS science briefs | RRC | Dec 2020 | |
| Report on pilot testing in the Central and Eastern Europe region (RO) | GeoEcoMar | Dec 2020 | |
| Report on pilot testing in the Southern Europe region (IT) | AAWA | Dec 2020 | |
| Report on pilot testing in the Central and Eastern Europe region (HU) | Geonardo | Dec 2020 | |
| Report on pilot testing in the Western Europe region (UK) | RRC | Dec 2020 | |
| Tool box for citizen science research accompanying documentation report | Earthwatch | Dec 2020 | |
| Recommendations about the assessment of the impact of citizen science | IHE Delft | Jan 2021 | |
| A final tested version of the conceptual framework | IHE Delft | Jan 2021 | |
| Citizen-science model for impact-evaluation research | AAWA | Aug 2021 | |
| Participatory, adaptive, personalised, information-delivery web platform, period-2 prototype (P2P) | GeoEcoMar | Sep 2021 | |
| Comprehensive evaluation report | RRC | Sep 2021 | |
| Recommendations about the impact of citizen science on the science related to nature-based solutions | Earthwatch | Sep 2021 | |
| Videos and podcasts presenting the general and region-specific recommendations | Earthwatch | Oct 2021 | |


MICS
Project Impact
Development of new knowledge and innovations by citizen scientists.
Availability of evaluation data concerning the societal, democratic and economic costs and benefits of citizen science
Measurement of impact
Objectives according to the Lisbon Treaty
More efficient and effective citizen-science research
Benefit for citizen science
Better use of European taxpayers' money
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# Privacy Policy

This Privacy Notice sets out how the project partners use and protect any information that you give to us when you use this website and during the course of interactions on this project with us, and is effective from 25 May 2018, when the new General Data Protection Regulation (GDPR) comes into force. Any information you provide, or which we request in order to fulfil legal requirements, will only be used in accordance with this Privacy Notice.

This Privacy Notice may be changed from time to time by updating this page; any updates to this page take effect immediately. You should therefore check this page periodically for any updates.

### Who we are

Details of the project partners and lead can be found at https://mics.tools/about-mics/partners and https://mics.tools/contact respectively.

MICS is lead by Earthwatch Institute (Europe). Earthwatch Institute (Europe) is the operating name of the Conservation Education and Research Trust, a charity registered in England and Wales with number 1094467, and Company number 4373313. We are a data controller and are registered with the Information Commissioner's Office Z8787682.

### Lawful Reasons for Processing

When we collect your personal data we will make it clear to you which data is necessary in connection with a particular service.
The law on data protection sets out a number of different reasons for which a company may collect and process your personal data, including:

### Consent

In specific situations, we can collect and process your data with your consent, e.g. when you subscribe to our project newsletter or make an enquiry.

### Contract

In certain circumstances we need your personal data to comply with our contractual obligations, e.g. if you are a project stakeholder we may need to get in touch with you.

### Legal Compliance

If the law requires us to, we may need to collect and process your data.

### Legitimate Interests

In specific situations, we require your data to pursue our legitimate interests in a way which might reasonably be expected as part of running this project and which does not materially impact your rights, freedom or interests. For example, where you have provided us with your business card, we may use your address details to send you information on our project.

### Collection of Personal Data

We may collect data in the following circumstances, when you:

- Attend a meeting with us, or register for or attend an event we organise in relation to the project.
- Engage with us during the course of the project - in person, by mail, by e-mail, by telephone, and by providing us with your business card
- Engage with us on social media
- Contact us by any means with queries, feedback, requests for information, complaints, etc.
- Fill in forms or applications, e.g. through our website
- Complete any surveys we send you
- Download data and information from our website
- Give any third party permission to share personal data they hold about you with us

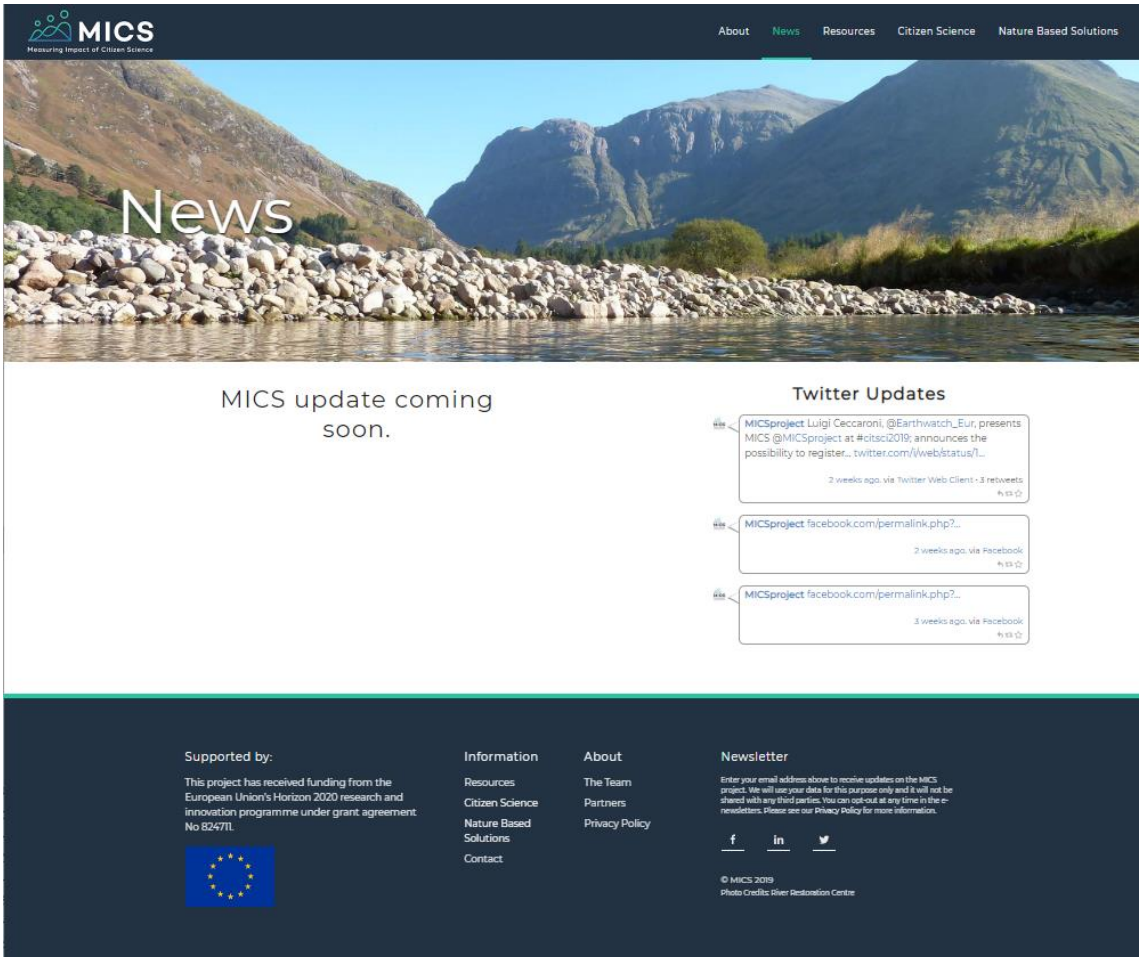
We may also collect data from publicly available sources, where the information is made public as a matter of law, or when you have given your consent to share information. For example, before we enter into a contract or partnership with you we may need to carry out appropriate due diligence checks.

### Examples of Personal Data we collect

We may collect both identifiable and anonymous information, depending on our relationship with you.

### Identifiable Information

- If you subscribe to our newsletter we will collect your name and e-mail address.
- If you fill out and submit an enquiry/feedback form on our website, we will collect your name, e-mail address and message to respond to your query.
- If you interact with us via social media we will use your contact details to help us respond to your comments, questions or feedback.
- We may collect notes from our conversations and any correspondence between us on this project.
- If we are arranging travel for you as a partner, or visitor, we may require details such as your full name, address, date of birth, your passport details, driving licence details, etc., which may be passed to third parties, e.g. travel agents, for processing purposes.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MICS update coming soon.
Twitter Updates
MICSproject Luigi Ceccaroni, @Earthwatch_Eur, presents MICS @MICSproject at #citsci2019; announces the possibility to register... twitter.com/i/web/status/1...
2 weeks ago, via Twitter Web Client - 3 retweets
MICSproject facebook.com/permalink.php?...
2 weeks ago, via Facebook
MICSproject facebook.com/permalink.php?...
3 weeks ago, via Facebook
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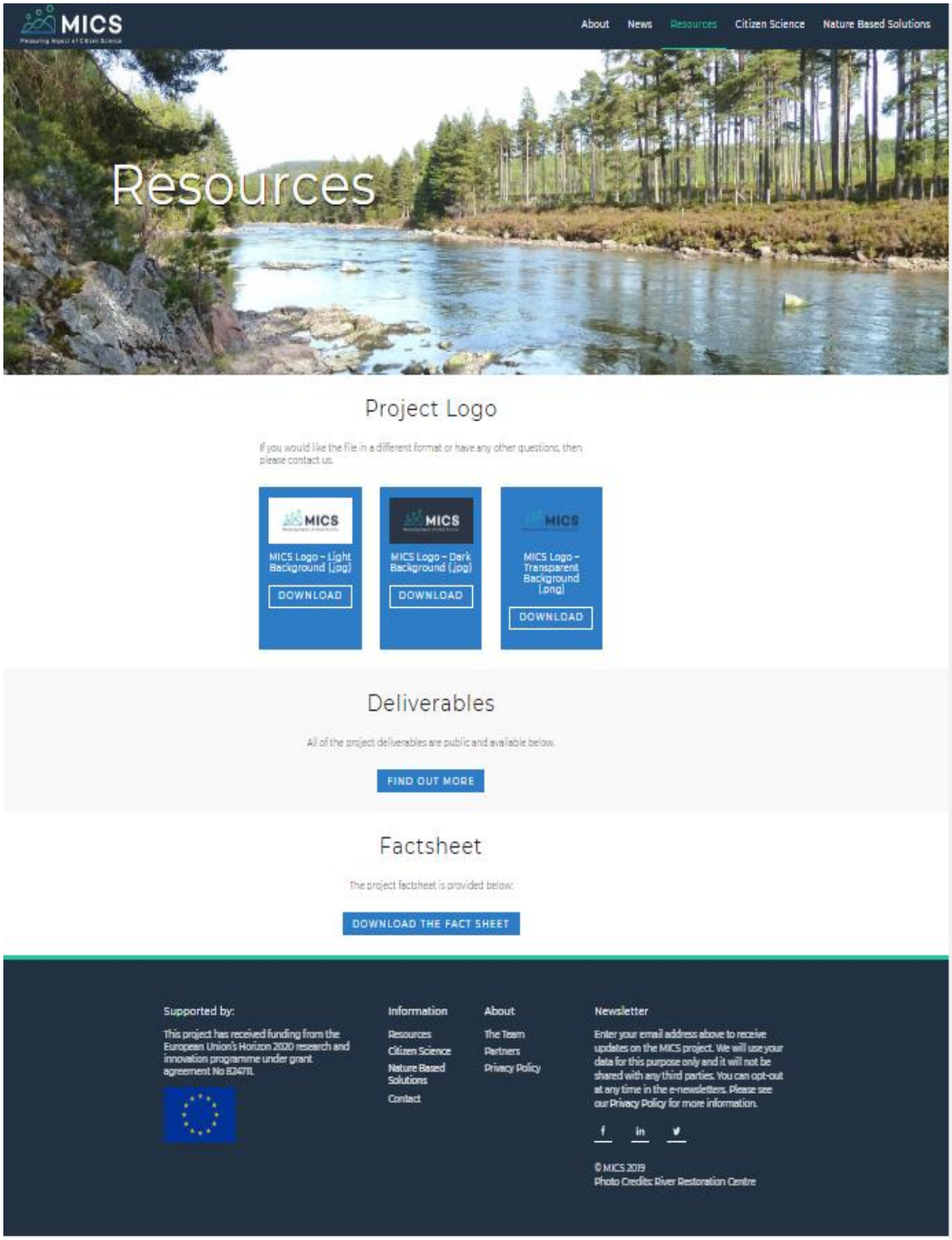
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Project Logo
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MICS Logo – Dark Background (.jpg)
DOWNLOAD
MICS Logo – Transparent Background (.png)
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Factsheet
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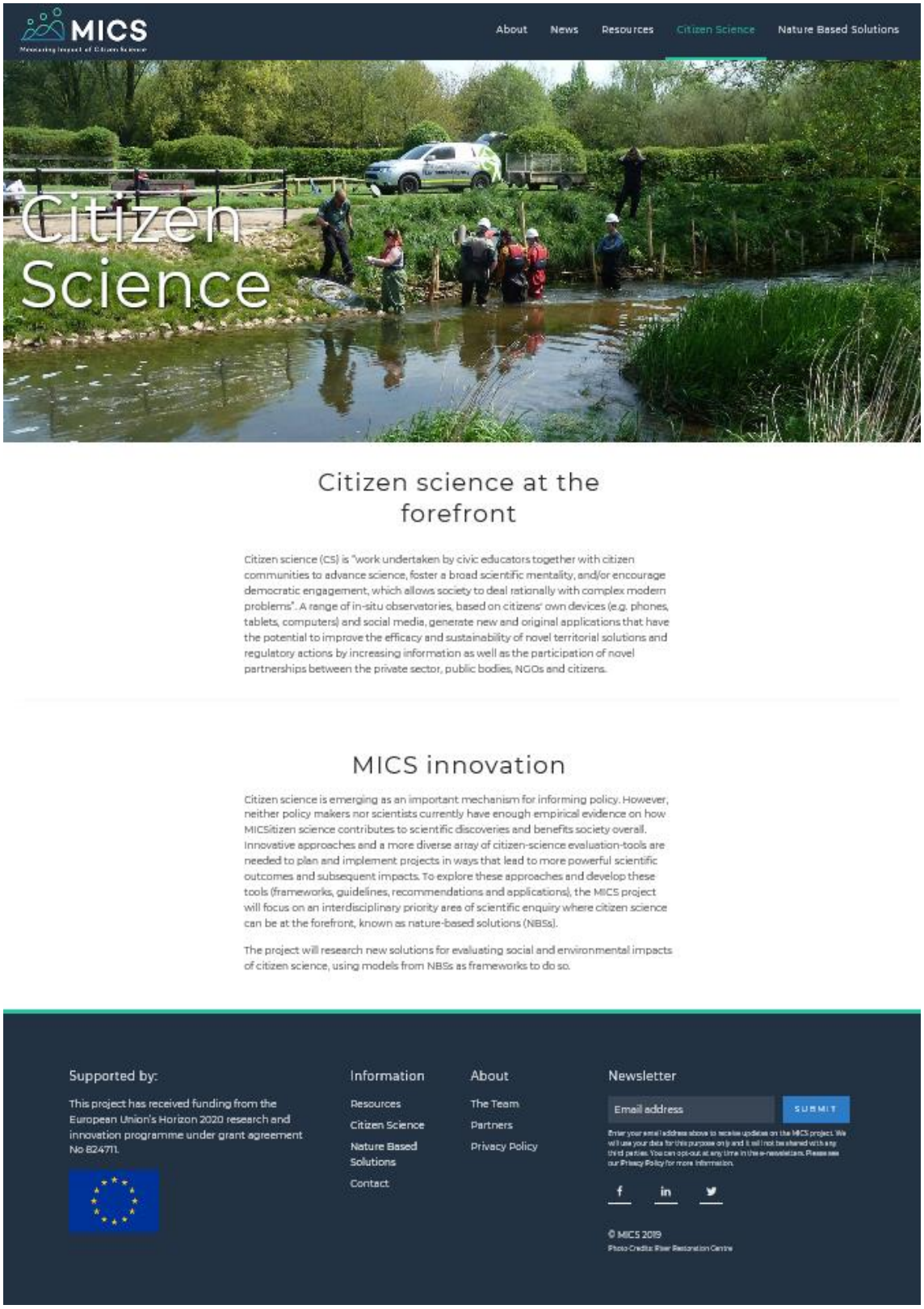
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Citizen science at the forefront
Citizen science (CS) is "work undertaken by civic educators together with citizen communities to advance science, foster a broad scientific mentality, and/or encourage democratic engagement, which allows society to deal rationally with complex modern problems". A range of in-situ observatories, based on citizens' own devices (e.g. phones, tablets, computers) and social media, generate new and original applications that have the potential to improve the efficacy and sustainability of novel territorial solutions and regulatory actions by increasing information as well as the participation of novel partnerships between the private sector, public bodies, NGOs and citizens.
MICS innovation
Citizen science is emerging as an important mechanism for informing policy. However, neither policy makers nor scientists currently have enough empirical evidence on how MICSitizen science contributes to scientific discoveries and benefits society overall. Innovative approaches and a more diverse array of citizen-science evaluation-tools are needed to plan and implement projects in ways that lead to more powerful scientific outcomes and subsequent impacts. To explore these approaches and develop these tools (frameworks, guidelines, recommendations and applications), the MICS project will focus on an interdisciplinary priority area of scientific enquiry where citizen science can be at the forefront, known as nature-based solutions (NBSs).
The project will research new solutions for evaluating social and environmental impacts of citizen science, using models from NBSs as frameworks to do so.
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Nature Based Solutions
What are the benefits?
Nature-based solutions (NBSs) are defined by the International Union for Conservation of Nature (IUCN) as "actions to protect, sustainably manage, and restore natural or modified ecosystems, that address societal challenges effectively and adaptively, simultaneously providing human well-being and biodiversity benefits". NBSs are growing in importance and range, and have become a priority for urban and rural planners. NBSs cover a whole range of ecosystem-related approaches, viz.:
Ecosystem restoration approaches;
Issue-specific ecosystem-related approaches;
Infrastructure-related approaches;
Ecosystem-based management approaches; and
Ecosystem protection approaches.
The NBS Concept
Building on and supporting other closely related concepts, such as the ecosystem approach, ecosystem services, ecosystem-based adaptation/mitigation, and green and blue infrastructure. They all recognise the importance of nature and require a systemic approach to environmental change based on an understanding of the structure and functioning of ecosystems, including human actions and their consequences. NBSs, however, have a distinctive set of premises:
Some societal challenges stem from human activities that have failed to recognise ecological limitations
Sustainable alternatives to those activities can be found by looking to nature for design and process knowledge.
They therefore involve the innovative application of knowledge about nature, inspired and supported by nature, and they maintain and enhance natural capital. They are positive responses to societal challenges, and can have the potential to simultaneously meet environmental, social and economic objectives.
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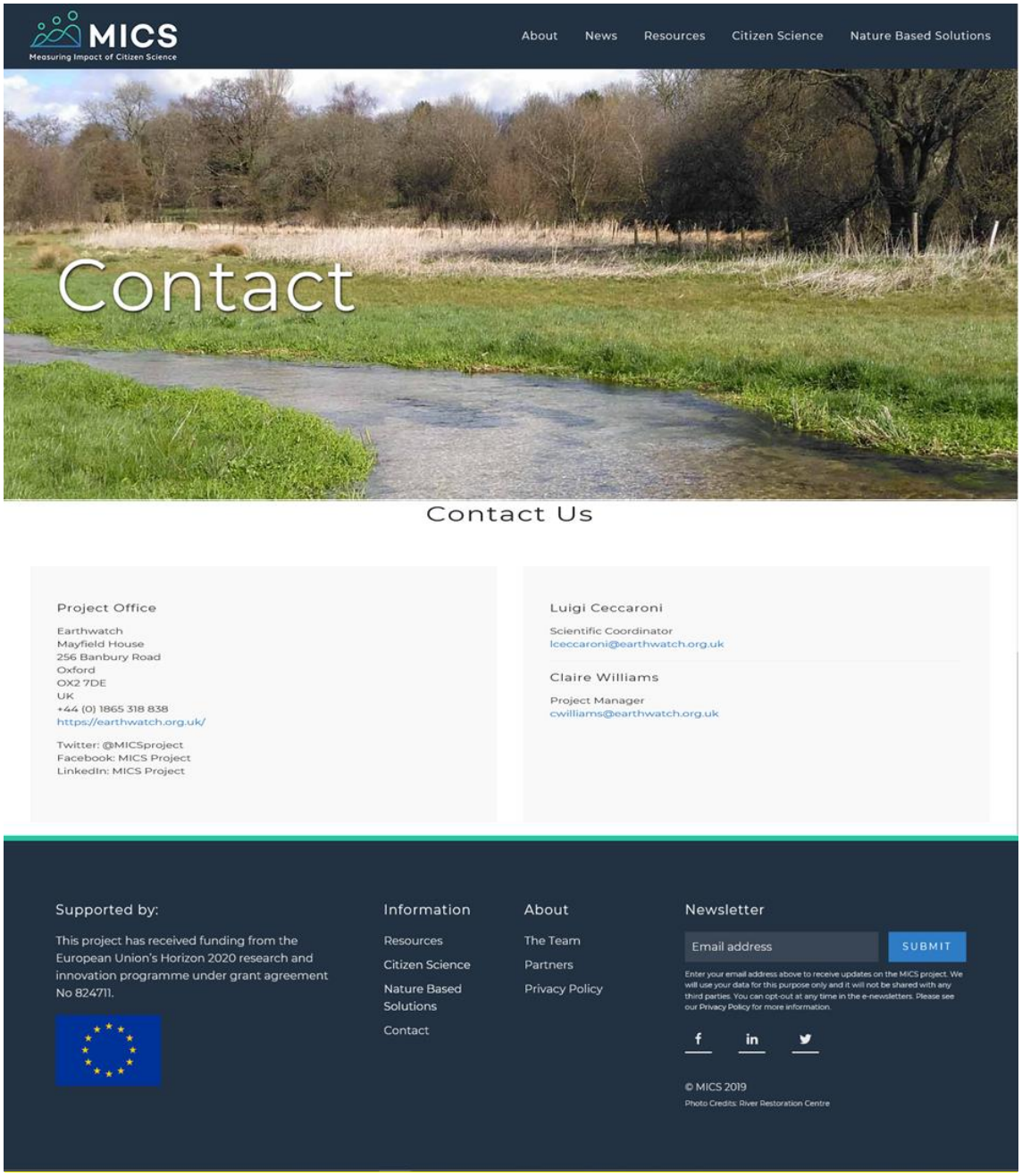
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Facebook: MICS Project
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Claire Williams
Project Manager
cwilliams@earthwatch.org.uk
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# 6 Appendices

## 6.1 Appendix I: MICS visual identity creative brief

| **Project Name** | **MICS** |
|---|---|
| **Slogan/Tagline** | Developing metrics and instruments to evaluate citizen science impacts on the environment and society |
| **Key words** | Technology focussed. Environment. People. Public engagement. Participatory/Participation. Responsible Research and Innovation (RRI) |
| **Project Description** | The MICS project brings together a transdisciplinary team to address a scientific and policy priority area where citizen science has the potential to promote a paradigm shift. Nature-based solutions (NBSs) are actions to protect, sustainably manage and restore natural or modified ecosystems that address societal challenges and provide human well-being. NBSs have increasingly become policy and planning objectives, but major knowledge gaps in NBSs science have hindered their implementation and acceptance. This is largely due to a lack of locally specific information about the influence of: climate, location, condition and management on NBS function and impact. Furthermore, the sustainability of NBSs often depends on the perceptions and needs of stakeholders, including user groups, local communities, conservation bodies, farmers, land managers, policy makers and practitioners. Due to their systemic complexity and embedding in local context, NBSs offer a unique potential for citizen science to make a major contribution. The MICS project will support NBS research by developing strategies and tools to evaluate impacts on science and society resulting from the integration of citizen science. These tools will foster citizen science approaches that increase both scientific knowledge, and how scientific evidence is taken up by communities and policy makers.<br><br>MICS will use novel impact-assessment metrics and instruments that measure costs and benefits of citizen science in relation to the NBSs, with particular attention in the domains of society; democracy; the economy; NBS science, and citizen scientists. These instruments will be grounded in a comprehensive conceptual framework and integrated into an open platform following rigorous validation in key pilot sites along a West-East EU axis. This will test the applicability of the MICS impact-assessment tools in regions with differing opportunities and constraints for NBSs, and with different levels of citizen science uptake. |
| **Objectives** | O1. Provide comprehensive, participatory and inclusive metrics and instruments to evaluate citizen science impacts<br>O2. Implement an impact-assessment knowledge-base through toolboxes for methods application, information visualisation, and delivery to decision makers, citizens and researchers<br>O3. Improve the effectiveness of NBSs through test-site development and citizen science tool validation<br>O4. Generate new approaches that strengthen the role of citizen science in supporting research and development<br>O5. Foster a citizen-science approach to increase the extent to which scientific evidence is taken up by policy makers through recommendations and guidelines |
| **Values** | Excellence, Rigor, Innovative, Accessible, Openness, Legitimacy |

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| **Target Audience(s)** | Primary – European organisations employing citizen science techniques – usually NGOs, academic institutions, public authorities<br>Secondary – Citizen scientists, Funders, General public, Worldwide organisations employing citizen science techniques |
| **Preferred Logo Type (see here)** | Combination Mark – the letters MICS and a graphic |
| **Preferred Style (e.g. vintage, minimal)** | Minimal, simple, clean. Future facing but not futuristic. Some soft/curved lines – not too geometric/harsh looking.<br><br>The following wording could be used to expand the letters:<br>Measuring Impact in Citizen Science |
| **Logo use** | Throughout the project in multiple media formats.<br>Largely on the project website, in presentations, documents, banners, social media |
| **Preferred Logo Orientation (eg vertical or horizontal, or both)** | The logo will largely be used in a horizontal format but it would be useful to have both a vertical and a horizontal option. |
| **Social Media profile image** | There will be a project twitter feed so it will be important to have a suitable logo for the profile image. |
| **Colour Palette** | Blues, Grey, Black to fit with partner logos (see below)<br><br>Greens or Oranges as complimentary 'lifting' colour to stand out from partner logos |
| **Fit with partner logos** | EARTHWATCH INSTITUTE<br>UNESCO United Nations Educational, Scientific and Cultural Organization<br>IHE DELFT Institute for Water Education under the auspices of UNESCO<br>Distretto delle Alpi Orientali<br>GEONARDO STATE-OF-THE-ART AND BEYOND<br>THE RIVER RESTORATION CENTRE<br>GeoEcoMar |

## 6.2 Appendix II: MICS Simple brand guide