



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

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### **Report on quarterly newsletters, social media posts and updates (update of deliverable D5.8)**

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<b>Abstract (for dissemination)</b>	This report describes the updated communication strategy of MICS one year into the project. The strategy, originally outlined in deliverable 5.8, is made of two parts: (1) a regular, quarterly newsletter which informs about news, events and recent publications; (2) posts and updates on various social-media channels, aimed at reaching out to a wider public and getting them interested in the project and its results.		
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## Contents

1	Executive summary .....	3
2	Introduction .....	4
3	MICS communications team .....	5
4	Communication objectives .....	5
5	Target audiences.....	6
6	Strategies to achieve the communication objectives.....	7
6.1	Strategies.....	7
6.2	Next actions needed for implementation of communications strategy .....	9
7	Themes to communicate .....	10
8	Communication instruments .....	11
8.1	Distribution through existing communication instruments of MICS partners.....	11
8.2	Use of existing outreach materials of MICS partners.....	12
8.3	Making use of existing networks and contact database .....	13
8.4	Media.....	14
8.5	Website [mics.tools].....	14
8.6	Promotional events, seminar, conferences.....	16
8.7	Engagement events and field visits .....	17
8.8	Social media.....	18
8.9	Newsletter .....	24
8.10	Leaflets and factsheets.....	28
8.11	Other communication tools and instruments.....	29
9	Summary of changes between versions .....	30

## 1 Executive summary

This project report describes the communication strategy of MICS, which is, according to the *description of the action (DoA)* made of two parts:

- (1) A regular, quarterly newsletter will inform stakeholders about news, events and recent publications. This will be a publication that is focused on a particular theme (often lead by the researchers and experts of a work package), offering both editorials and opinion articles, as well as short research info sheets. This part of the deliverable consists of multiple newsletters, which will be produced quarterly from M03 to M33. On an annual basis, at M12, M24 and M36, the newsletter will include information (title, date, location, content) on significant events (conferences, seminars, workshops) which will be organised by MICS. Also, at M12, M24 and M36, D5.8 will be updated as a project report and published on the MICS website.
- (2) Posts and updates on various social-media channels, aimed at reaching out to wider public and getting



them interested in the project and its results, as well as keeping stakeholders up to date with the progress of the project. This part of the deliverable consists of multiple posts and updates, which will be produced from M01 to M36.

This report has been produced in month 13 of the project as an update on D5.8 to reflect any changes to the overall communication strategy of MICS and to outline the work that has been carried out within the first year of the project.

## 2 Introduction

This report aims to summarise part of the communication strategy that will be adopted in the MICS project. It is complemented by deliverable D5.1 “Strategic plan for the exploitation and dissemination of the results (PEDR)”. Communication is here intended as the diffusion of the progresses and outcomes of MICS across potential stakeholders and interested public, as well as the support of citizen science. In particular, this report focuses on the communication strategy concerning quarterly newsletters, and social media activity. The lead partner of this report is AAWA, while Earthwatch is responsible for WP5 overall.

The communication strategy is built on the following key aspects:

- **Scope:** One major task of MICS is to quantitatively assess the benefits that community-based environmental citizen-science can bring to a more effective and inclusive decision-making process at higher levels. The communication strategy therefore will focus on the following:
  - to inform a wide public on the concept of citizen science;
  - to communicate about MICS’s objectives;
  - to inform on the progresses of the project;
  - to disseminate relevant outcomes and results of the project;
  - to communicate about activities, workshops, conferences, publications relevant or related to MICS.
- **Target audiences:** stakeholders that have a direct relation to environmental citizen science. In MICS these stakeholders include:
  - civic educators, scientists and practitioners;
  - citizens/publics (including citizens’ networks);
  - user groups;
  - public authorities and decision makers (including policy makers);
  - conservation bodies;
  - landowners, farmers and land managers.

Targets of the communication will also include people that are merely interested and curious on the project and on the citizen-science concept.

- **Dissemination platforms:**
  - a newsletter delivered via email and accessible online;
  - posts on common social media (Facebook and Twitter initially).

In the first year of MICS, work package 5 (WP5) has focused on establishing the communication channels and instruments for the project and priming the main target audience. This has laid the groundwork for future communication activities within the project. Many of the tasks in WP5 are intended to support and enhance the activities of the other work packages within the project. Therefore, in the first year of the project, whilst some of the key outputs of the other work packages such as the impact assessment method or online tools have not been ready for dissemination, there has not been a requirement for a large communication output from MICS. In the next years of the project as results from the project are ready to



be shared there will be a greater need for effective communications.

### 3 MICS communications team

The responsibility for the majority of tasks in WP5 (dissemination and outreach) is shared by Earthwatch (work package leader) and AAWA. However, effective and representative communications about the project necessarily require input from all partners. To this end, a MICS communications (comms) team has been formed to spearhead the project's communication activities. The team is led by Earthwatch with representatives from each of the project work packages. Currently the comms team holds semi-regular teleconferences, roughly once a quarter in line with the publication of the MICS newsletter. The meetings provide an opportunity for the team to discuss upcoming communication opportunities for the project with a particular focus on the quarterly newsletter and the project's social media channels. Once a content plan has been agreed within the team, responsibility for each item is then shared out between the project partners.

The content for the newsletter and social media is influenced by the progress of each of the work packages and which activities are at an appropriate stage to be shared. In this first year therefore, the majority of content has focused on the co-design activities in each of the MICS case study sites (WP4). In the next year, it is expected that more communications work will be done around the MICS impact assessment (WP2) and platform (WP3) as more details of these are disseminated.

The structure and activities of the team will continue to be reviewed and updated to reflect ongoing changes within the project and wider project team. For instance, as certain work packages reach stages which are suitable to be included in MICS's public communications, the work package representative might take a more active role in the communications team and/or new people may be invited to join and contribute to the MICS comms team.

### 4 Communication objectives

The below communication objectives guide the considerations and proposals of MICS's communication strategy:

1. To raise awareness about MICS as *a partnership for developing metrics and instruments to evaluate citizen-science impacts on the environment and society*; stimulate the use of MICS tools, the MICS website and participation in MICS events.
2. To fill some of the main knowledge gaps on citizen science among the main target audiences in the different regions where MICS operates to facilitate improved planning, decision making and implementation of NBSs.
3. To support the activities of the MICS case study sites, encouraging participation in the co-design of the citizen science activities and helping to promote the subsequent citizen science projects. Each project will have difference communication requirements and may establish separate social media/newsletter accounts to communicate within their local region. Specific objectives will be identified by each regional partner and will be used as a basis for regional communication strategies.
4. To stimulate target audiences to share information and their views about citizen science and, where appropriate, to become part of citizen-science networks.
5. To support the wider citizen-science network by helping to share key materials and research results both within the citizen-science community and more broadly to other target audiences.

Achievement of the communication objectives will help to stimulate and support pilot-testing the MICS approaches and eventually the uptake of the completed MICS website and tools.



## 5 Target audiences

The MICS project defines target audiences at a very general level, namely: civic educators, scientists and practitioners; citizens/publics (including citizens' networks); user groups; public authorities and decision makers (including policy makers); conservation bodies; landowners, farmers and land managers. To be a target audience for MICS, these actors need to be involved or interested in the definition or implementation of citizen-science actions, or of nature-based solutions. It may of course be the case that individuals belong to more than one audience. In addition, the European Citizen Science Association will also be regarded as a target audience for dissemination as many of MICS's outcomes will be especially exploitable by this association.

For MICS it is not realistic and therefore not effective to target all of these audiences. Effort will be put in to selecting the most important target audiences and identifying the main challenges for each target audience in order to define how MICS can best engage with them for improved planning, decision-making and implementation of citizen-science in Europe. The information on the selection of target audiences for MICS is laid out in deliverable 5.1 (Strategic plan for the exploitation and dissemination of the results (PEDR)).

The criteria for the selection of the main target audiences are below:

### 1. Key challenges and opportunities for society:

- identification of the main challenges and opportunities for society that MICS wants to address in the different regions and Member States;
- selection, from broad groups of target audiences, of the key groups and key individuals (related to the main challenges and opportunities that MICS wants to address in the different regions).

**2. Geographical focus:** MICS's capacity is not the same for every country that is listed as having test and validation sites. The regional partners are able to communicate more intensively in certain regions and less in other Member States. This depends on staff capacity of MICS partners, connections with partner organisations that can access the target groups in the different countries, language constraints and existing networks that can be used (see point 3). For the Member States for which the regional partners lack capacity to communicate, WP4 "Test-site development and tool validation" will provide further guidance.

**3. Using existing networks:** Using existing networks is essential for raising awareness of MICS and sharing knowledge and updates. It makes it much easier to reach target audiences where networks already exist. WP5 will carry out a review of existing citizen-science networks to provide MICS with information about:

- the presence of existing or emerging networks in Member States;
- an indication of which target audiences can be reached by these networks;
- instruments these networks provide which can be used by MICS, such as events, trade magazines, websites.

**4. Opportunities to enhance networks:** The network review will also indicate where networks are still rare and MICS could invest in facilitating enhanced networks. Based on this, target audiences can be identified and selected per region as well.



## 6 Strategies to achieve the communication objectives

### 6.1 Strategies

This section sets out in a concise way what the strategies and proposed communication instruments are to realise the communication objectives.

#### **Communication objective 1:**

To raise awareness about MICS as a *partnership for developing metrics and instruments to evaluate citizen-science impacts on the environment and society*; stimulate the use of MICS tools, the MICS website and participation in MICS events.

#### Strategy:

- Enable the *main target audience* (MTA) to find the MICS website.
- Keep MTA informed of the MICS activities, news, products on an ongoing basis.
- Invite MTA to events.
- Explain how they can use MICS tools (once they have been launched)

#### Communication instruments that can be used to implement this strategy:

- Social media: to help promote events and to keep the MTA up to date with key developments within the project
- Newsletter: to signpost the MTA to key resources from the project and give more details on the process of developing the MICS tools.
- Promotional events, seminars, conferences: to reach new members of the MTA, particularly those working in the areas of citizen science and nature-based solutions.
- MICS website [mics.tools]: to provide a clear and easy to use repository of materials including the MICS tools once they are developed.
- Communication instruments of existing networks
- Media: particularly making use of specialist publications whose readership is likely to be similar to the main target audience e.g. nature-based solutions or citizen science publications.
- Communication instruments of MICS partners (e.g. newsletter, website, social media)
- Direct communication with key stakeholders, supported with materials
- Leaflets and factsheets: can be used as outreach materials about MICS to support events

#### **Communication objective 2:**

To fill some of the main knowledge gaps on citizen science among the main target audiences in the different regions where MICS operates to facilitate improved planning, decision making and implementation of nature-based solutions.

#### Strategy:

- Use the knowledge within the MICS consortium to consider the different knowledge gaps/needs in the different regions where MICS operates. The MICS case study sites can act as hubs to help promote citizen science and nature-based solutions within the region.
- Identify and fill main knowledge needs to facilitate improved planning, decision making and implementation of NBSs.
- Communication of information that fills the knowledge needs of the main target audiences.



- Catch the interest of some of the key target audiences and trigger dialogue by addressing the main challenges and opportunities for citizen science in the different regions.

Communication instruments that can be used to implement this strategy:

- Leaflets and factsheets
- MICS website [mics.tools]
- Face to face meetings, presentations, personal emails to allow feedback and discussion and build up personal contacts
- Engagement events and field visits: targeted to regions within MICS with key knowledge gaps which the project can address
- Social media
- Newsletter
- Distribution through existing communication instruments of MICS partners

**Communication objective 3:**

To support the activities of the MICS case study sites, encouraging participation in the co-design of the citizen science activities and helping to promote the subsequent citizen science projects. Each project will have difference communication requirements and may establish separate social media/newsletter accounts to communicate within their local region. Specific objectives will be identified by each regional partner and will be used as a basis for regional communication strategies.

Strategy:

- Help to reach all relevant stakeholder groups in the MICS test site and invite them to join the co-design process
- Keep participants from the co-design process engaged by keeping them updated with progress within their local site and the MICS project more generally
- Boost participation in the citizen science project by reaching new potential citizen scientists, particularly members of the public and inviting them to take part.

Communication instruments that can be used to implement this strategy:

- Distribution through existing communication instruments of MICS partners: this will be especially important in contacting stakeholders to join the co-design process as in each region in which MICS operates there is also a partner organisation with an existing network.
- Making use of existing networks and contact database
- Media: local media will be particularly relevant for each of the MICS case study sites.
- Engagement events and field visits: visits to the site of the local nature-based solution could be a particularly helpful engagement tool
- Social media: to keep members of the local citizen observatory up to date with locally relevant information. This will particularly be the case if new social media accounts are started at each of the MICS case study sites
- Newsletter: to keep citizen scientists up to date with progress in the MICS project more widely
- Leaflets and factsheets: to provide stakeholders in the case study with information about the MICS project, citizen science, and nature-based solutions

**Communication objective 4:**





To stimulate target audiences to share information and their views about citizen science and, where appropriate, to become part of citizen-science networks.

Strategy:

- Create discussion about citizen science and river restoration between key players.
- Involve target audiences in knowledge development.
- Involve target audiences in knowledge transfer.
- Show available citizen-science networks where people can participate.
- Encourage key players to become a member of citizen-science networks.

Communication instruments that can be used to implement this strategy:

- Engagement events and field visits
- Social media
- Other communication tools and instruments: EU-citizen.science project website and social media will be useful tools to help introduce newcomers to the citizen science community

**Communication objective 5:**

To support the wider citizen-science network by helping to share key materials and research results both within the citizen-science community and more broadly to other target audiences.

Strategy:

- Show available citizen-science networks where people can participate.
- Encourage key players to become a member of citizen-science networks.
- Support the development of new projects.
- Play an active role in sharing key research and materials produced by other actors within the citizen science community

Communication instruments that can be used to implement this strategy:

- Social media
- Newsletter
- Promotional events, seminars, conferences
- MICS website [mics.tools]
- Communication instruments of existing networks
- Communication instruments of MICS partners (e.g. newsletter, website, social media)

**Specific regional/country communication instruments**

Besides the above communication instruments, the regional partners might have specific challenges and opportunities in their region and Member State, which will be addressed with specific communication instruments. These will be reflected in their regional communications strategies. In particular, each of the citizen observatories formed at the MICS case study sites might require their own social media accounts. This will help them fulfil their potential as communication hubs, promoting the uptake of citizen science and nature-based solutions within the regions that the MICS project operates in.

## 6.2 Next actions needed for implementation of communications strategy

A list of next steps is formulated for the implementation of the MICS communication strategy (see below). This list will be updated regularly.



Action	Responsibility
1. Ongoing assessment and identification of: <ul style="list-style-type: none"> <li>existing information and materials we can share;</li> <li>new information and materials we could develop.</li> </ul>	All regions
2. Identification of opportunities for dissemination of the project's outputs, in particular publications, conferences and events.	All regions
3. Identification of issues and/or project updates which can be included as articles in the project newsletter.	All regions
4. Continue to attract the MTA to the MICS communication tools by producing regular content e.g. newsletter and social media	All regions

## 7 Themes to communicate

Across the different Member States in Europe, MICS's partners face a number of different challenges and opportunities. In addition, within each challenge and opportunity there are different key target audiences with their own, specific knowledge needs. Some face for instance opposition to river restoration fuelled by doubts about the costs, or economic loss of an area. Others just need information on the 'how to' question of citizen science or river restoration.

MICS, however, cannot target all these different themes in its work and its communications, so selection is necessary. MICS has therefore decided to identify the main joint themes to address through MICS communication. Originally a full list of themes was compiled for the duration of the project. However, now the main themes are selected on a rolling basis (using the original table as a source of inspiration). This means the themes are chosen and used at the time when they are most appropriate for the ongoing activities of the project, the availability and capacity of the project partners, and their relevance to the general context outside the project.

The themes are used in the main joint communication (e.g. on the website, newsletters, social media, non-professionals' reports, and possibly for key joint information leaflets, posters, and videos). In particular, the themes are used to shape the quarterly newsletter with the lead organisation for the theme also acting as editor of the newsletter and writing an article for the newsletter and website on the topic.

MICS main themes for communications:

Theme	Lead organisation	Date used
Overview of the project and first steps	Earthwatch	Sep 2019
The co-design of the case-study sites	RRC	Jan 2020
The importance of co-design	IHE Delft	Mar 2020

Potential future themes for MICS communications:

Theme	Lead organisation
Citizen science, especially in relation to nature-based solutions (This theme is related to the deliverable concerning the literature review.)	Earthwatch, GEO
Citizen empowerment	Earthwatch
Planning	RRC



UK test and validation site	RRC
Flood risk management	AAWA
Italy test and validation site	AAWA
How to do river restoration, incl. monitoring, hydro-morphology, water quality	RRC
Hungary test and validation site	GEO
Romania test and validation site	GeoEcoMar
Impact of citizen science on society	IHE Delft
Impact of citizen science on democracy	GEO
Impact of citizen science on the economy	IHE Delft
Impact of citizen science on the science related to NBSs	RRC
Impact of citizen science on citizen-science projects themselves	Earthwatch
Impact of citizen science on the individual citizen scientists involved in the activities	Earthwatch

More specific themes that are only relevant to a specific region or Member State can be supported by communications on the regional or national level.

## 8 Communication instruments

This section provides guidance to the communication tools and instruments that are used in the MICS project and are used jointly by all partners. MICS partners assess, within their own regions and Member States, whether additional instruments will be used to meet specific communication objectives.

### 8.1 Distribution through existing communication instruments of MICS partners

MICS will make use of the existing communication instruments of MICS partners. Instruments from MICS partners include:

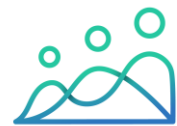
- Websites
- Newsletters
- Social media (e.g. Twitter, Facebook, LinkedIn)
- Promotional events, seminar, conferences

Aim for this tool: the audiences that can be reached through these instruments of the MICS partners are overall very relevant for MICS and this distribution will enhance MICS outreach among the MTA. These instruments will therefore be used for the promotion of MICS as a source of knowledge and impact-assessment tools.

Content: news, event announcements, new publications, flyers, videos, and links to parts of the MICS website (e.g. toolbox)

Responsibility: All partners

Action: The MICS partners play a key role in promoting the project with their existing communication instruments. They represent the project throughout many of their ongoing communication activities including at events and through social media. The photo below shows an example of a tweet promoting the MICS project at a conference.



The MICS partners' existing communication instruments have also been especially helpful in encouraging new subscriptions to the MICS newsletter. The newsletter is one of the main outputs of the project's communication team. For the newsletter to act as an effective communication tool a large number of the MTA need to be reached and encouraged to join the MICS project mailing list. Many of the MICS partners already have established networks within the citizen science and nature-based solutions communities. The MICS partners have shared links to the first newsletter and the newsletter subscription within their own communication networks, using instruments such as social media, to help to grow the audience for the MICS newsletter

## 8.2 Use of existing outreach materials of MICS partners

As a consortium of specialists, MICS brings together a wealth of knowledge, which is often reflected, in highly relevant, well-developed outreach products. In particular, when these materials are reflecting best available knowledge and are a helpful source of knowledge transfer on the key MICS themes, these will be used by MICS. They will be used for the MICS website and be used as a reference in MICS materials.

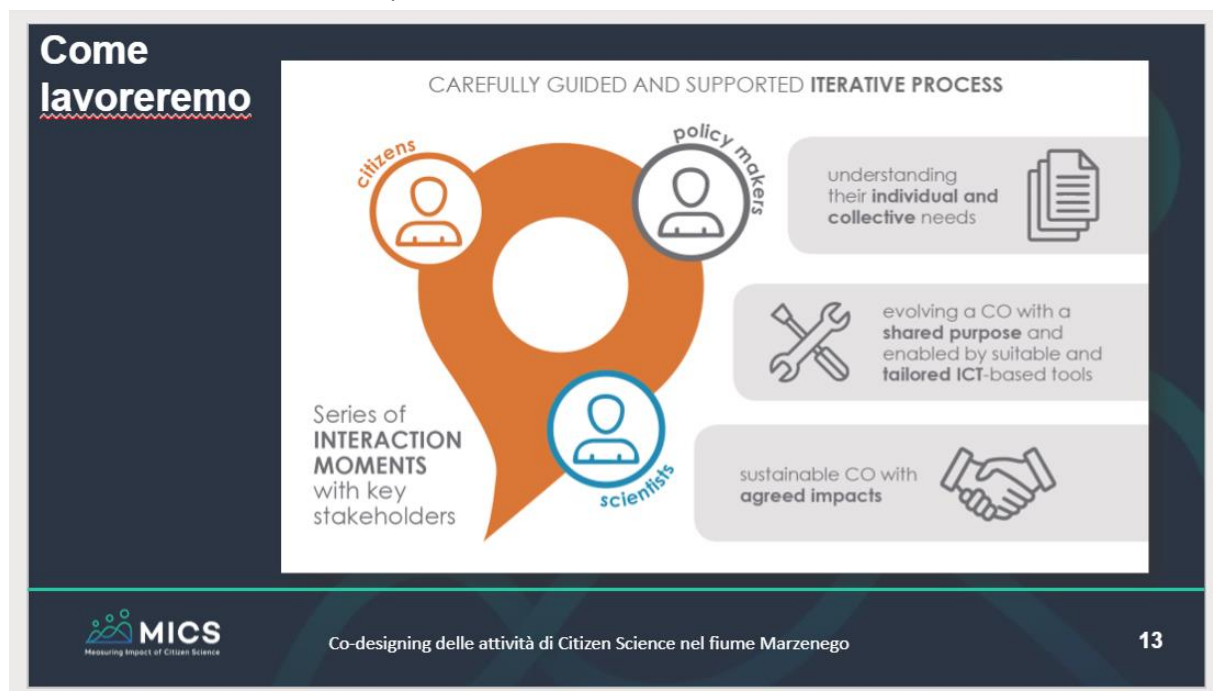


Aim for this tool: to transfer relevant knowledge to MICS target audiences; to empower additional people to join the debate about the impact of citizen science.

Content: reports, publications, videos, animations, pictures, leaflets, presentations

Responsibility: All partners

Action: IHE Delft have developed a series of useful outreach materials around citizen observatories and the co-design process. For example, the image below shows a PowerPoint slide from a co-design workshop in the Marzenego River case study site where an image from the Ground Truth 2.0 project (coordinated by IHE Delft) was used. Further opportunities to use the high-quality existing materials of the MICS partners will continue to be identified and exploited.



### 8.3 Making use of existing networks and contact database

Partners will approach contacts in existing citizen-science associations, platforms and other relevant networks. The communication instruments of these networks should be as much as possible used to promote and discuss the services that MICS provides. This is a very effective way of reaching MICS target audiences. These networks include:

- existing citizen-science associations and networks;
- other existing networks on NBSs, relevant policy areas (like flood risk management, navigation, water quality, fisheries, conservation, energy generation) and river-basin planners and practitioners;
- new and emerging networks.

Furthermore, MICS will reach out to target audiences through its contact database. This contact database will be continuously filled with new contacts after events, other meetings and upon request and will therefore be a growing tool for outreach. It will be GDPR compliant.

Aim for using this tool: to promote MICS work, events, publications, news, results, and traffic to the MICS website.

Content: news, event announcements, new publications, flyers, policy submissions, videos, links to parts of



the MICS website

Responsibility: All partners

Action: the project EU-Citizen.Science was funded as a coordination and support action in the same funding call as MICS. EU-Citizen.Science is building a central platform for citizen science in Europe. There is a large amount of overlap between the main target audiences of the two projects. As such there have been many opportunities for collaboration between EU-Citizen.Science and MICS in the projects' communication activities. For example, a MICS project update is placed in every EU-Citizen.Science newsletter [<https://us20.campaign-archive.com/home/?u=43994d556fa8e50df2ec2c705&id=dd5b2f8cb2>] along with updates from the other sister projects.

## 8.4 Media

MICS will be promoted through the environmental press and international news sites. The project will produce press releases to be distributed in different languages and modified to the different regional situations. The MICS project will not have a target for the number of press releases as it is only worth producing press releases at a time at which there is a development from the project which is ready to be shared and is novel enough to attract the attention of the press.

Aim for using this tool: Coverage in the media will be used to give citizen science more attention, and catch the interest of some of the key target audiences and in addition some of the stakeholders which also form the target audience of MICS, and trigger dialogue. By aiming to get recognition for MICS in such outreach, this will also serve the promotion of MICS as a source of knowledge and impact-assessment tools.

Content: main themes, significant MICS results and conclusions from events, major citizen-science happenings and developments

Responsibility:

- All regional partners should distribute news to their own media contacts. It is essential that we use all relevant contacts available in the partnership.
- During project meetings, each partner will be given the opportunity to suggest news items for the following period, which can then be decided on during the meeting along with corresponding deadlines.
- All press releases will be uploaded on the MICS website and all regional partners should upload relevant press releases on their website and distribute it to through their other communication instruments, like social media, mailing lists.

Action: No press releases have been produced at this stage of the project. There has not yet been a major development within the project which would be suited to media for dissemination. The project team will continue to look for opportunities to publicise the project in the media and will respond appropriately when such opportunities arise.

## 8.5 Website [mics.tools]

The website [mics.tools] is one of the main communication instruments to reach and engage with the MICS target audiences.

Aim for using this tool: The website serves as a knowledge platform to our target audiences and as a place to provide access to publications, case studies, tools, MICS news, and citizen-science networks. The website should also enable users to easily share information with others, and empower additional people to join the debate about the impact of citizen science.

Content: See deliverable on the content of the MICS website.



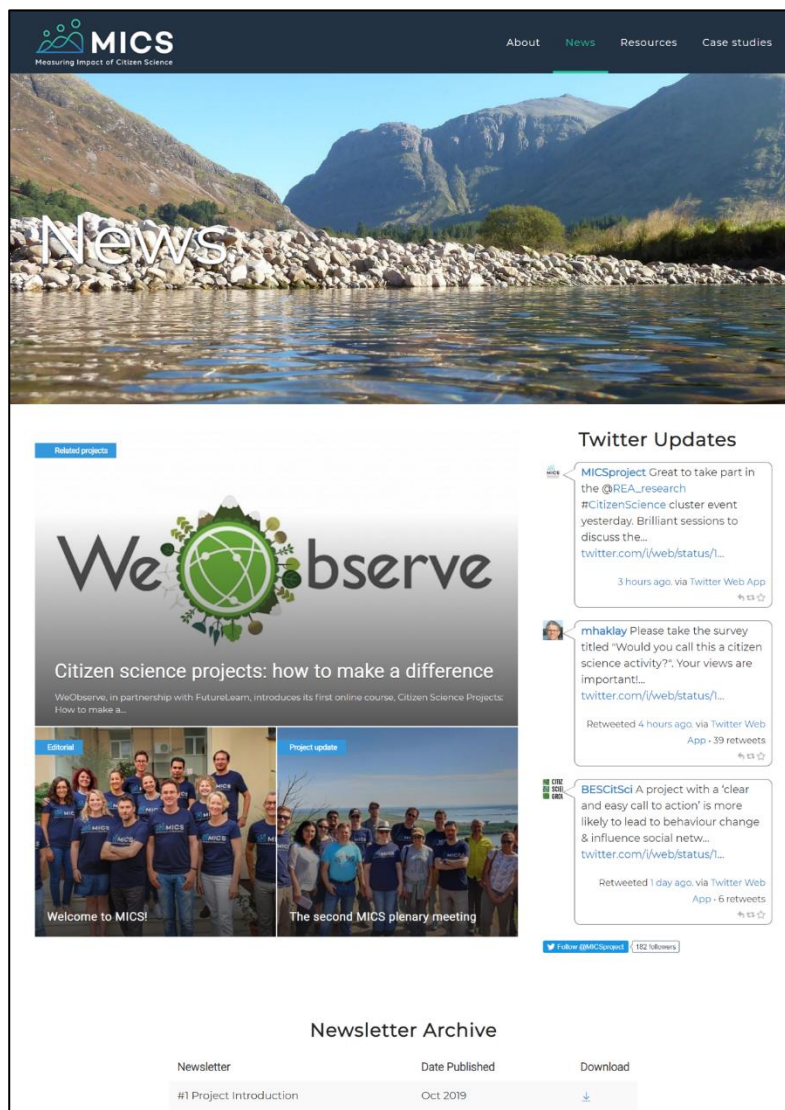


There will be clear links between the EU-Citizen.Science website and the MICS website. After MICS's project closure, project outputs will likely be integrated into EU-Citizen.Science.

**Responsibility:**

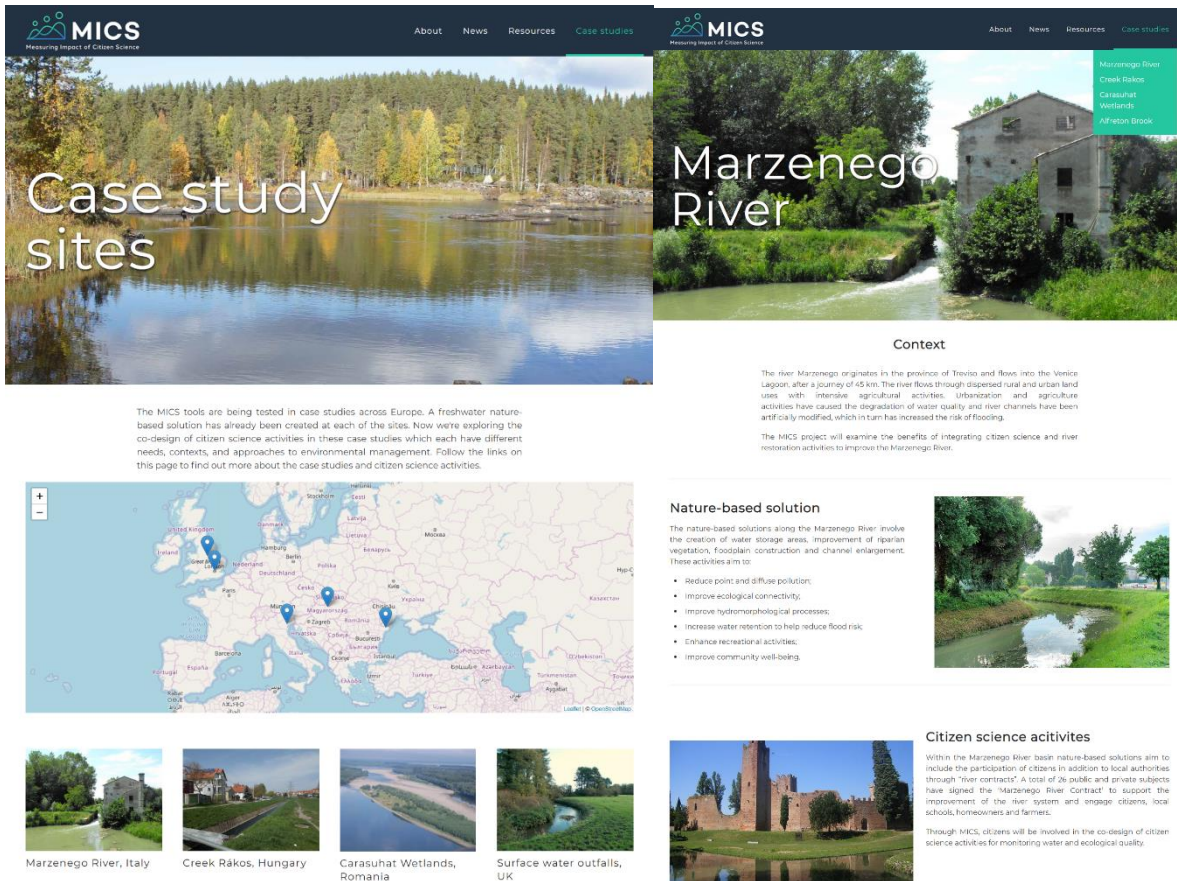
- The website needs to be kept up-to-date with the latest news and latest MICS materials and publications including relevant publications on citizen science and river restoration from MICS partners. This is the responsibility of all partners.
- All partners will promote the MICS website on their own individual websites and link to the MICS website.
- All partners to include the URL to the MICS website in all outreach materials.
- All partners to encourage other existing networks to link to the MICS website.

**Action:** the MICS project website [mics.tools] was launched in March 2019 as a brochure website containing basic information about the project, citizen science and nature-based solutions. A full description of the initial website can be found in D5.7: Project Website [<https://zenodo.org/record/3522694#XfOXbmT7Q2y>]. Since then, several new sections have been added to the website. For instance, the image below shows a screenshot from the MICS news page which displays news articles published by the project, the MICS twitter feed, and links to download editions of the MICS newsletter.





Another section has also been added to the website to give detail on the progress of co-design and citizen science activities at each of the MICS case study sites. The two screenshots below show the general page with details on the MICS case study sites and then the page specific to the Marzenego River citizen observatory as an example of a case study page.



These two new sections on the website reflect a shift in content on the MICS website from general introductory information to a more detailed knowledge platform designed specifically for the main target audience.

## 8.6 Promotional events, seminar, conferences

MICS will use a selection of relevant events (international, European, regional, national or local levels) to:

- give presentations and participate in panel discussions;
- network;
- show and distribute outreach materials such as MICS's information leaflet, pull-up banners, posters and specific information leaflets on main themes.

**Aim for using this tool:** to promote discussion on citizen-science impact and the work of MICS and to trigger dialogue on the main themes.

**Content:** the main themes that MICS will use to communicate

**Responsibility:** All partners. All MICS partners identify relevant events. Some relevant events are identified already, in which MICS will consider to cooperate. Partners have the responsibility to update other MICS partners of events throughout the project.





**Action:** In May 2019, members of the MICS project team from Earthwatch, AAWA and RRC attended the River Restoration Conference in Liverpool, UK. They led a workshop around the MICS impact indicators (Task 2.7). The objectives of the workshop were to reach a common understanding of the role of citizen science in river restoration and to brainstorm (quantitative and qualitative) methods, metrics and indicators to measure citizen science impact. A full list of the events attended by the MICS project team is given in the table below:

Event	Location	Date	MICS partner(s)
European Citizen Science General Assembly	Brussels, Belgium	02/04/2019	Earthwatch
CitSci2019	Raleigh, USA	13/04/2019- 17/04/2019	Earthwatch
River Restoration Conference	Liverpool, UK	30/04/2019- 01/05/2019	Earthwatch, AAWA, RRC
Ground Truth 2.0 week	Delft, Netherlands	04/10/2019- 05/10/2019	Earthwatch, IHE Delft
GEOWeek	Canberra, Australia	04/11/2019- 09/11/2019	IHE Delft

The MICS project is not currently in a position to disseminate much from the project. However, in 2020 a number of key deliverables should be completed which will be key outputs of the project and therefore better suited to dissemination through events, seminars and conferences. For instance, D2.2 (Report detailing impact-assessment methods adapted to citizen science) is due in early 2020 and will outline the MICS approach to impact assessment.

The MICS team has also submitted two abstracts to run sessions at the 2020 ECSA conference in Trieste. One abstract about the broad aims of the MICS project, particularly concerning impact assessment, and the second abstract focuses on the approach to co-design adopted by the MICS project. If these abstracts are accepted, they will be valuable opportunities to promote the work of MICS within the citizen science community.

## 8.7 Engagement events and field visits

MICS will organise engagement events throughout the EU Member States where test and validation sites are located:

- engagement events targeted at existing citizen-science networks;
- a series of engagement events aimed at civic educators, scientists, and relevant policy makers;
- a series of specific events in the form of field visits targeted predominantly at civic educators, scientists, relevant policy makers and practitioners.

**Aim for using these tools:** Engagement events should be used to strengthen the networks, empower additional people to join the debate about the impact of citizen science, share relevant knowledge to the MTA, and promote MICS as a source of knowledge and impact-assessment tools. Target audiences should be stimulated to exchange views and knowledge with each other about the impact of citizen science and river restoration.

**Content:** It is important that the topics of the different planned engagement events and field visits focus on the key challenges and opportunities identified by the regions. This means that both the topics and participants need to be carefully selected. The content will also be informed by the selection of the main MICS communication themes. Engagement events can include trainings, presentations, discussions, excursions.

**Responsibility:** All partners



**Action:** A number of engagement events have been planned in each of the MICS case study sites. More specifically, in each site a series of co-design workshops are being planned for local stakeholders to agree on the citizen science activities they would be interested in. The first of these workshops was held near the Marzenego River in Italy. Follow on workshops are currently being planned in Marzenego and workshops have also been planned in Hungary and Romania which will take place in early 2020. While these events are primarily aimed at engaging stakeholders in the co-design process, through the activities the MICS project more generally will also be promoted among the main target audience.

## 8.8 Social media

MICS uses a number of web-based social media instruments. This part of the communication strategy refers to the dissemination activities carried out online on social-media platforms, namely Twitter and Facebook, initially. Partners will furthermore make use of social media that their organisations are already using.

**Aim for using this tool:** Not only can the use of social media enhance our coverage in the target audiences, but also our target audiences and stakeholders are, through social media, enabled to easily share news, publications and other information with others. MICS will use social media to promote MICS as a source of knowledge and impact-assessment tools, to empower additional people to join the debate about the impact of citizen science, to distribute knowledge and to encourage target audiences to share their knowledge and views.

**Content:** news and updates, content such as new publications, leaflets, videos, pictures, online discussions on the main themes (e.g. through internet articles and posts), significant milestones and results of the project; external activities, information in the fields of citizen science and NBSs, conferences and workshops on citizen science

The content shared on social media by the MICS consortium will relate to all activities that are significant for the project itself and for promoting citizen science among a wide public.

This can be encouraged through:

- website: 'share with a friend option';
- cross-sharing news and publications through social media.

**Responsibility:** All partners. Posts are published online by administrators (AWA and Earthwatch).

The process on how to manage the social networks Facebook is the following:

1. Each partner provides administrators a set of posts previously scheduled in sharepoint ([https://earthwatch611.sharepoint.com/:x/s/mics-group/EXZGHPm9VYRPII2KsgLTdnABgEhJy\\_WOecJINK3uHNbQmQ?e=cGbhXc](https://earthwatch611.sharepoint.com/:x/s/mics-group/EXZGHPm9VYRPII2KsgLTdnABgEhJy_WOecJINK3uHNbQmQ?e=cGbhXc)). Each partner provides photos or useful infographic.
2. Each partner warns the administrators of the scheduling delivery and requires the publication until a specified data.
3. Administrators then publish them, scheduling posts by publication tools.

The process guarantees a steady provision of posts to the social media throughout the project and a balanced contribution from the partners.

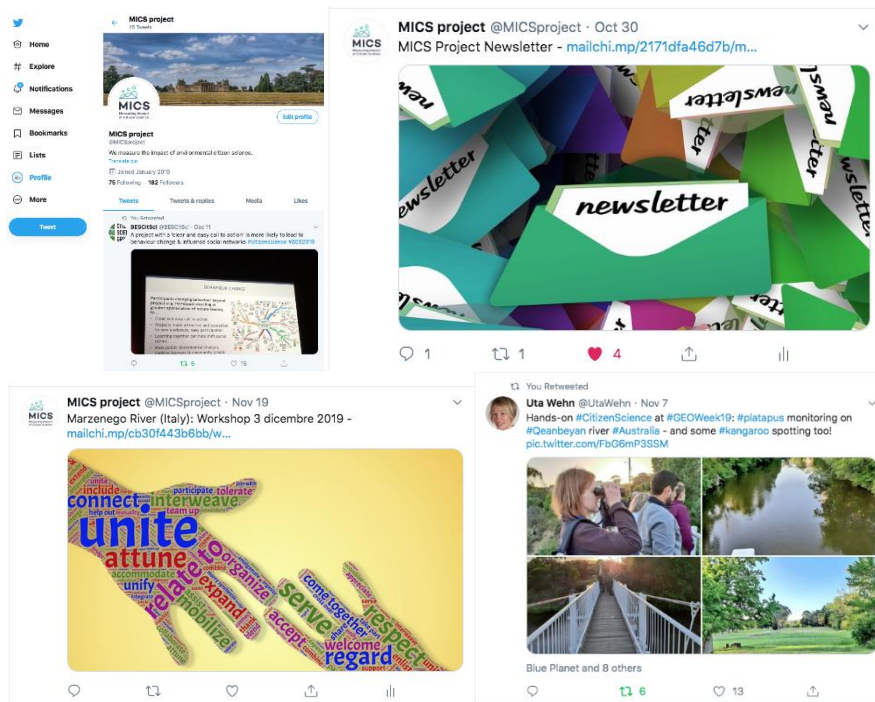
**Action:**

A Twitter account named "MICS project" (@MICSproject) is active (see figure below) and managed by AWA (three days a week) and Earthwatch (two days a week) with the possibility of supplementing.



[<https://twitter.com/MICSproject>]

The posts have been delivered re-tweeting mostly partner's post or based on #CitizenScience, if consistent with MICS project. Sharing/retweeting each other's posts on the MICS project will favour the diffusion of contents.



Statistic data:

tweets	retweets	Retweets (partner)	following	followers	mentions
45	31	10	75	182 (63% female)	54

Tweet Analytics

Top tweets, impressions and engagement rate: analysis of five top tweets



Nov 2019 • 30 days

TWEET HIGHLIGHTS

**Top Tweet** earned 103 impressions  
 Marzenego River (Italy): Workshop 3 dicembre 2019 - mailchi.mp/cb30f443b6bb/w... pic.twitter.com/btPTJSKTEK



View Tweet activity

View all Tweet activity

**Top mention** earned 20 engagements



**Uta Wehn**  
 @UtaWehn · Nov 5

Proud to participate on behalf of @geocitsci, @ihedelft, @GroundTruth20, @AfriAlliance1, @CSEOLab, @WeObserveEU and @MICSproject. twitter.com/Lea\_Shanley/st...

👍 6 🍷 10

View Tweet

NOV 2019 SUMMARY

Tweets	2	Tweet impressions	594
Profile visits	23	Mentions	9
New followers	13		

Oct 2019 • 31 days

TWEET HIGHLIGHTS

**Top Tweet** earned 130 impressions  
 MICS Project Newsletter - mailchi.mp/2171dfa46d7b/m... pic.twitter.com/pyoJie89H8



👍 1 🍷 1 🍷 4

View Tweet activity

View all Tweet activity

**Top mention** earned 70 engagements



**EU-Citizen.Science**  
 @EUCitSciProject · Oct 15

Our newsletter is out! 📧  
 Check your 📧, or click here  
[bit.ly/2qfvQzH](https://bit.ly/2qfvQzH)

What is #Pollution? 🤔 w/  
 @DrGaryFuller & examples of  
 #CitizenScience projects

News from sister projects @MICSproject  
 @ACTION4CS @CitiHealthEU  
 @dNOSES\_EU

Subscribe 📧 [bit.ly/2MGv4ok](https://bit.ly/2MGv4ok)  
[pic.twitter.com/see3CaAM1i](https://pic.twitter.com/see3CaAM1i)



👍 1 🍷 11 🍷 16

View Tweet

OCT 2019 SUMMARY

Tweets	3	Tweet impressions	949
Profile visits	35	Mentions	15
New followers	10		

**Top Follower** followed by 2,827 people



**CEAB-CSIC**  
 @ceabcsic FOLLOWS YOU

El CEAB-CSIC es un referente en Biología Marina, Limnología y Ecología. Contribuimos al avance del conocimiento y a su aplicación para una sociedad



Jul 2019 · 31 days

TWEET HIGHLIGHTS

**Top Tweet** earned 564 impressions

MICS enjoying life in Romania, during project meeting.  
[pic.twitter.com/vPT83oWFcW](https://pic.twitter.com/vPT83oWFcW)



1 11

View Tweet activity

View all Tweet activity

**Top Follower** followed by 11.8K people



**CREAF**

@CREAF\_ecologia FOLLOWS YOU

Ecology moves us! We are a public research center focused on global change. Ciència aplicada a la gestió sostenible de los ecosistemas. L'ecologia ens mou!

View profile

View followers dashboard

**Top mention** earned 52 engagements

**mohammad**  
@M\_Ghariesifard · Jul 15

Lively discussions about conceptualizing and capturing the **impact** of **#citizenscience @MICSproject** plenary meeting, @GeoEcoMar headquarters in **#bucharest!**  
@ihedelft, @UtaWehn  
[pic.twitter.com/rSMfFC3ah](https://pic.twitter.com/rSMfFC3ah)



1 5

View Tweet

**Top media Tweet** earned 545 impressions

MICS accommodating for remote participation during a meeting in Romania @JessieLOliver. Advancing in measuring the impact of citizen science.  
[pic.twitter.com/7RpkWFctHr](https://pic.twitter.com/7RpkWFctHr)

JUL 2019 SUMMARY

Tweets	4	Tweet impressions	2,495
Profile visits	103	Mentions	19
New followers	13		

May 2019 · 31 days

TWEET HIGHLIGHTS

**Top Tweet** earned 438 impressions

The MICS project's workshop on "citizen science's impact on river restoration" at **#RRCLiverpool**  
[pic.twitter.com/Dbo3qTVoFg](https://pic.twitter.com/Dbo3qTVoFg)



1 5

View Tweet activity

View all Tweet activity

**Top mention** earned 40 engagements

**Ecsite**  
@Ecsite · May 22

Make sure you subscribe to our , it should be flying your way very soon [bit.ly/2YOhUJ5](https://bit.ly/2YOhUJ5) You will be getting the latest updates from the field as we are joining forces with other **#SWAFS #citizenscience** projects @ACTION4CS @MICSproject @CitiSHealthEU

2 7

View Tweet

MAY 2019 SUMMARY

Tweets	1	Tweet impressions	1,161
Profile visits	31	Mentions	2
New followers	10		

Mar 2019 · 31 days

TWEET HIGHLIGHTS

**Top Tweet** earned 758 impressions

Luigi Ceccaroni, @Earthwatch\_Eur, presents MICS @MICSproject at **#citsci2019**; announces the possibility to register for early access to the MICS tools, with which you'll be able to measure the impact of citizen-science projects. Get in touch! April 2nd! [mics.tools]  
[pic.twitter.com/i1O4mdF3iK](https://pic.twitter.com/i1O4mdF3iK)



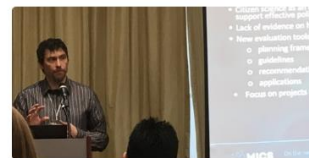
3 7

View Tweet activity

View all Tweet activity

**Top mention** earned 23 engagements

Luigi Ceccaroni, @Earthwatch\_Eur, presents MICS @MICSproject at **#citsci2019**; announces the possibility to register for early access to the MICS tools, with which you'll be able to measure the impact of citizen-science projects. Get in touch! April 2nd! [mics.tools]  
[pic.twitter.com/i1O4mdF3iK](https://pic.twitter.com/i1O4mdF3iK)



3 7

View Tweet activity

View all Tweet activity

MAR 2019 SUMMARY

Tweets	4	Tweet impressions	1,381
Profile visits	51	Mentions	2
New followers	28		



A Facebook page named “MICS Project” is available [<https://www.facebook.com/MICS-Project-1165673216930391/>]. LinkedIn is an additional platform but has not been activated during the first year.

A draft of the social media policy for the partner was created by AAWA and is being developed until 2020, with participation and evaluation of all partners.

Analysis result:



This screenshot from the Facebook page, shows interactions and covering of posts, defined for type of post (sentence, photo or link):





Data pubblicazione	Post	Tipo	Destinatari	Copertura	Interazioni
12/12/2019 14:40	 Each case study can			8 	2 2 
10/12/2019 14:28	 30 stories to tell ...			11 	2 2 
10/12/2019 14:27	 Many forces and all in			38 	6 4 
10/12/2019 14:26	 The MICS project			8 	2 4 
09/12/2019 12:25	 The five MICS case			14 	1 2 
02/12/2019 11:47	 Our innovative			20 	4 5 
25/11/2019 11:47	 Measuring the impact			14 	1 3 
19/11/2019 11:28	 Marzenego River (Italy):			12 	1 2 
18/11/2019 11:43	 Users of our tools will,			16 	2 2 
11/11/2019 11:13	 Our objective is			61 	4 7 
04/11/2019 11:11	 How do you measure			17 	1 2 
03/11/2019 12:33	 [https://www.futurelearn.			14 	3 2 
30/10/2019 10:34	 MICS Project			16 	1 2 
16/07/2019 15:31	 The MICS project			751 	161 41 
17/06/2019 16:18	 MICS Project			23 	3 2 



24/05/2019 17:51	 MICS is all about			145 	11 16 
22/05/2019 16:14	 Our goal? Develop			22 	0 2 
03/05/2019 15:45	 What would we like to			24 	0 4 
01/05/2019 15:47	 The workshop			21 	5 3 
01/05/2019 15:25	 River Restoration			16 	0 0 
11/03/2019 18:43	 MICS Project			22 	0 1 
24/01/2019 17:58	 How to assess the			19 	5 3 

Statistic data:

posts	sharing	Sharing (partner)	likes	followers
22	0	0	34	36

## 8.9 Newsletter

MICS created a quarterly e-newsletter using Mailchimp, an online software for editing newsletters and managing recipients. The audience was based on the contacts in the MICS group.

The first number of the MICS e-newsletter was delivered starting from October.

The newsletter editing is assigned to AAWA, under evaluation of Earthwatch. The editorial partner of the newsletter has to identify the other contributing partners and coordinate their input to the newsletter.

Content: event announcements, internet articles related to themes or events, event reports and presentations, new publications and outreach products, best practices case studies. More specifically, the newsletter includes (but will not be limited to):





1. An editorial piece, which can be written by the editorial partner of the newsletter. This focus, for example, can be on a specific aspect of the project or on key aspects of citizen science (especially in relation with nature-based solutions).
2. Progress updates of the MICS project. This section briefly summarises the status of the project and recent updates.
3. Description of the results of the project and of key features of citizen science. This section presents relevant results of the project as well as a more in-depth discussion on a specific aspect related to citizen science, especially in relation with nature-based solutions.
4. Promotion of citizen-science events (e.g. workshops, conferences). The newsletter serves as a reference for stakeholders and people interested in citizen science to be updated with the upcoming events in the field.
5. External references and links to various topics related to citizen science and nature-based solutions. Throughout the newsletter (or in a dedicated section) relevant links and information will be provided as additional references of interest.

Aim for using this tool: to promote MICS work, events, publications, news, results and traffic to the MICS website.

Responsibilities:

- Earthwatch and AAWA are in charge of supervising the delivery of the newsletter.
- Earthwatch is responsible for uploading the news items on [mics.tools].
- All partners are responsible of putting blocks of content into their own articles and send them to AAWA and Earthwatch. Adapting the content for the specific format of newsletter is the responsibility of each partner as well.
- AAWA creates the stand-alone MICS newsletter and manage audience and communication campaigns.

The newsletter is emailed to all of those who subscribe via a subscription form system on the MICS website. It will be publicly available in suitable formats on the MICS website, on Facebook and Twitter. Google analytics will be used to monitor readership levels. The newsletter will also be sent out to relevant Consortium contacts, with the option to unsubscribe. The Consortium will advertise the subscription webpage to other potential interested parties via their own communications channels.

Action:

The first number of the e-newsletter, edited in September, was published in October. It introduces the MICS project and updates audience on project team and advisory board. In addition it describes how to become a beta-tester for the MICS project.



Hello, MICSers!

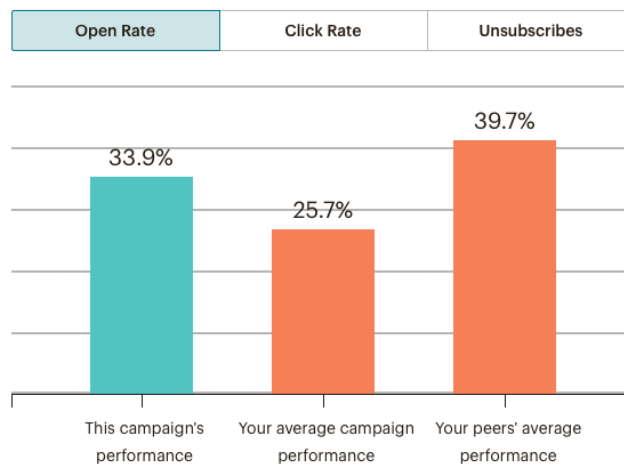
MICS is a new project to measure the impact of citizen science, which received two million euros of funding from the European Commission. The project involves six European partners: Earthwatch [United Kingdom], Stichting IHE DELFT Institute for Water Education [Netherlands], Autorità di Bacino Distrettuale delle Alpi Orientali [Italy], Geonardo Environmental Technologies Ltd. [Hungary], the River Restoration Centre [United Kingdom] and Institutul National de Cercetare Dezvoltare pentru Geologie si Geoecologie Marina [Romania].

But people trust other people, not projects or organisations. People are real; projects and organisations are just 'social constructs', or 'imagined realities'. And trust is even more critical in the case of a project related to citizen science. Therefore, we decided to make a less-formal newsletter and for each one the editor will be a particular person from the project.

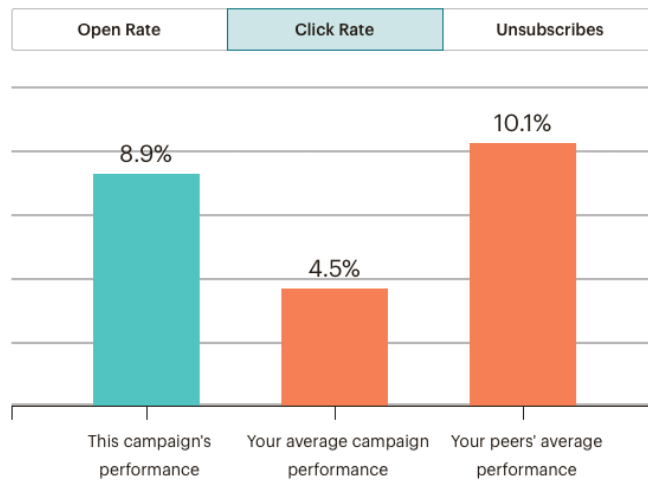
This time, the person is me – Luigi Ceccaroni – one of the authors of the project's idea and its scientific coordinator. In this newsletter, I will share with you the news of the project, related thoughts and all such stuff. You can read my full introduction to the project on the [MICS website](#).

Mailchimp brings in real time user behaviour. The MICS audience has 63 contacts for the first newsletter. This graphic shows how this campaign compares:

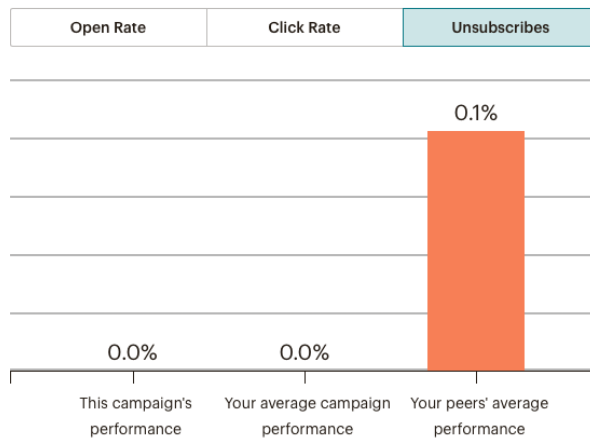
For openings:



For clicks:



For unsubscribing:



For the audience:

19 Opened	5 Clicked	1 Bounced	0 Unsubscribed
--------------	--------------	--------------	-------------------

Successful deliveries	56	98.2%	Clicks per unique opens	26.3%	
Total opens	54		Total clicks	9	
Last opened	12/13/19	7:53AM	Last clicked	11/4/19	10:48AM
Forwarded	0		Abuse reports	0	

Click performance of the MICS website is:



URL	Total clicks	Unique clicks
<a href="http://mics.tools">http://mics.tools</a>	<a href="#">5 (56%)</a>	<a href="#">3 (60%)</a>
<a href="https://mics.tools/component/k2/7-romania-plenary">https://mics.tools/component/k2/7-romania-plenary</a>	<a href="#">4 (44%)</a>	<a href="#">2 (40%)</a>

## 8.10 Leaflets and factsheets

Leaflets and factsheets are a useful way to enhance the MICS project's communication particularly at events and in face-to-face meetings where printed material about the project can help to highlight the key messages from MICS.

Aim for using this tool: Leaflets and factsheets should be used to provide clear messaging around the key outputs of MICS. The accessible nature of the printed material (simple language, use of visuals) should help members of the main target audience to relate with the aims of MICS. Having physical printed material to hand out at events will also give members of the main target audience the opportunity to read about MICS after the event. This is especially important at events such as conferences where attendees are exposed to lots of new information and having printed material to take away provides a prompt to think about and connect with the MICS project again.

Content: The content of the leaflets and factsheets will summarise key messages from the project often using clear and simple language to make the content accessible to a wide audience.

Responsibility:

- The production of leaflets and newsletters will be led by the MICS communications team with ultimate responsibility taken by Earthwatch as leader of work package 5.
- All partners to help contribute content for the flyers and leaflets.
- All partners to distribute flyers and leaflets at appropriate events.

Action: A factsheet was made for MICS in the first month of the project (D1.3: Project Factsheet) [<https://zenodo.org/record/3583144#XfpZ1GT7SUI>]. The project factsheet is a key tool in promotion of the MICS project, especially within the first year of the project. It was shared in "soft copy" with key stakeholders at the start of the project and has been produced in hard copy to be handed out at events and conferences where the MICS team is present.



**MICS**  
Measuring Impact of Citizen Science

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

Citizen science is defined as work undertaken by civic educators together with citizen communities to advance science, foster a broad scientific mentality, and/or encourage democratic engagement, which allows people in society to join the debate about complex modern problems. Currently however, we do not have the tools to measure how citizen science contributes to scientific discoveries and benefits society overall.

The MICS project develops the approaches and tools to evaluate citizen-science impacts that are needed to plan and implement projects in ways that lead to more powerful scientific outcomes. The test and validation of these tools focuses on the area of nature-based solutions (NBS).

#### Objectives:

- 1 Provide comprehensive, participatory and inclusive metrics and instruments to evaluate citizen science impacts
- 2 Implement an impact-assessment knowledge-base through toolboxes for methods application, information visualisation, and delivery to decision makers, citizens and researchers
- 3 Improve the effectiveness of nature-based solutions through test-site development and citizen-science tool validation
- 4 Generate new approaches that strengthen the role of citizen science in supporting research and development
- 5 Foster a citizen-science approach to increase the extent to which scientific evidence is taken up by policy makers through recommendations and guidelines

#### Nature-based solutions

Nature-based solutions (NBS) 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".

The NBS concept builds on and supports other closely related concepts, such as the ecosystem approach, ecosystem services, ecosystem-based adaptation/mitigation, and green and blue infrastructure. NBSs, however, have a distinctive set of premises: (i) some societal challenges stem from human activities that have failed to recognise ecological limitations; (ii) 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. NBSs are positive responses to societal challenges, and can have the potential to simultaneously meet environmental, social and economic objectives. The MICS project uses NBSs as the common context for evaluating the impacts of different citizen-science approaches.

### Expected results and impact

There is a clear need for viable strategies and tools to evaluate the impact of citizen science on science and society, and the MICS project aims to do this, by developing metrics and instruments to measure costs and benefits of citizen science, in the domains of: (1) society; (2) democracy; (3) the economy; (4) the science related to NBSs; (5) citizen-science projects themselves; and (6) the individual citizen scientists involved in the activities.

The result is an integrated platform where these metrics and instruments are available for use by anyone involved in a citizen-science project wanting to understand its impact, whether at the planning stage or several years after the project's conclusion.

This platform is validated by pilot testing in four test and validation sites across Europe. These sites explore the applicability of MICS impact-assessment tools in regions with differing needs, contexts, and approaches to nature-based solutions, and with various levels of citizen-science application. For example, in **Western Europe**, river restoration is increasingly carried out within an ecosystem-based management framework at river or catchment scale; in **Southern Europe**, river restoration tends to be issue-specific with some ecosystem relevance; in **Central and Eastern Europe**, river restoration is about ecosystem protection and related to existing infrastructure. The four test and validation sites selected are in the UK, Italy, Hungary and Romania.

The new MICS metrics and instruments also help to measure the impact of citizen science with respect to the **sustainable development goals (SDGs)**. Particular consideration is given to:

- Goal 3: Good health and well-being for people
- Goal 4: Quality education
- Goal 6: Clean water and sanitation
- Goal 11: Sustainable cities and communities
- Goal 12: Responsible consumption and production
- Goal 15: Life on land
- Goal 16: Peace, justice and strong institutions

**Map with MICS test and validation sites**

Western Europe: Ecosystem-based management approach  
Southern Europe: Issue-specific approach with local focus  
Central and Eastern Europe: Hungary and Romania: river restoration including existing infrastructure

Citizen science raises the accessibility of (socially relevant) scientific knowledge and accelerates the production of new knowledge, but it does not play a uniform role in the **research and innovation cycles** it contributes to data collection and project design, but too rarely to the monitoring and evaluation of the effects of different strategies and techniques. The deep analysis of the involvement of citizens in NBSs carried out in the project is ideal, to demonstrate how citizen science can have a constructive role in different phases of research and development, how the sustainability of NBSs can be improved, and how citizen science can be confirmed as an important policy pathway for decision makers.

### Project information

Project Coordinator: Earthwatch  
Scientific Coordinator: Luigi Ceccaroni  
Contact Person: Claire Williams  
Website: mics.tools

MICS involves six European partners from five European countries:

- Earthwatch Europe (UK)
- GEONARDO Environmental Technologies Ltd (Hungary)
- Scruming and EIT ICT Labs for Water Education (Netherlands)
- River Restoration Centre (UK)
- Institutul National de Cercetare Decontaminare si Gestionare a Deșeurilor (Romania)
- Aurora of Science Directorate (UK)

DURATION: 1 JANUARY 2019 - 31 DECEMBER 2021 | TOTAL COST: 1,944,428.00 € (100% EUROPEAN COMMISSION FUNDING)

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824751.

A flyer has also been produced which outlines the MICS project approach to codesign [<https://zenodo.org/record/3562272#.XfduZGT7Q2w>]. The flyer was produced in September 2019 in time to be shared at Ground Truth 2.0 Week, the closing event of the Ground Truth 2.0 project whose co-design method has been adopted in the MICS case study sites. More copies of the flyer have also been printed so that it can be handed out at future events.

**MICS**  
Measuring Impact of Citizen Science

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

**contact us...**

SCIENTIFIC COORDINATOR: Luigi Ceccaroni  
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WEBSITE: mics.tools

OR: @MICSproject

MICS Project

Partners: Earthwatch, IHE, Scruming and EIT ICT Labs, GEONARDO, Institutul National de Cercetare Decontaminare si Gestionare a Deșeurilor, Aurora of Science Directorate.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 824751.

**MICS**  
Measuring Impact of Citizen Science

### Impact assessment tools

Citizen Science can have multiple benefits enabling the public to directly collect data and contributing to scientific discoveries, whilst empowering and supporting scientific learning in society. However, we currently do not have the tools to accurately measure citizen contributions and these benefits.

The MICS project develops the approaches needed to evaluate Citizen Science impacts and creates an easy to use online tool that lets project managers and policy makers understand how to maximise the positive impacts of Citizen Science projects.

The MICS platform will measure the benefits of Citizen Science in the domains of:

- the environment
- the economy
- society
- science

"It's totally applicable to any Citizen Science project," says Luigi Ceccaroni, coordinator of the project, and MICS plans to integrate its impact assessment tool into platforms like EU-CitizenScience and COSACI.O.U.D. The new MICS metrics and instruments also help to measure the impact of Citizen Science with respect to the sustainable development goals (SDGs).

The platform, the data and the totality of the results of MICS will be available for use by anyone involved in a Citizen Science project and wanting to understand its impact, whether at the planning stage or after the project's conclusion.

### Citizen Science activities

MICS adopts and applies the best practice generated by the Ground Truth 2.0 project in the co-design of 'hands on' Citizen Science. Four sites in Europe (in the UK, Italy, Hungary and Romania) explore the co-design of Citizen Science activities in regions with differing needs, contexts, and approaches to environment management through nature-based solutions.

Marenego River, Italy | Carasului Wetland, Romania  
Creek Rakos, Hungary | Alfreton Brook, UK

## 8.11 Other communication tools and instruments

Other communication tools and instruments will be used and have been described in detail in deliverable D5.1: Strategic plan for the exploitation and dissemination of the results (PEDR), specifically:

MICS\_ D5.8 Quarterly newsletters, social media posts and updates  
2019



- Face to face meetings
- Poster and information boards
- Best practice documentation
- Non-professionals' reports

## 9 Summary of changes between versions

The table below summarises the significant changes of content between D5.8 (published January 2019) and this report (published January 2020).

Section number	Section title	Summary of change between D5.8 (M01) and update report (M13)
1	Executive summary	Short sentence added to explain that the deliverable has been updated in the 12 <sup>th</sup> month of the project.
2	Introduction	Short paragraph added to explain that the deliverable has been updated in the 12 <sup>th</sup> month of the project.
3	MICS communications team	A new section added to the 2 <sup>nd</sup> version of the deliverable to reflect the change in management of communication within the project.
4	Communication objectives	An additional communication objective was added to reflect the increased importance of the MICS case study sites within the first year of the project. Some other objectives were reworded to better reflect the ongoing activities of the project.
5	Target audiences	The list of target audiences was updated to reflect the content of D5.1 (PEDR).
6	Strategies to achieve the communication objectives	n/a
6.1	Strategies	An additional strategy was written for the objective which was added in the second version of this deliverable. The list of communication instruments used was updated to reflect the terminology used elsewhere in the document and to better summarise the ongoing activities of the project.
6.2	Next actions needed for implementation of communications strategy	Actions updated for the current state of the project although many of the actions from D5.8 were kept as ongoing actions for the project.
7	Themes to communicate	This section was changed to explain how the approach to communication themes has changed between the first two versions of D5.8. Instead of selecting themes for the duration of the project,





		themes are identified on a rolling basis ensuring their relevance to the current outputs of the project.
8	Communication instruments	n/a
8.1	Distribution through existing communication instruments of MICS partners	Added summary of action taken in the first 12 months of the project: screenshot of twitter activity used as a case study.
8.2	Use of existing outreach materials of MICS partners	Added summary of action taken in the first 12 months of the project: copy of a PowerPoint used as an example of the reuse of MICS partners existing materials.
8.3	Making use of existing networks and contact database	Added summary of action taken in the first 12 months of the project: description added of the work carried out with EU-Citizen.Science in publishing a joint newsletter between the sister projects from the same EC call.
8.4	Media	Ambitions of the communication instrument reduced given a more realistic appraisal of the communication value of some of MICS's outputs for media publications.
8.5	Website [mics.tools]	Added summary of action taken in the first 12 months of the project: screenshot of webpages given to highlight the addition of content to the MICS website.
8.6	Promotional events, seminar, conferences	Added summary of action taken in the first 12 months of the project: a full list of events attended on behalf of MICS has been added to the deliverable.
8.7	Engagement events and field visits	Added summary of action taken in the first 12 months of the project: detail added on the co-design workshops for the MICS case study sites.
8.8	Social media	Added summary of action taken in the first 12 months of the project: statistics given on the MICS Twitter and Facebook accounts with screenshots of example posts.
8.9	Newsletter	Added summary of action taken in the first 12 months of the project: statistics from the first newsletter publication given.
8.10	Leaflets and factsheets	Added summary of action taken in the first 12 months of the project: images and descriptions given of the print materials produced so far in the project as well as links to where they are saved on Zenodo.
8.11	Other communication tools and instruments	Removed one instrument from the list already explained in section 8.6.



9	Summary of changes between versions	Added to the document to record the major changes to content between the first two versions of D5.8.
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