

Welcome

This session is being recorded



Make sure that your headphones are plugged in

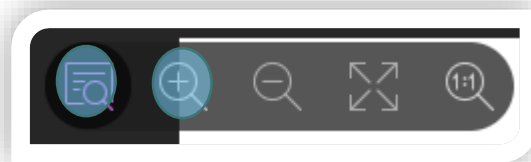


Follow us on social media:

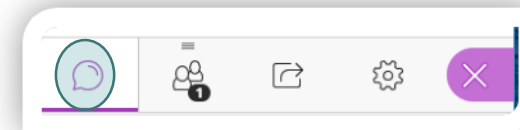
@ClairCity



Struggling to see a slide/image? Use the zoom function in the top left



If you have a technical question or a question for the speakers, please write them in the chat box





This project received funding for the European Union's Horizon 2020 research and innovation programme under grant No. 689289.

Webinar 1: Engaging citizens with air quality and climate change

Eva Csobod, Senior Expert, Regional Environmental Center (moderator)

Dr Laura Fogg-Rogers and Dr Margarida Sardo, UWE-Bristol

Peter Szuppinger, Former Regional Environmental Center

Andy King, PlayWest

Mirjam F. Fredriksen, NILU



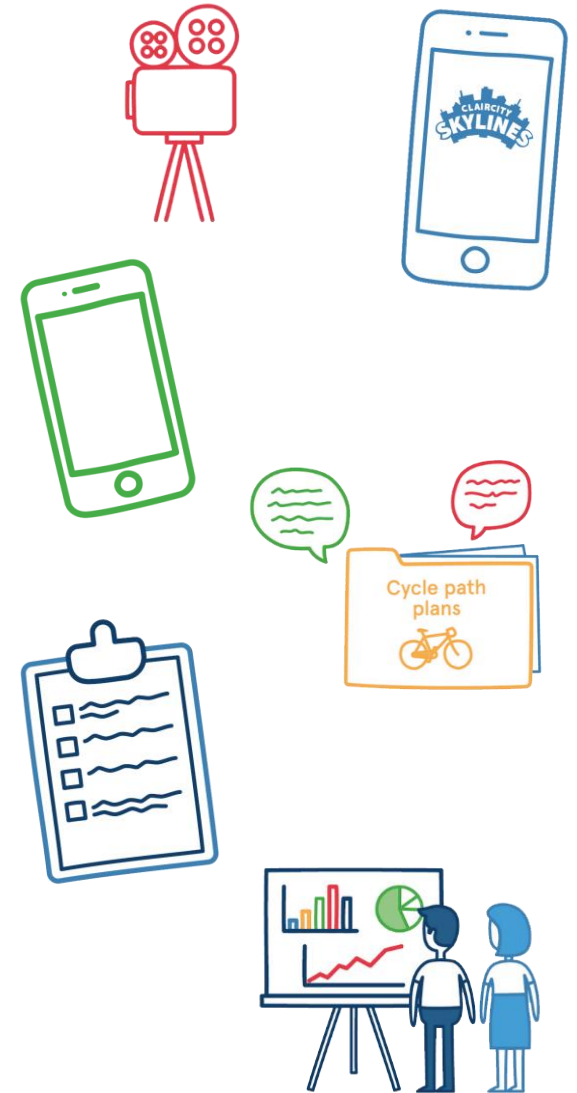
Citizens at
the Centre

Overview of the Webinar 1

1. **Introduction**, moderator, Eva Csobod (former REC)-5 mins
2. **Types of engagement** in project, Laura Fogg-Rogers (UWE)-10 mins
3. **Tools** we used, evaluation numbers, Margarida Sardo (UWE)-10 mins
4. **Questions** and moderated discussion -10 mins
5. **Success stories** – innovation -20 mins
6. Schools-Peter Szuppinger (former REC) – Game- Andy King (PlayWest), GreenAnt app- Mirjam F. Fredriksen (NILU)
7. **Using and adapting resources**, Laura Fogg-Rogers (UWE)-10 mins
8. **Questions**, moderated discussion, closing -15 mins

Intro

- The **primary objective** of the webinar is to introduce the ClairCity project and evaluate the use of the specific innovative tools developed in the project period (2016-2020).
- These **tools** were aimed at actively engaging city citizens and stakeholders to understanding of **air quality, carbon emissions and their health impact** in some European cities and regions.
- The ClairCity tools have empowered citizens from different ages - including school children and older people - to better understand the specific **challenges and opportunities** that their city currently offers.



What can you learn? Who are the speakers?

- You will get the opportunity to **learn about the success stories** of the `serious game' ClairCity Skylines, school competition and materials, the air pollution app GreenAnt, and view citizen videos.
- The **speakers** of the webinar are experts in innovation, evaluation, communication and engagement of different age groups of society, and represent universities and international organisations of the project consortium.





This project received funding for the European Union's Horizon 2020 research and innovation programme under grant No. 689289.

The ClairCity engagement process

Dr Laura Fogg Rogers

University of the West of England, Bristol



Citizens at
the Centre

www.claircity.eu



Citizen-led air pollution reduction in cities

Everyday, air pollution and carbon emissions are produced by our commutes to work, by heating our homes, or through our daily lifestyles.

Understanding how we live – and the restrictions we face in those choices – is key to improving air quality.



The ClairCity concept...

Where and what?



Who and why?



ClairCity



We need to see
AIR POLLUTION 
as a social problem 
ClairCity

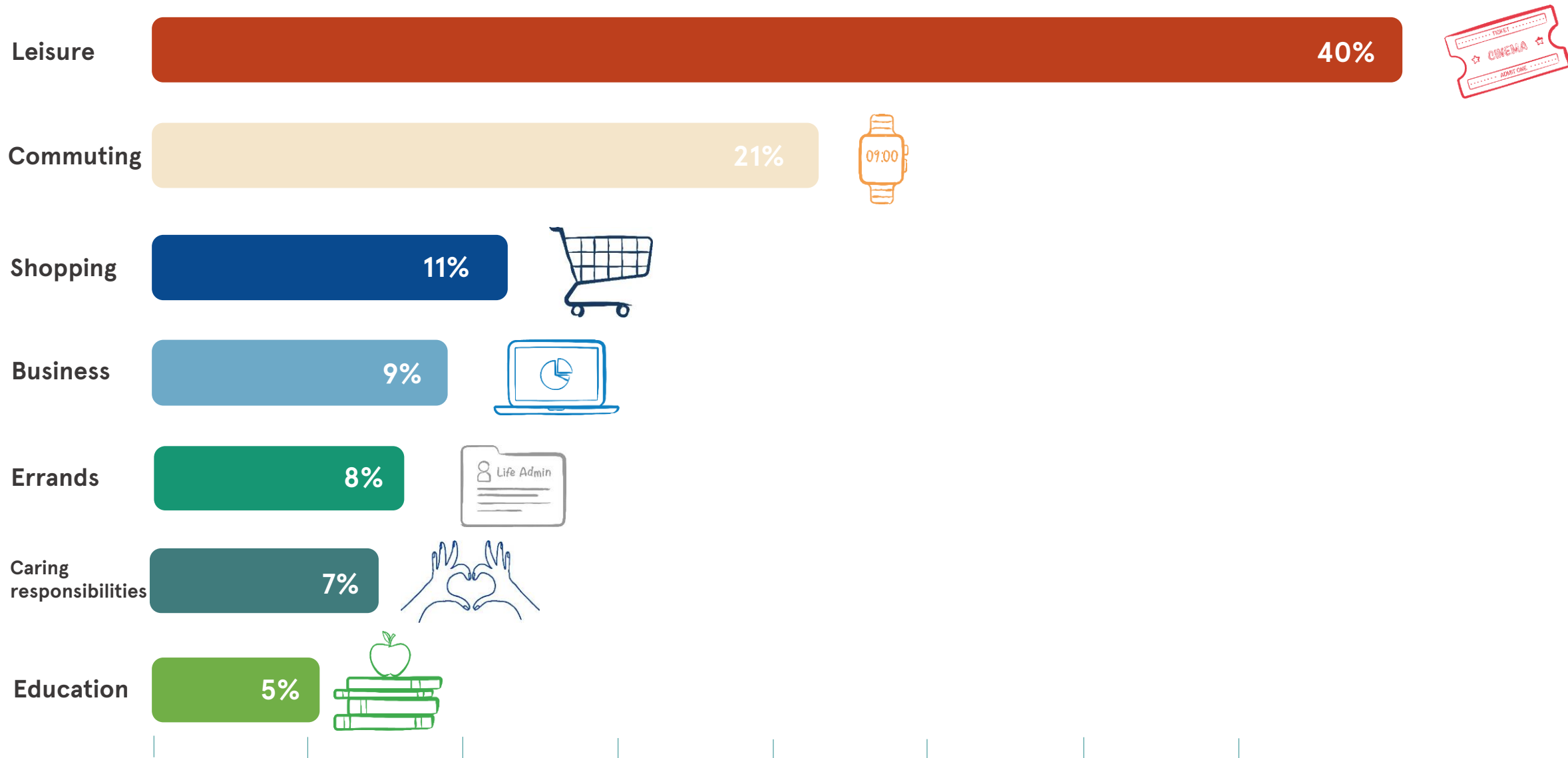
**PEOPLE
CREATE
POLLUTION
NOT
TECHNOLOGY**

A blue square containing a white line-art illustration of a city scene with a tall building, a house, a tree, and people. Below the illustration is a white cloud shape containing the text "ClairCity" in blue.

ClairCity



Why we travel... relative distance contribution of our travel activities in Bristol*



Relative % contribution

Project Aims

The ClairCity aim was to create a major shift in public understanding towards the causes of poor air quality, inviting citizens to give their opinions on air pollution and carbon reduction to shape the cities of the future.



- To put citizens' behaviour and activities at the heart of air quality and carbon management and policy making;
- To develop a suite of innovative toolkits for enhanced quantification, engagement and impact evaluation;
- To explore the integration of citizens behaviour in relevant city policies and ensure that future city policies are reflective of citizens visions for their future city; and
- To raise awareness of environmental challenges and their solutions through proactive dissemination of the project outcomes.

WHAT IS AIR POLLUTION AND HOW DOES IT AFFECT US?

AIR POLLUTION



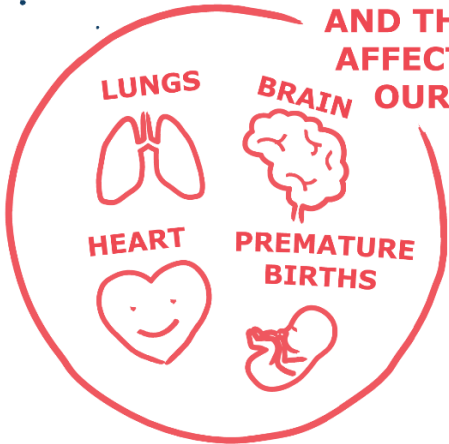
SOOT
DUST

PM_{2.5} PM₁₀

WE
BREATHE
IT IN



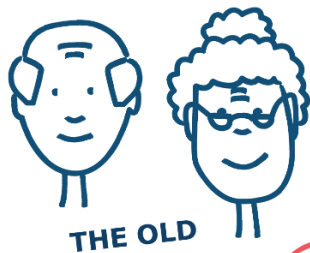
AND THIS
AFFECTS
OUR



WHO'S
AT
RISK

ALL OF US!

BUT ESPECIALLY...



THE OLD

PEOPLE WITH
HEALTH
CONDITIONS



THE
YOUNG



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 689289.



WHAT AFFECTS AIR POLLUTION?

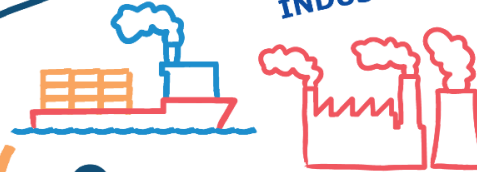
DRIVING



BURNING
FUELS
TO HEAT
OUR
HOMES



INDUSTRY



THESE ALSO
CAUSE CLIMATE
CHANGE



WIND BLOWS
POLLUTION AWAY

BUT
AIR GETS
TRAPPED

POLLUTION
BUILDS UP ON
BUSY STREETS



www.claircity.eu



TRAPPED AIR



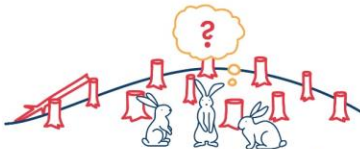
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 689289.

www.claircity.eu

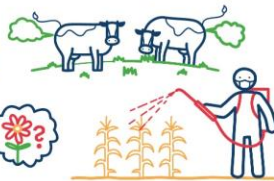


Climate change – what's it all about?

Electricity and heating



Food



Transport



Our actions

Many of our daily actions result in burning fossil fuels – when we drive our cars, fire up a gas boiler, or use electricity from non-renewable sources

Using more than we need



Industry

The consequences

These activities produce greenhouse gases like carbon emissions and methane. The gases form a layer which traps heat, increasing global temperatures and causing climate chaos



We need to change our behaviours now to reduce the impacts

A better future is possible – how will you play your part?

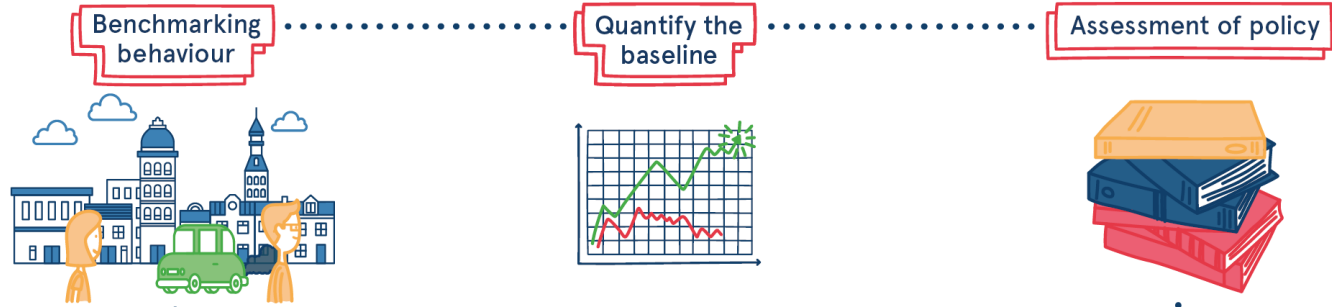


www.claircity.eu

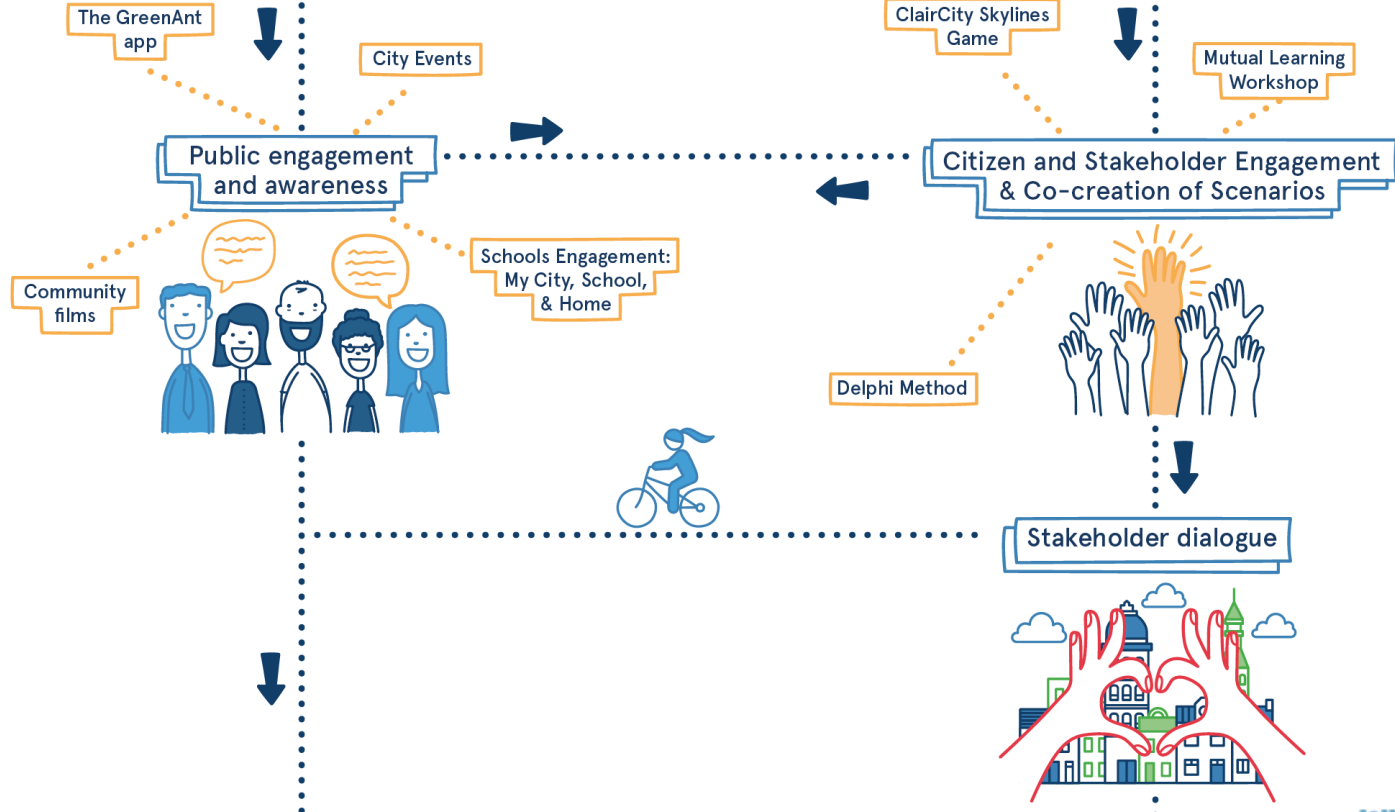


How the ClairCity process engages with a city & its citizens

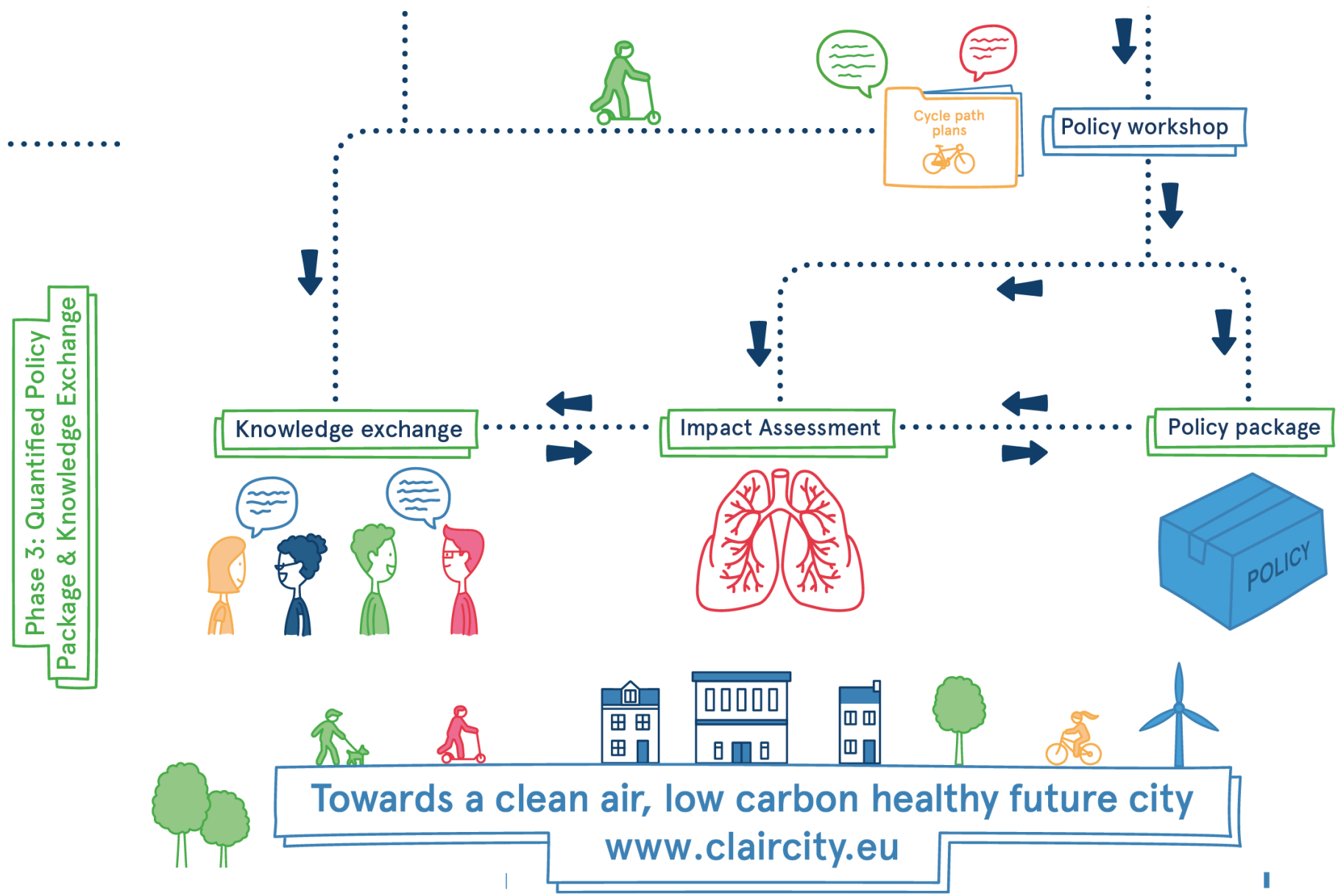
Phase 1: Establish the Baseline Evidence



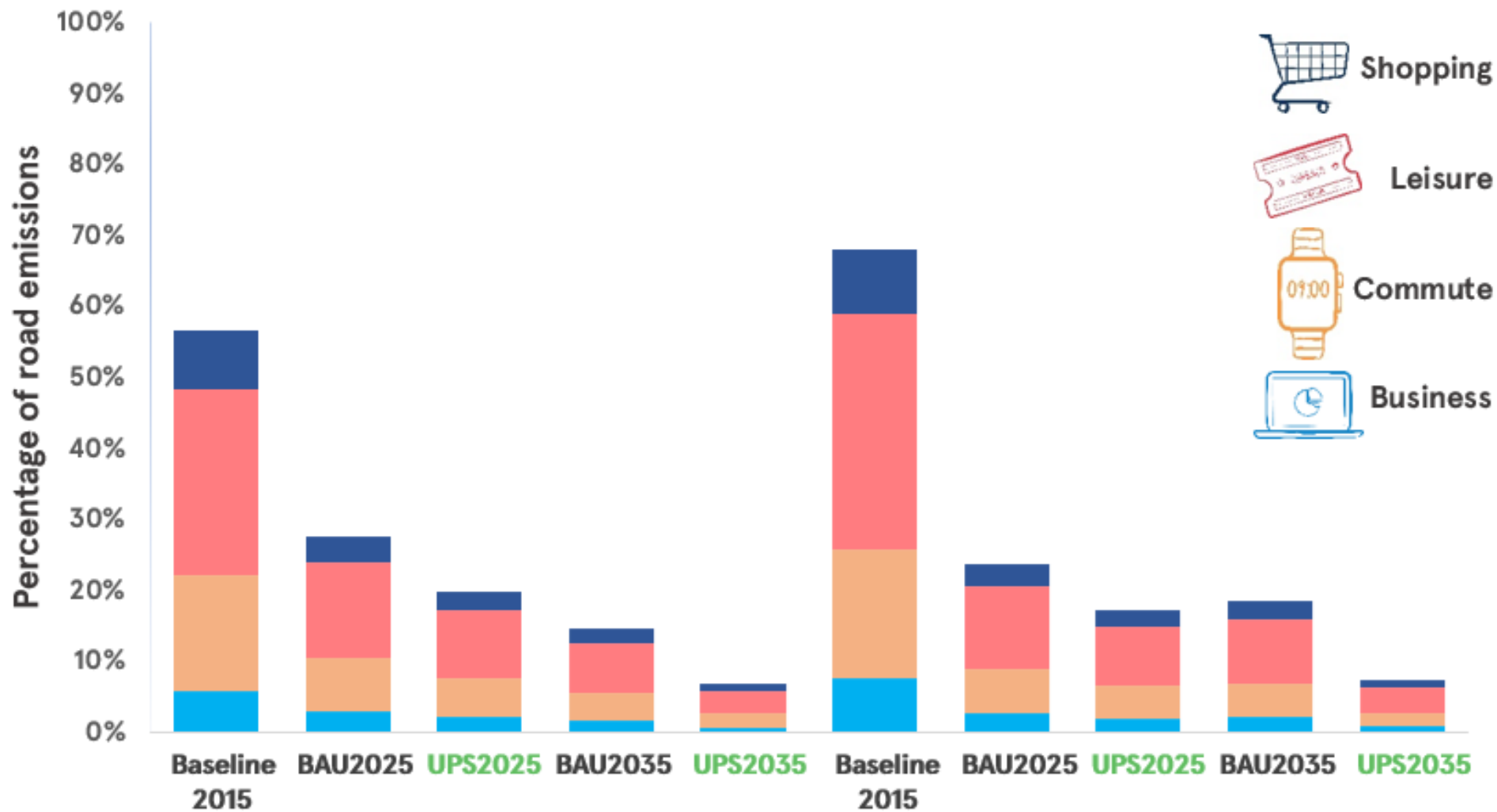
Phase 2: Citizen and Stakeholder Engagement & Co-creation of Scenarios



How the ClairCity process engages with a city & its citizens



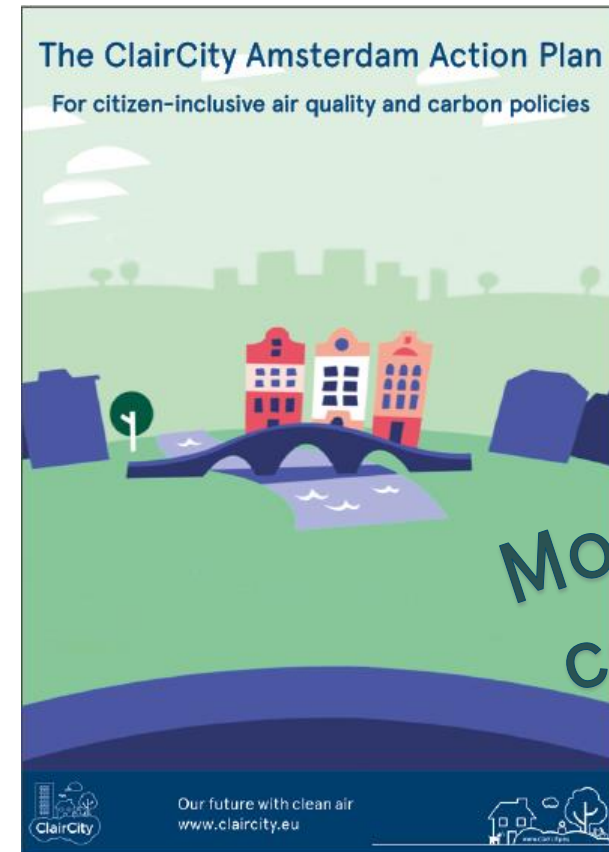
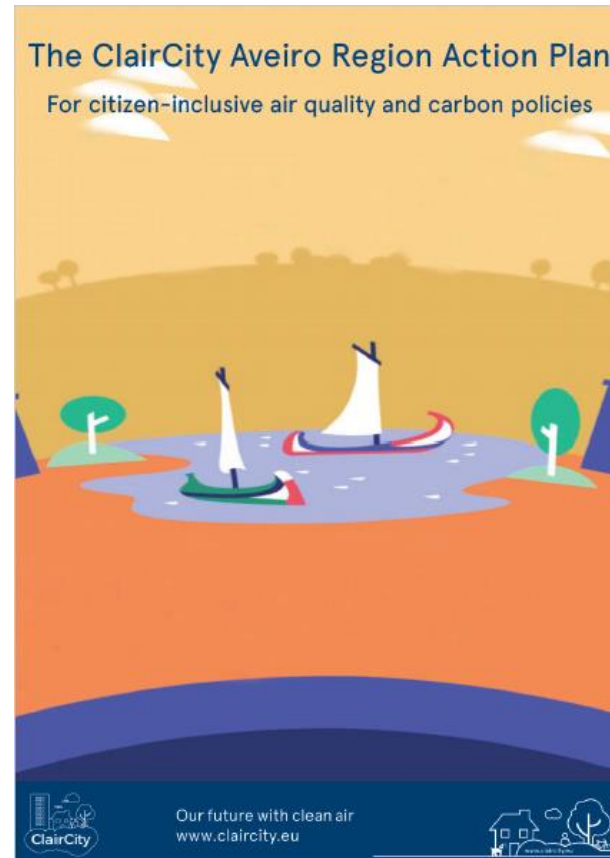
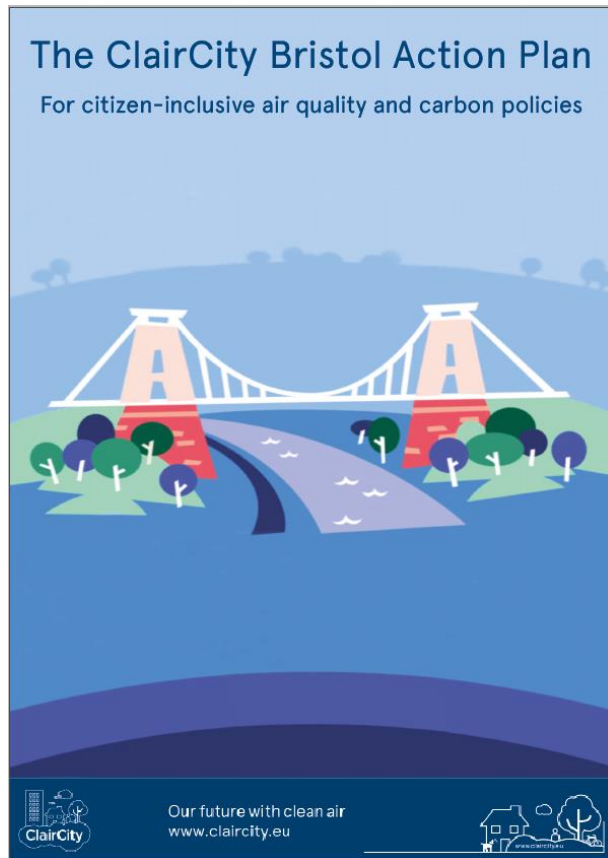
Road transport NOx and PM10 emissions scenarios by motive



NOx and PM10 emissions by scenario and Motive

Policy packages

www.claircity.eu/reports/

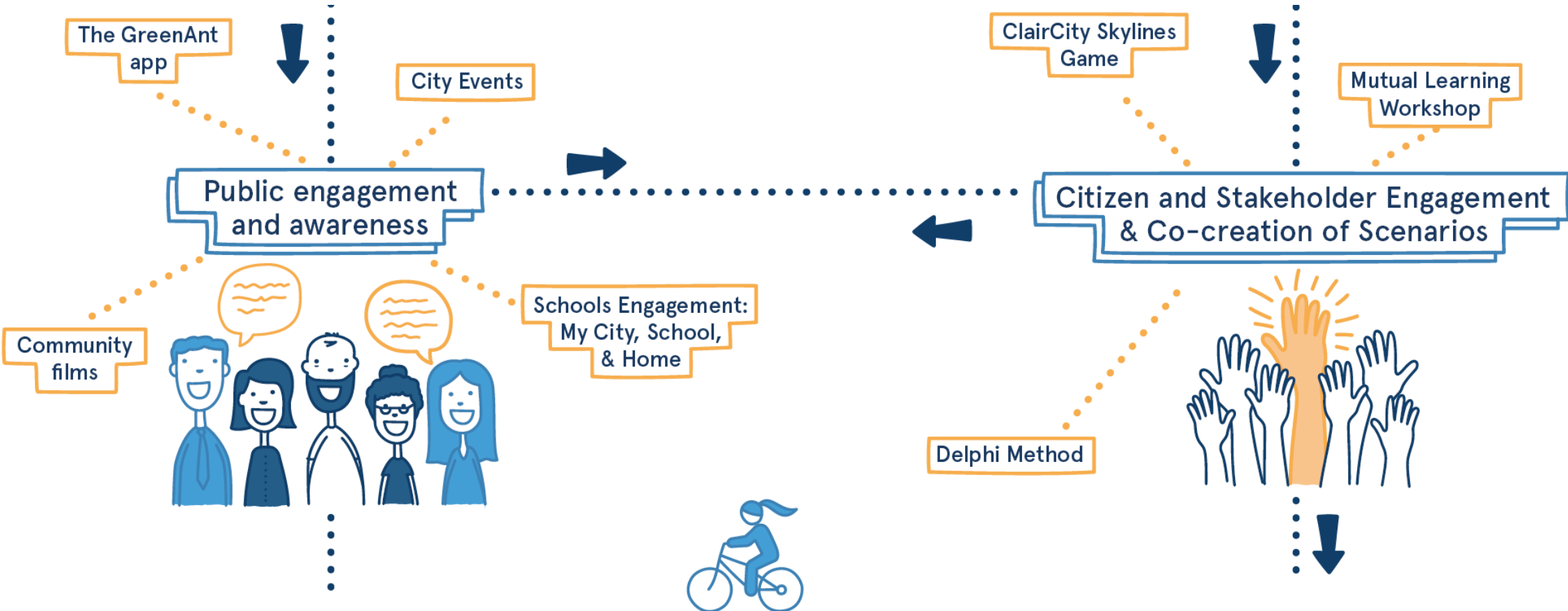


More to come!

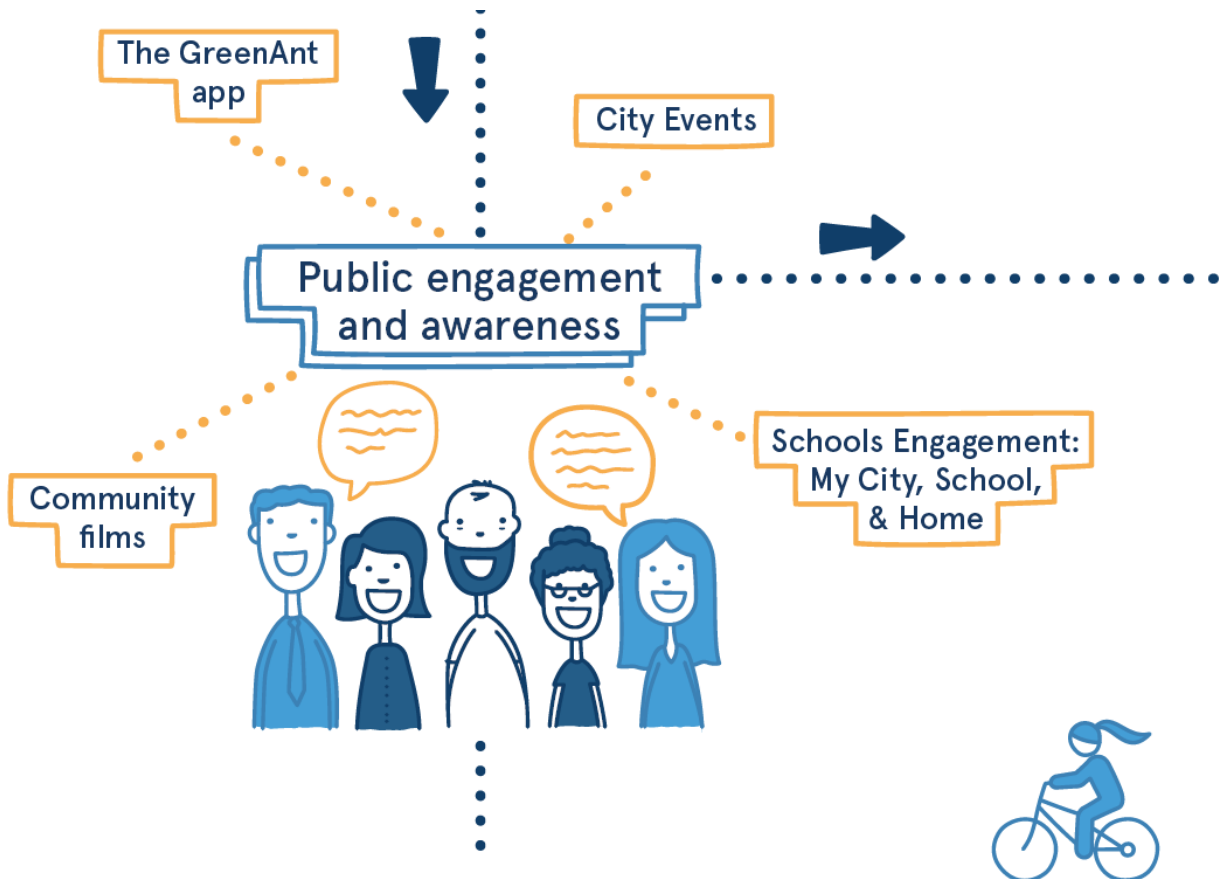
www.claircity.eu



Engagement tools



Engagement tools



Community films



Schools Engagement:



City Events

Engagement tools

ClairCity Skylines



Delphi Method



ClairCity Skylines Game

Mutual Learning Workshop

Citizen and Stakeholder Engagement & Co-creation of Scenarios

Delphi Method



Mutual Learning Workshop



ClairCity results

770,253
Twitter
impressions



5,801
YouTube
video views



1,418
Facebook
followers



33,678
Website
visitors



818,736
citizens
involved across
6 cities and
regions

82
Policy makers
consulted



132
stakeholders
involved in Mutual
Learning Workshop



65
Older people
filmed



4887
citizens involved
in Delphi
process



8302
direct
engagements



>1000
children engaged
in public events
and lessons

447
school children
engaged in My
School, My City,
My Home
competition



Engagement poll



This project received funding for the European Union's Horizon 2020 research and innovation programme under grant No. 689289.

ClairCity evaluation

Dr Margarida Sardo

University of the West of England, Bristol



Citizens at
the Centre

www.claircity.eu



How was the project evaluated?

Crucial to understand if a project's aims and objectives are achieved, and to critically reflect on the activities and delivery processes.

ClairCity: it meant the team could assess whether they met the objective of **raising awareness** of air pollution, carbon emissions, and health.

Generic Learning Outcomes (GLOs):

- Knowledge and understanding
- Behaviour and progression
- Enjoyment, inspiration, and creativity
- Attitudes and values



Evaluation questions



Q1: Who did the project engage with?

Objective 1: determine participants' age, gender, level of education and country of origin



Objective 2: examine whether the project engaged with the identified audiences



Objective 3: investigate if the project has reached any other audiences

Q2: How well did the project raise awareness of air pollution, carbon emissions and health?

Objective 4: examine indicators of awareness, attitudes, knowledge and skills



Q3: Are people who have engaged with the project planning to or doing something different? (e.g. walking instead of driving)

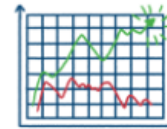


Objective 5: examine indicators of planned behaviour

Q4: What differences can we see across countries, demographics & engagement tools?



Objective 6: examine audience make-up between platforms and cities/regions



Objective 7: stratify indicators (objective 4 + 5) according to platforms and cities/regions

Evaluation tools

- Online/paper questionnaires + pop-up windows

- Delphi process
- Skylines Game
- GreenAnt App
- My City Videos
- Schools activities
- Stakeholder and Policy Workshops



- In-depth interviews

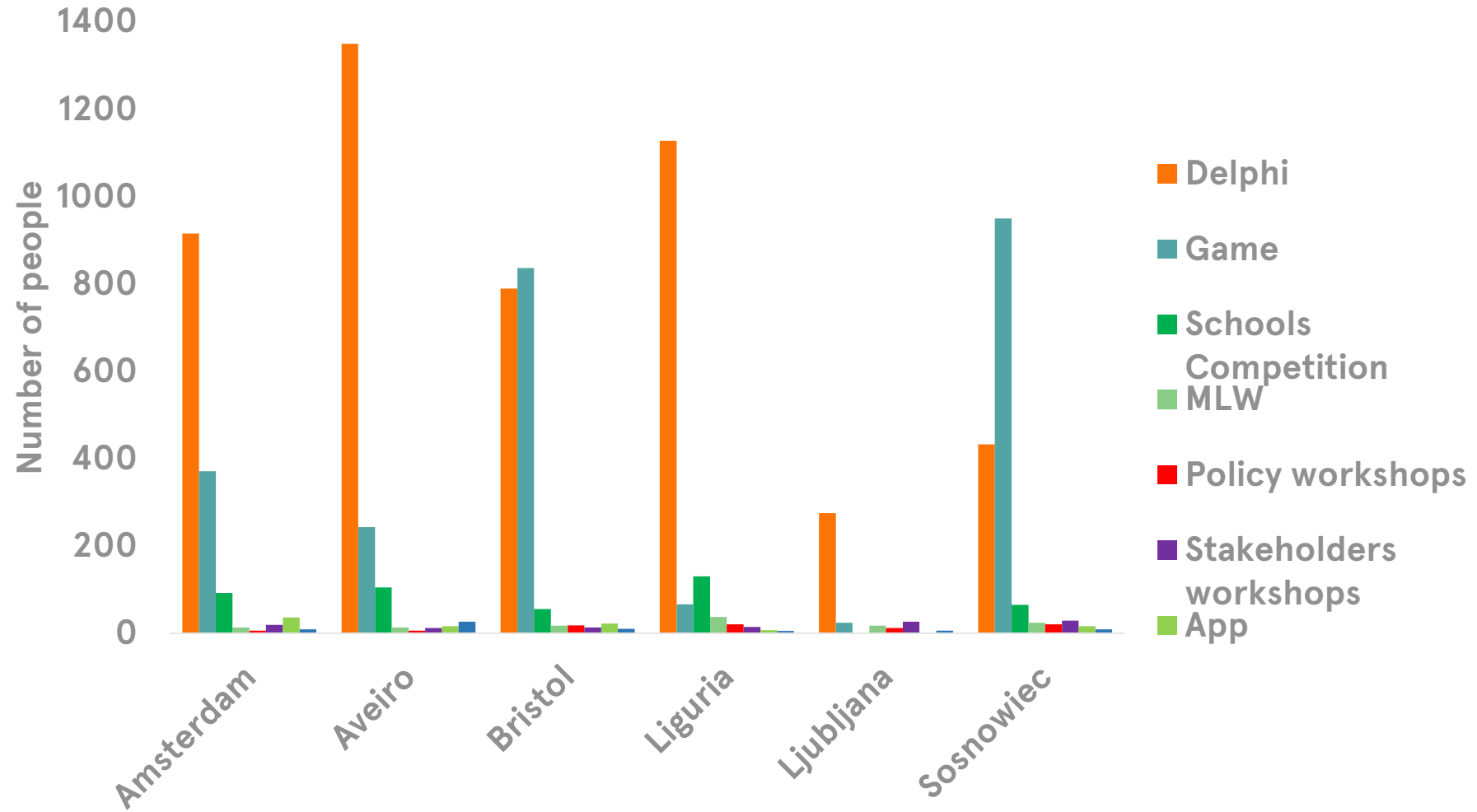
- ClairCity staff






- Media coverage, conferences, journals, reports, and photos

Findings

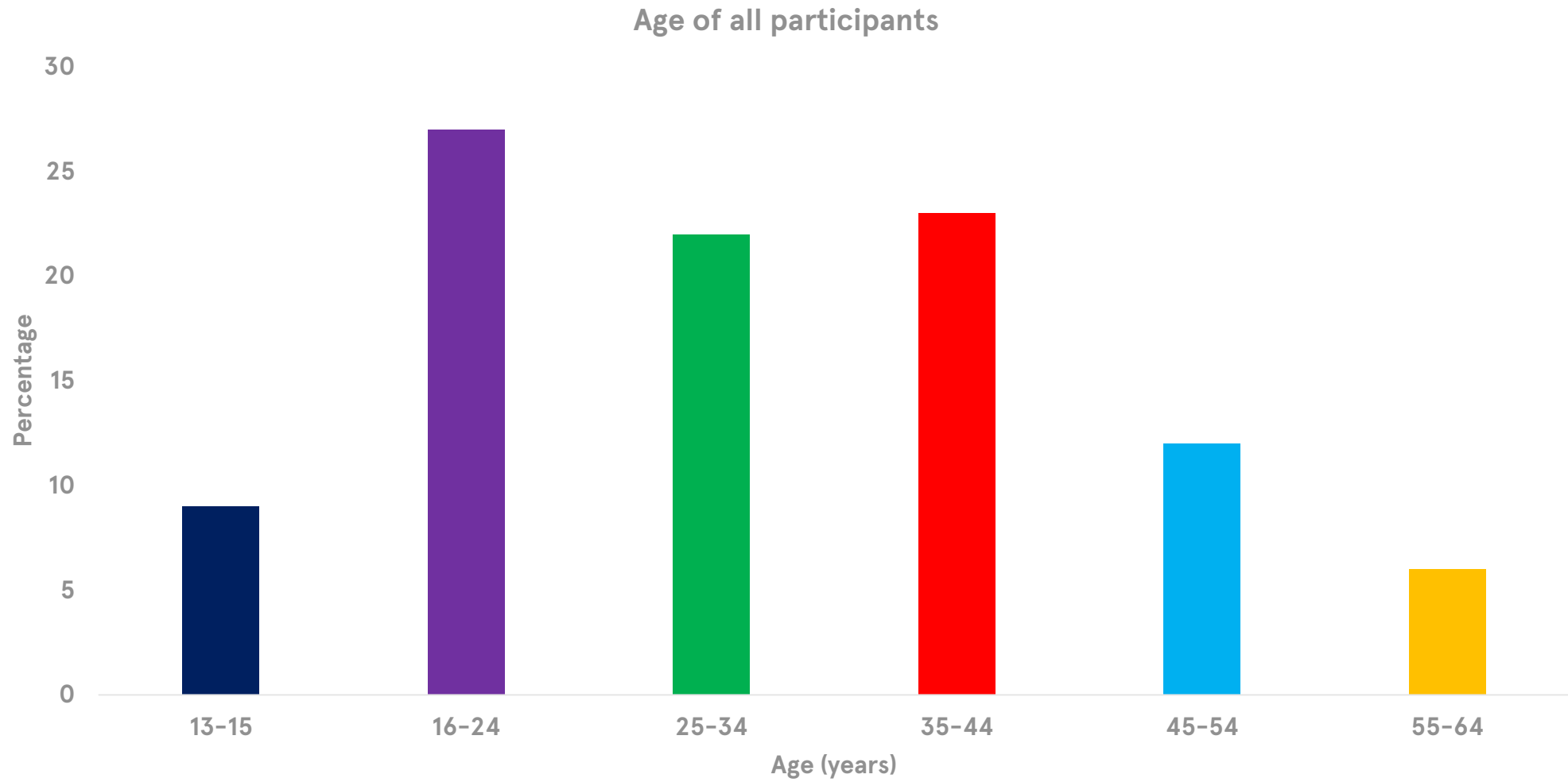
Tool	Objective	Actual reach
Social media	Reach over 50,000 citizens	7770, 253 Twitter impressions 1,418 Facebook followers
Delphi workshops	Over 500 completed online surveys + 200 participants	3297 completed online surveys + 4887 participants (149 in workshops)
Skylines game	Over 1500 players	2,800 players worldwide (2489 from participating case studies)
GreenAnt app	Over 1500 players	Did not reach full roll out due to technical issues. 98 tested app
Mutual learning workshops	150 participants	138 participants
Schools competition	60-90 schools	1247 children (26 schools) + >102,000 downloads of <u>British Science Association pack</u>
Film competition	Over 60 older people	65 older people
Stakeholder and policy workshops	Up to 60 policymakers	113 stakeholders and 82 policymakers

Overall Engagement across all tools, and cities and regions



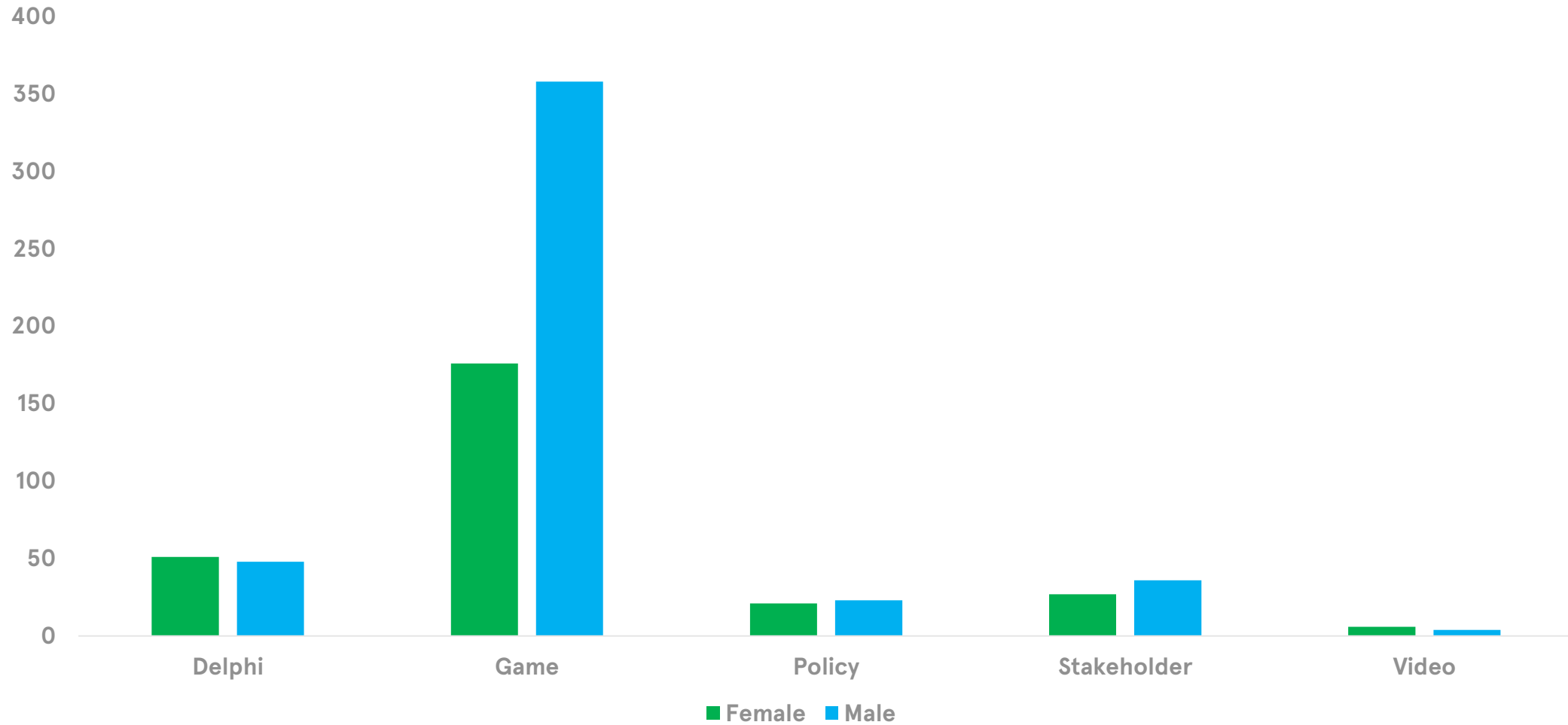
Platform	Total	Cities/region
 Twitter	1,389 Followers 770, 253 impressions	Bristol and Liguria
 Instagram	203 followers 29 posts	Liguria
 Facebook	1,418 Followers 1,344 likes	All bar Ljubljana
 YouTube	31 videos, 5,747 views	All six
 Website	33, 678 visitors	One site, with sub-sites for each case study in local language

Age

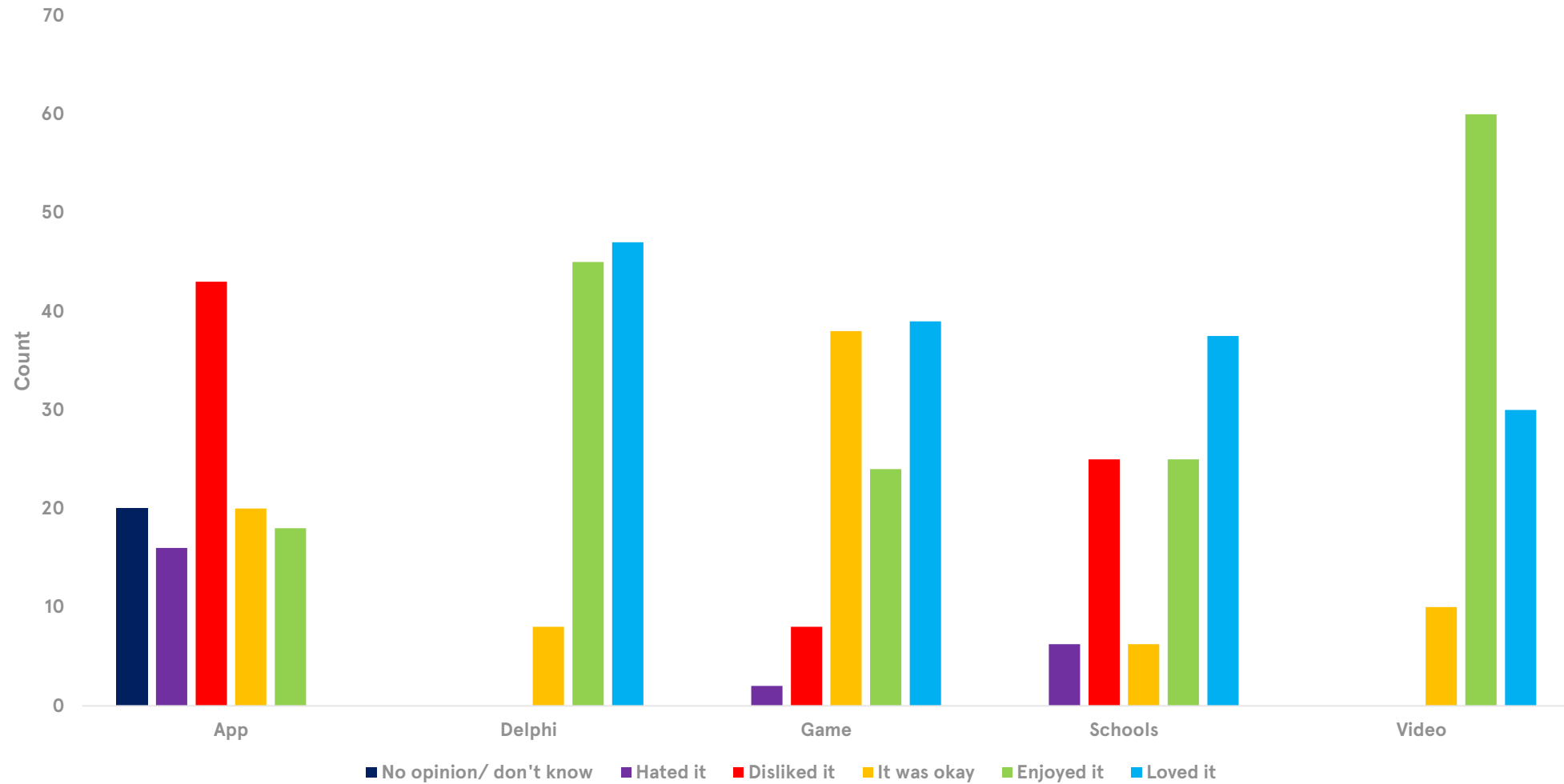


Gender

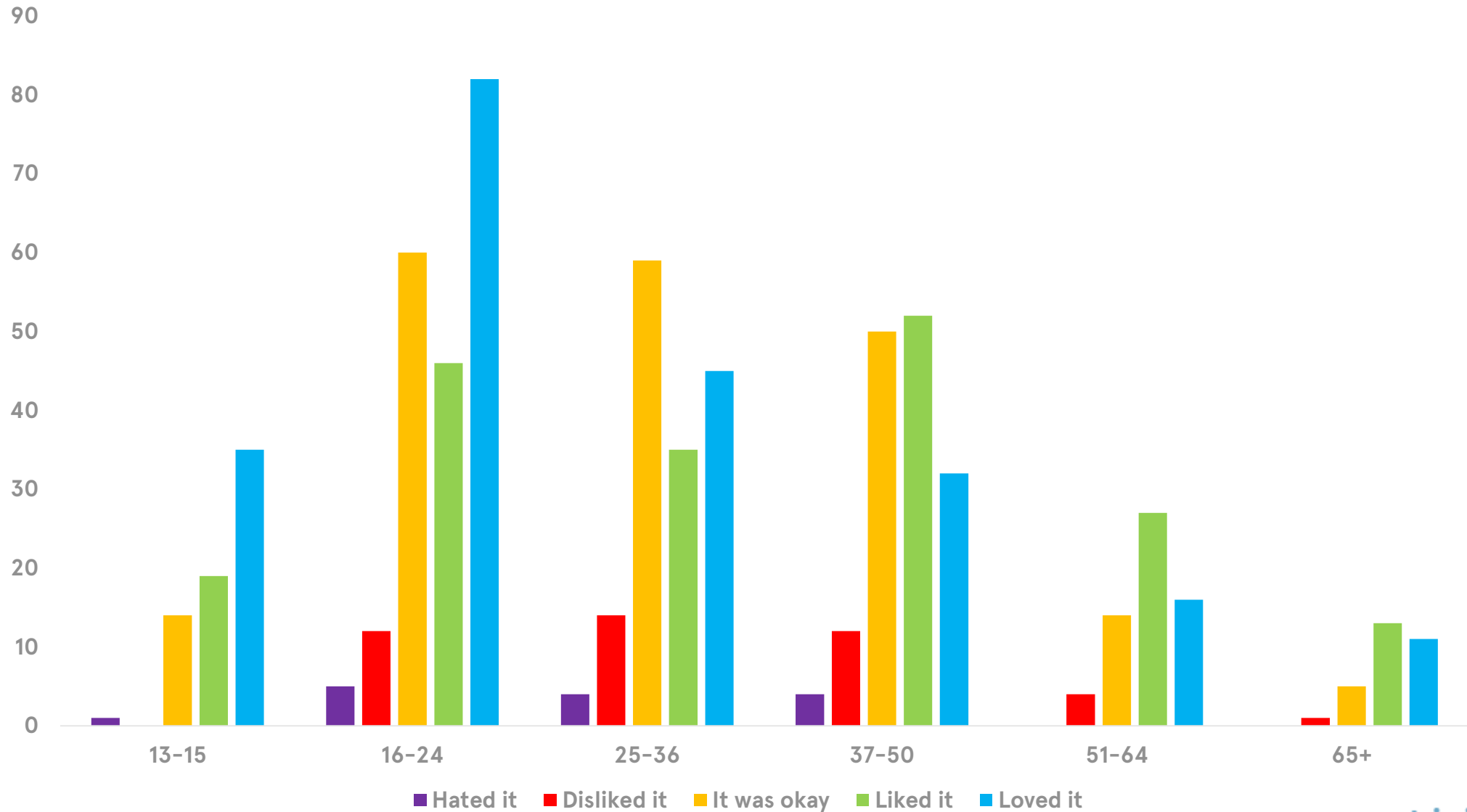
Gender distribution by activity



Enjoyment (by activity)

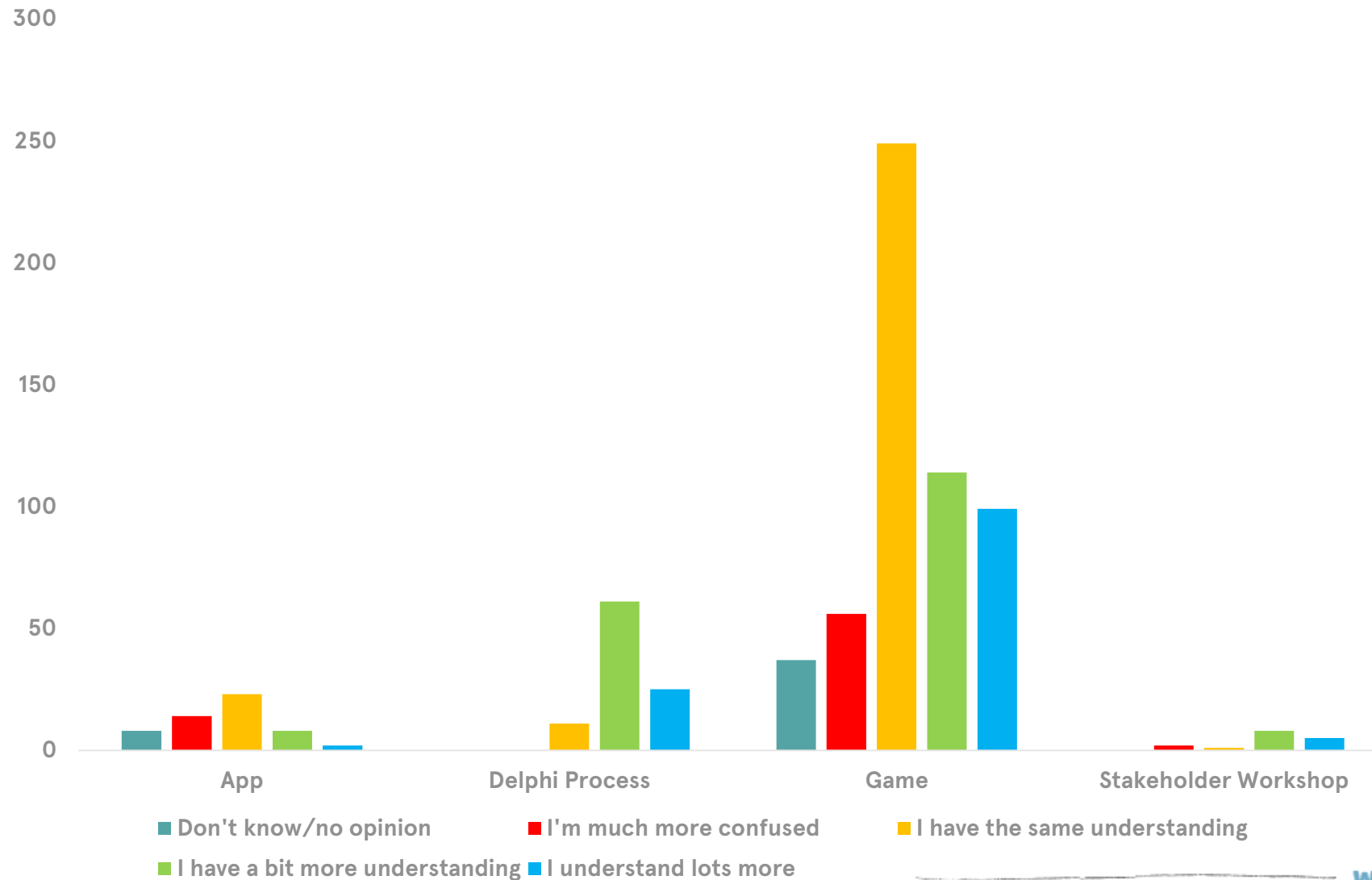


Enjoyment (by age)

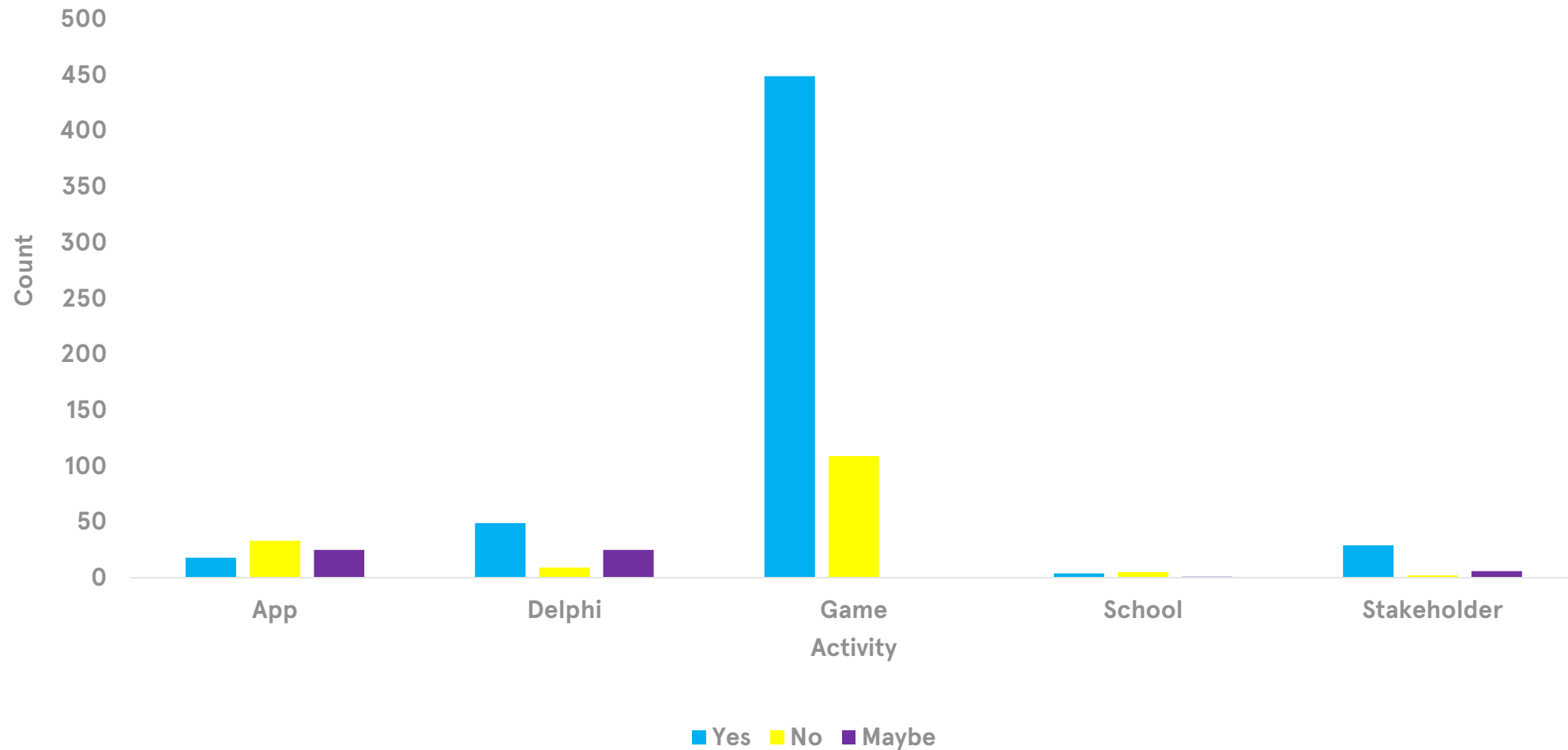


Understanding




Understanding after engaging with activities




Behaviour change intention (by activity)



Demographics

62.5%		Men
25%		16-24
81%		workshop participants older men

Activities

74%		intend to change their behaviour
98%		found policy workshop useful
21%		knowledgeable before playing
61%		found schools activities useful

Engagement Findings



- the more participants understanding had improved, the more likely they were to change their behaviour



- the more participants enjoyed the activity, the more their understanding of air quality improved



- the younger the participants, the more likely they were to say that they enjoyed the activity

What our staff said:

In addition, 27 staff interviews were gathered to assess how public engagement had influenced their perceptions of science communication

**It's good to be on the street
and to talk with people and to
hear the voices that you
normally don't hear... it gives
you a different insight than
[with a standard questionnaire]**

**Be less scientist,
be more human**

**Listen to people,
simplify and adapt you
message to your
intended audience**

Summary

The more **enjoyable** the engagement activities, the more people gain **understanding** about the issues, and the more likely people are to make a **change to their behaviour** to reduce air pollution and carbon emissions, and improve the health of our cities.



QA



This project received funding for the European Union's Horizon 2020 research and innovation programme under grant No. 689289.

Success story – My City, My School, My home

Peter Szuppinger
Former REC



Citizens at
the Centre

www.claircity.eu



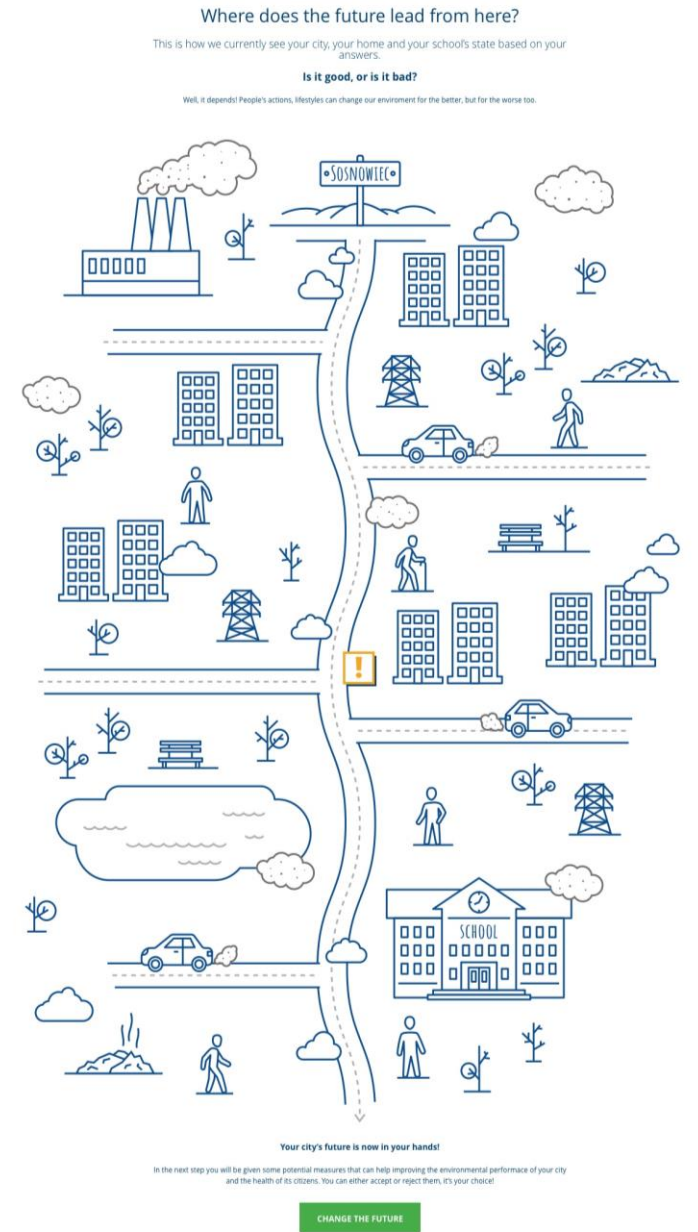
My City, My School, My Home

- Main target audience: schoolchildren, aged 12-16
- Goal: to engage interested school children to act on clean air, carbon emissions and health (e.g. healthy school environment, healthy home environment, healthy city)
- An educational tool to get children thinking and learning about the topics of ClairCity
- Future generation is key to get engaged in the topic



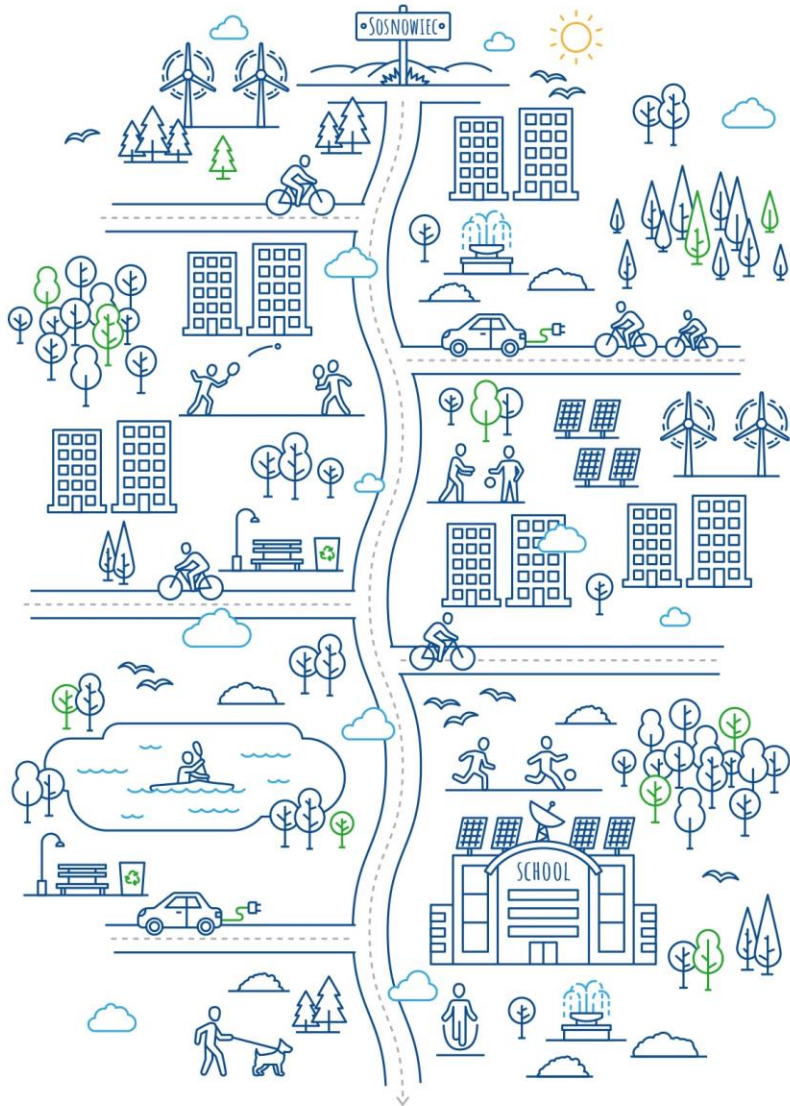
The tool: ClairCity's Interactive Cityscape

- The school teams used a web based interactive tool.
- They collected environmental and health data about the city and the school.
- The collected data was inserted into the software (questionnaire) to create/see the current cityscape.
- Then the software showed potential measures/options to make progress towards clean air and a healthy city by 2030 and 2050.



Do you like how your decisions changed your city?

As you can see people's actions can change our environment for the better, but also for the worse.



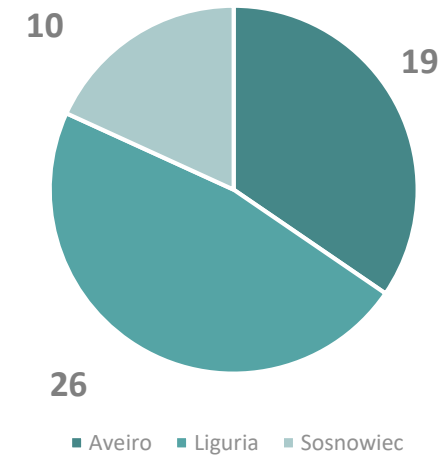
If you don't like what you reached you can restart the measures. But if you think you would be happy to live in this city in the future, then click on the 'Finish and submit' button below.
You can restart the measures questionnaire, or submit your measures by clicking on the buttons below.

Teams by selecting a mix of measures created their future cityscape for 2030 and 2050.

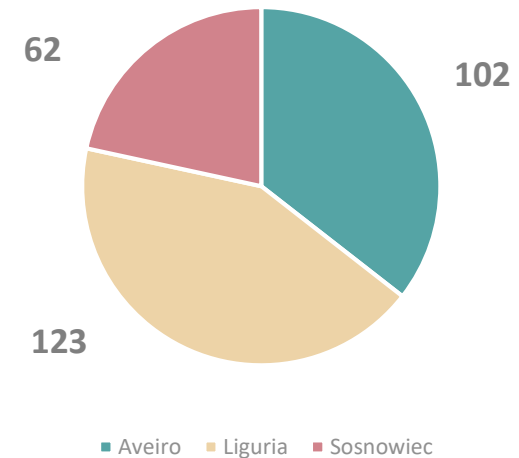
Competition

- Released in English language in spring 2018, tested and then mirror translated (not adapted) into 5 language in autumn 2018.
- Used in schools in one city (Sosnowiec, Poland) and in two regions (Liguria, Italy; Aveiro, Portugal).
- **63** teams registered, **55** played, **287** children engaged (Aveiro: 19 teams, 102 children, Liguria: 26 teams, 123 children, Sosnowiec: 10 teams, 62 children).

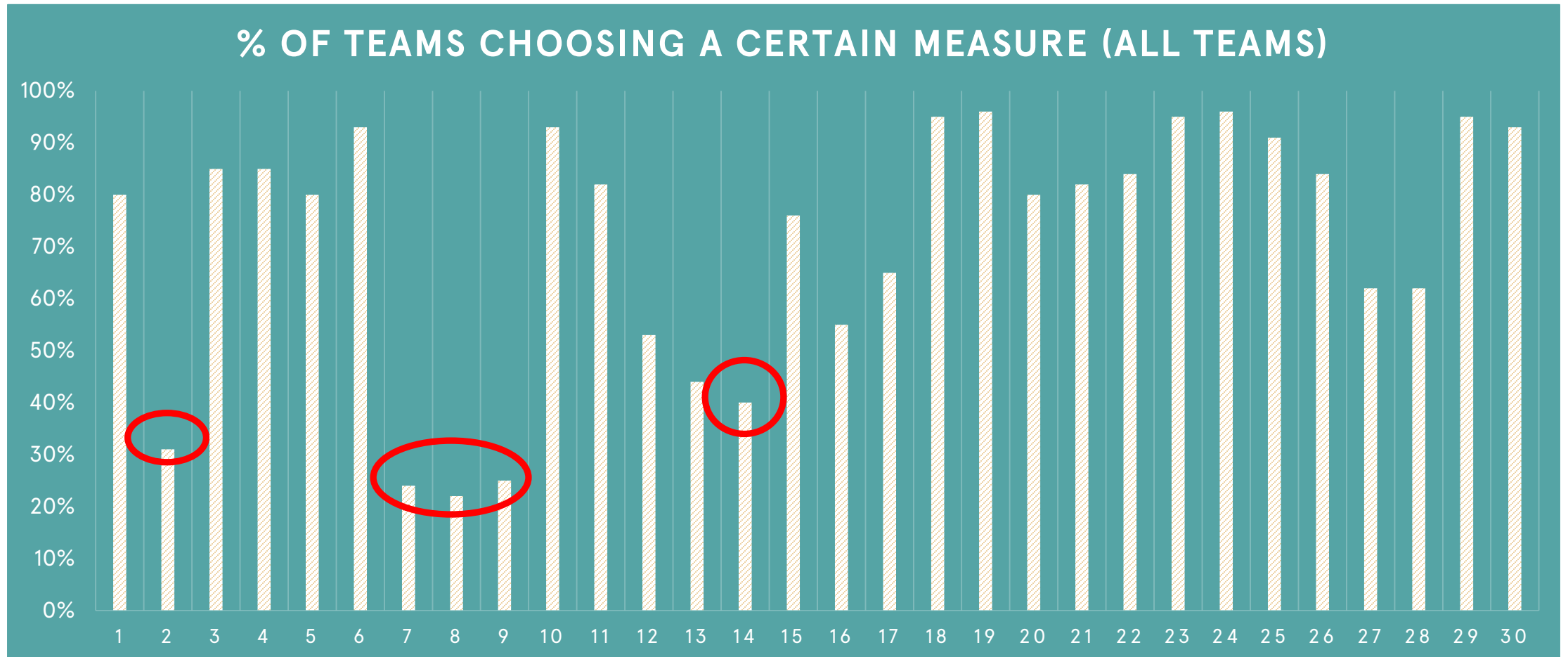
Number of participating teams
Total: 55



Number of participating children
Total: 287



Highlights from the results



Highlights from the results

1. Most of the teams supported (more than 80%) half of the suggested measures (15 measures). These mostly referred to **modernization in energy systems**, to **energy efficiency**, to **modernizing fleets**, and to **soft measures**.
2. Out of the 63 teams more than 60% disagreed with 5 measures:
 1. *Increase the price of fossil fuels (gasoline, diesel) and/or increase road tolls to encourage people to drive less. (78%)*
 2. *Reduce the speed limit in all residential areas to 30 km/h. (76%)*
 3. *Reduce road capacity. (75%)*
 4. *Introduce a congestion charging scheme in the city center. (69%)*
 5. *Reduce car size (and the corresponding fuel consumption) by law. (60%)*

Mostly, Children were not in favor of quite restrictive measures.

Highlights from the results

3. Some of the measures divided the teams (around 30–50% of disagreement), like *banning green waste burning, restrictions on the use of solid fuels for domestic heating* and on *tax benefits*.

4. Interestingly no big differences among the cities/regions can be identified based on the acceptance of the possible measures. Relevant differences can be seen only in the case of two measures:

Support the accelerated uptake of vehicles running on alternative fuels

Liguria (96% of teams), Aveiro (86%) and Sosnowiec (60%).

Impose a compulsory rate of renewable energy sources for domestic heating and electricity (e.g. solar panels, wind turbines and heat pumps) for new houses and for refurbishments.

Aveiro (95% of teams) Liguria and in Sosnowiec (73% and 70%, respectively).

Educator pack

For engagement practitioners, teachers, and young people working for a clean air and net zero carbon future



www.claircity.eu/take-action/educator

My City, My School, My Home

Schools competition
Working in teams, young people complete a short questionnaire (example on page 19) about the look of their neighbourhood (e.g. housing type, energy usage, green space). They may need some additional support to answer these questions, e.g. using web searches or printed materials about the local context.

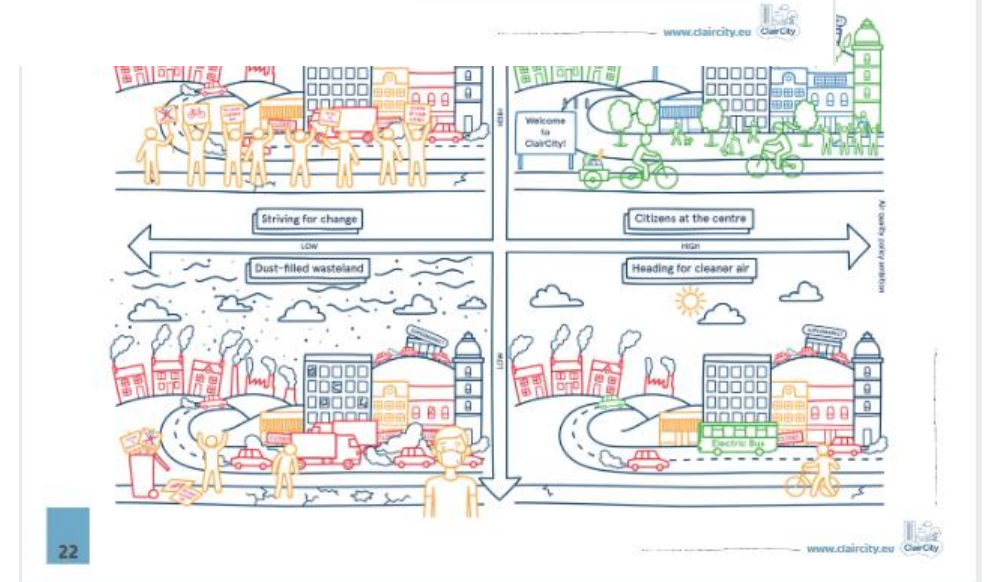
Each team then uses this information to produce a 2030 cityscape, using the 'citizens at the centre' scenario on page 22 for inspiration. Teams can choose to draw, collage, act or write their future scenario. Young people can adopt the personas of a group of people that may be influencing that kind of future (e.g. businesses, politicians, citizens). This will help with creativity and they can remain in character when presenting their future scenario to the class.

When presenting their future scenario, they must talk about the policy measures that were taken to get to this future. Some example measures are available on page 20.

After presenting, they will be scored for climate, air pollution and health (a panel of pupils or teacher could do this). By how much were the groups able to improve their city for the better? Interesting conversations can be sparked from these scores. Teams can discuss what future they want and put forward their argument along with the winning scenario to compete with other year groups, schools or cities.



Below: A still from the digital version of My City, My School, My Home. Play online here: www.claircity.eu/take-action/schools. Produced by Peter Szuppinger and Eva Csabok, Regional Environmental Center, Hungary, Progressive Software Company (www.progressive.hu), Hungary





This project received funding for the European Union's Horizon 2020 research and innovation programme under grant No. 689289.

Success story ClairCity Skylines

Andy King
PlayWest



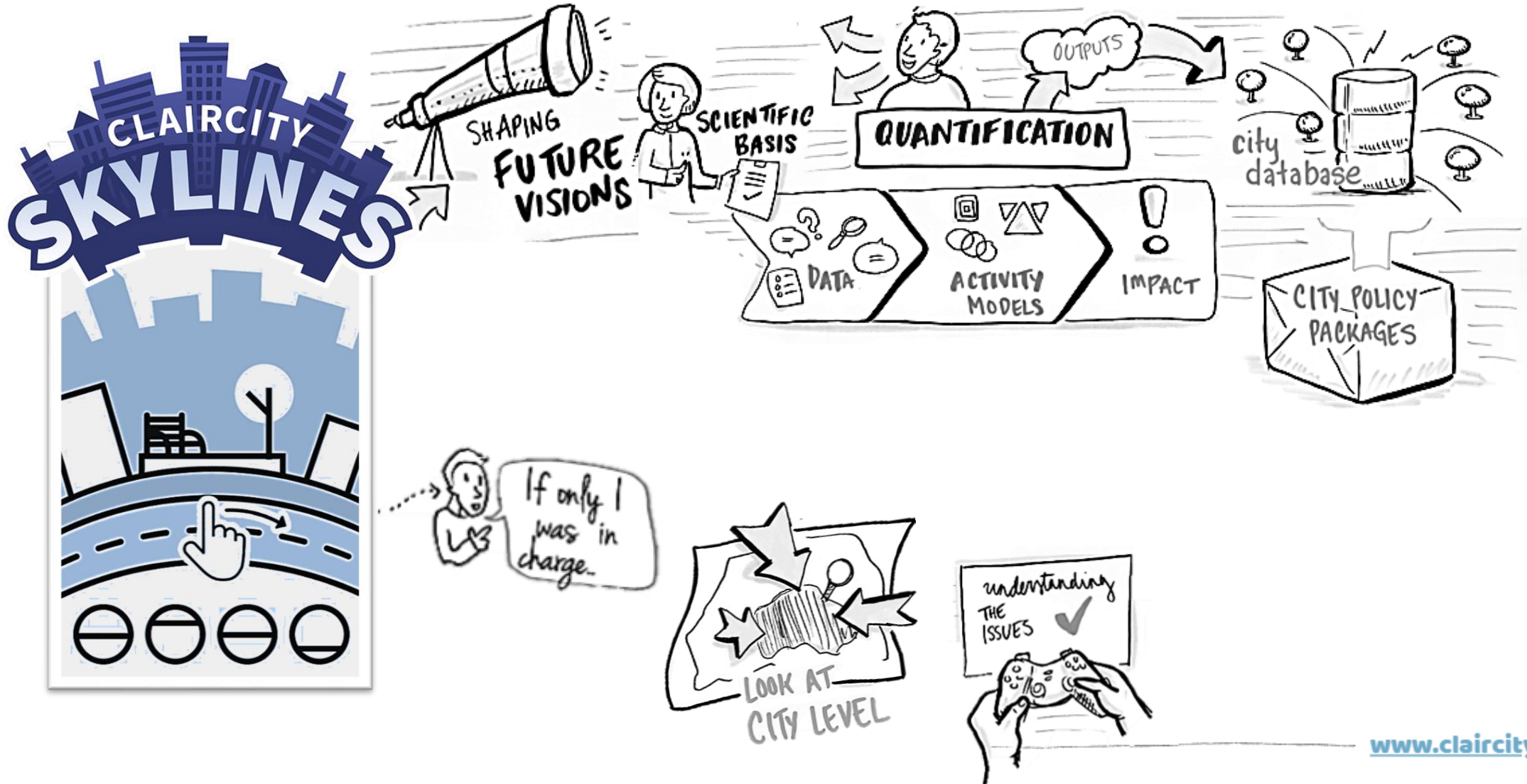
Citizens at
the Centre

www.claircity.eu




Game Requirements

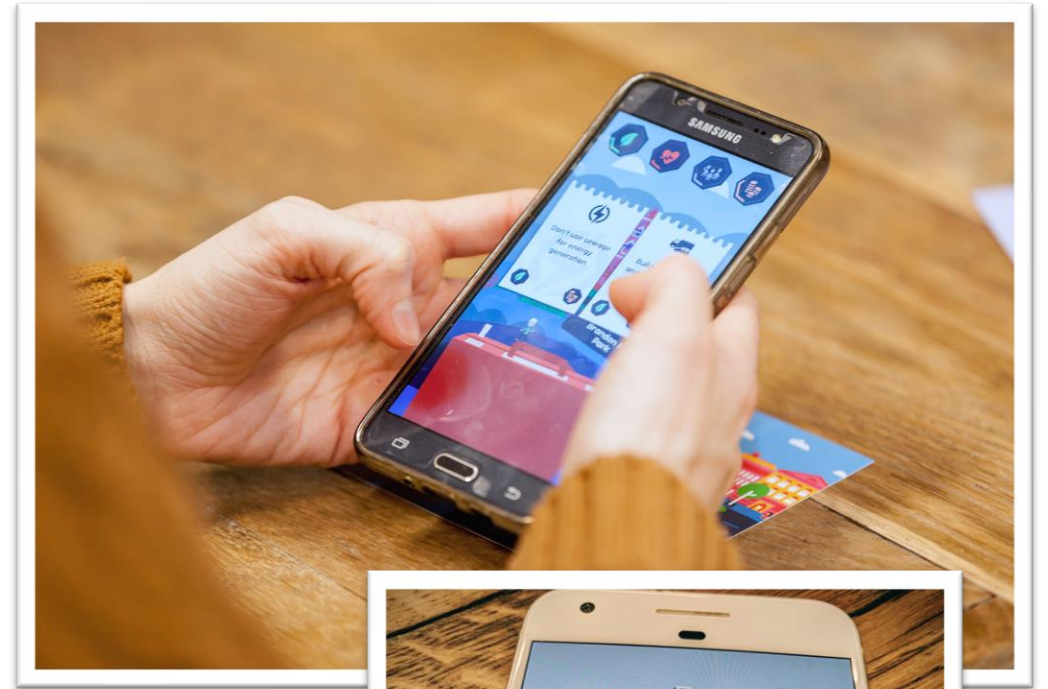
Inputs & Outputs



ClairCity Skylines

Game Concept

1. Multiplatform 
2. Be the 'Mayor' of your city
3. Collect citizen 'ideas' – short term
4. Upgrade 'ideas' to Policies – long term
5. Achieve a green future in less than 50 years
6. Provides 'most popular' policy decisions
7. + Deep dive behavioural data



ClairCity Policy Library (CPL)

Game world driven by real measures

- Database of 250 + 250 policies mined & scored by the project team power the game
- Includes non-traditional measures as well as dystopian & 'business as usual' options

Category	Scoring Variable	Weight	Low Tax Diesel		Free public charging points for electrical bikes		Build! More! Roads!	
			Short	Long	Short	Long	Short	Long
Climate	% change CO2e	100	+1	0	0	0	-5	-6
Economy	Cost to implement	50	0	0	-2	+2	-4	-2
	Impact on city income	50	-5	-7	-4	-1	-8	-2
Health	% NO2	30	-6	-8	+1	+1	-3	-4
	% PM10	30	-7	-9	+1	+1	-3	-4
	% Other	10	0	0	0	0	0	0
	% Active Mode	20	-2	-3	+3	+5	-3	-4
	% Safety	10	-2	-3	0	0	-3	-4
Satisfaction	Household income	25	+3	+3	0	0	-1	-1
	Jobs	25	0	0	0	0	+1	-1
	Acceptability	25	+8	+3	+4	+4	+3	-1
	Freedom	25	+2	0	+2	+2	+3	0



28	7	35	LED bulbs in all households , official buildings and out door	Al...	
8	3	36	Ban digital billboards used for advertising	Install more advertising screens in your city	Ban advertising on screens in public places
14	4	37	Increased use geothermal for domestic heating and cooling	Increase use of fossil-fuels for heating	Encourage use of geothermal for home heating and cooling
12	2	38	Increased use of heat pumps	No support for heat pumps to reduce fuel bills	Encourage use of heat pumps to lower fuel bills
6	1	39	Ban air conditioning	Promote use of air conditioning	Ban use of air conditioning
34	11	40	Use vegetation on heat absorbing surfaces to lower temperature	Do not plant any new gardens	Plant plants that absorb heat in the city
65	20	41	Gardens on rooftops	Ban rooftop gardens	Encourage gardens on rooftops
21	4	42	All electricity must come from renewable sources	Cheaper electricity from non-renewable sources	All electricity must come from renewable sources
36	8	43	Stop using gas for domestic heating and cooking	Continue use of gas for domestic heating & cooking	Stop using gas for domestic heating & cooking
6	2	44	Encourage switch to biogas from natural gas for home heating and cooking	Don't help people switch from natural gas to biogas	Help people switch from natural gas to biogas
20	7	45	Recycling of waste heat	Don't recycle the heat	Force industry to

www.claircity.eu 

Ideas & Policies

Core Game Mechanic #1



MICRO



Navigate areas &
Select promising ideas

Citizen focus
Short-term CPL effects

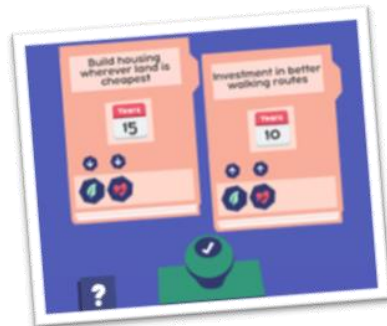


MACRO



Analyse chosen ideas &
Implement as policies

City focus
Long-term CPL effects

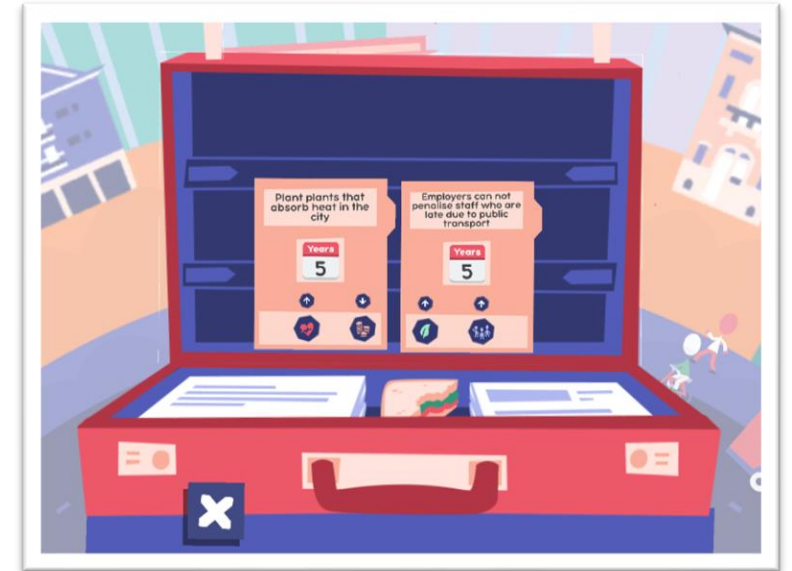


META



Win by achieving a
green city future

Attribute focus
Total change of CPL effects

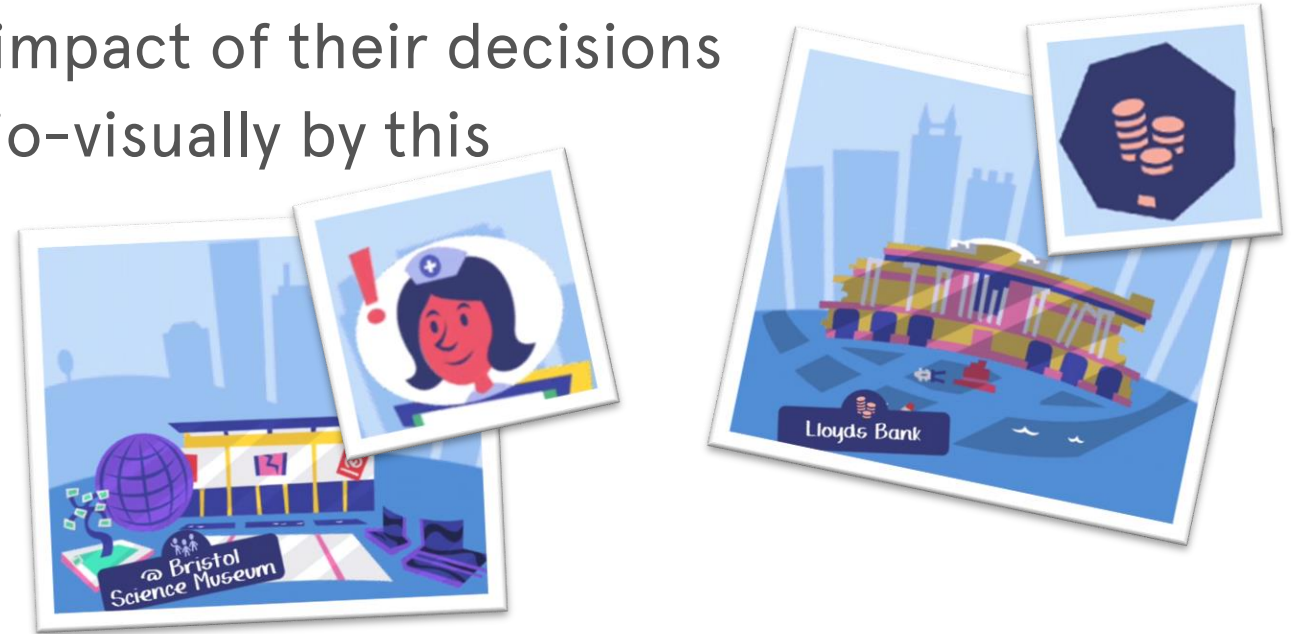


Areas & Attributes

Core Game Mechanic #2

- CPL Database provides 'scores' for 4 'attribute' icons
- These allow players to see the impact of their decisions
- The world is also modified audio-visually by this

1. Climate (CITY)
2. Economy (CITY)
3. Health (CITIZEN)
4. Satisfaction (CITIZEN)



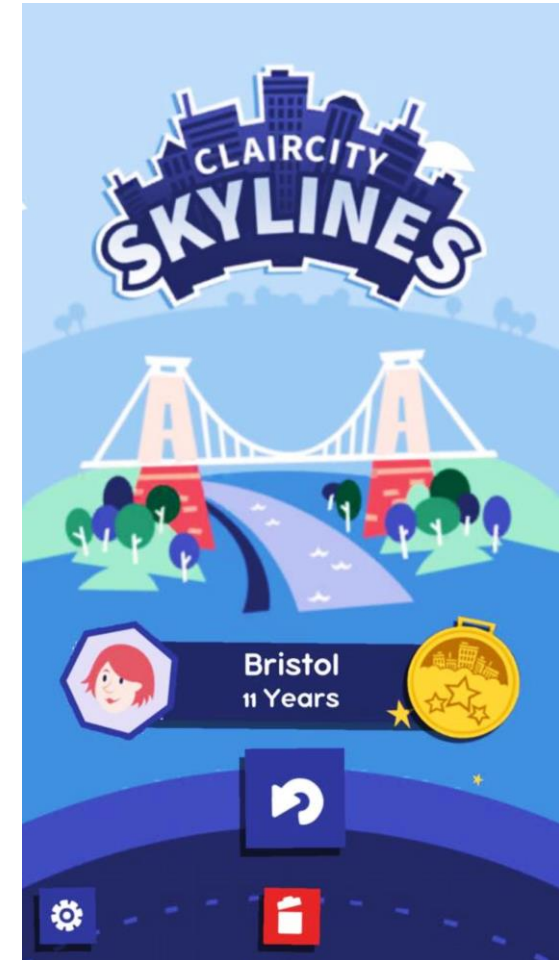
Attribute	Area	Visual Effect
Climate	Green Space	SMOG
Economy	Bank	Dereliction
Health	Hospital	Citizen Sickness
Satisfaction	Tourist area	Citizen Happiness



Six Dynamic Cities

Additional Re-Playability

- Music, Sound & Animations react to player actions
- Cities can decay (climate & economy)
- Citizens can be happy, sad or ill(!)





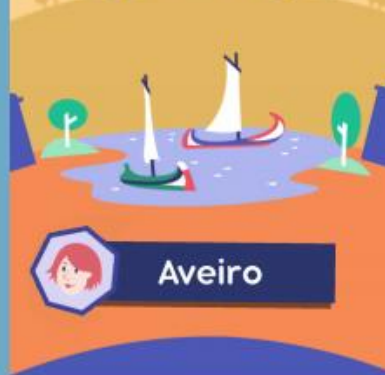
Sosnowiec



Liguria



Bristol



Aveiro



Game stats

69,476
policies selected



2,800
unique users

63:37
Male:Female
ratio

83,339
'Years'
played

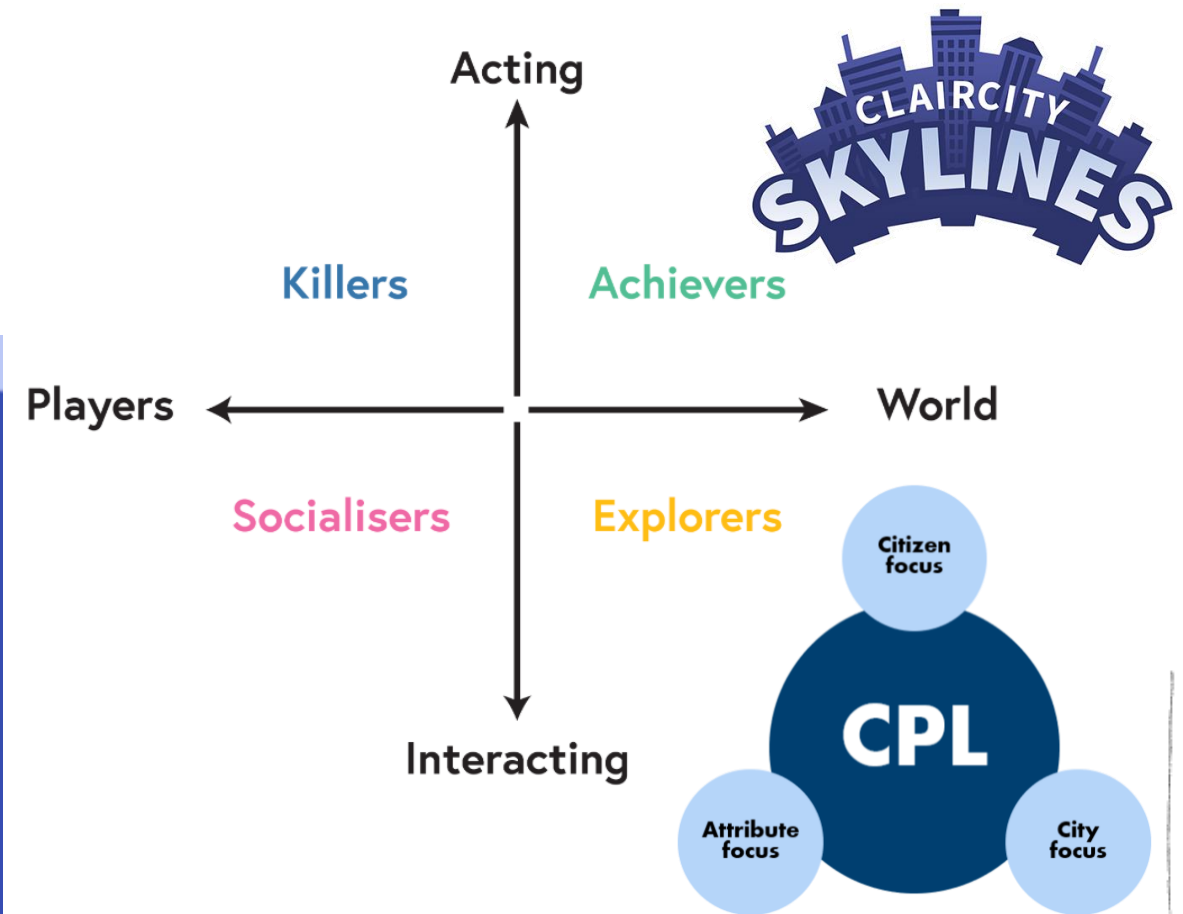
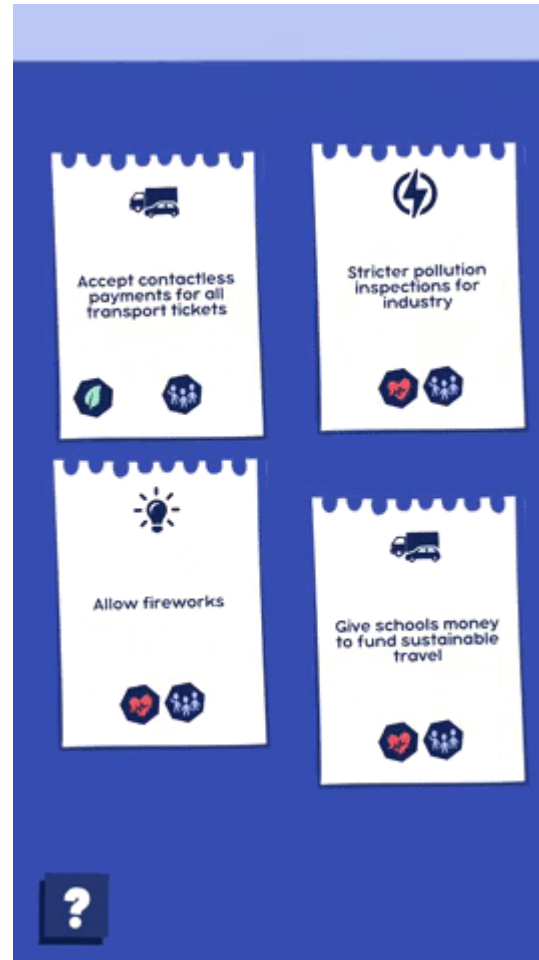
Top 5 Policies (16-34 year olds)

- Keep separate ticketing systems for all transport types
- Make property developers consider air pollution & climate change
- Ban bonfires
- Don't build new nuclear power stations to replace coal
- Build cycle superhighway lanes in the city



Ongoing Analysis

'Serious Game' Analytics



- Different player styles
- How city strategies differ
- Depth & Funnelling (Flow)
- Phase 2 data + Player Surveys

Online Workshop Edition:

+ Browser-based 'Beta test' now online.

<http://claircity.hopto.org/>



- Procedurally generated cities from all city data!
- Customisable CPL & difficulty and user interaction settings



This project received funding for the European Union's Horizon 2020 research and innovation programme under grant No. 689289.

Success story – GreenAnt

Facilitating behaviour change

Mirjam F. Fredriksen
NILU



Citizens at
the Centre

www.claircity.eu



GreenAnt

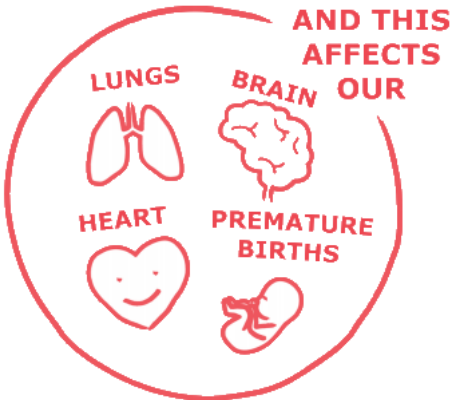
AIR POLLUTION

NO_x

SOOT
DUST

PM_{2.5}

PM₁₀



TRANSPORT TYPE

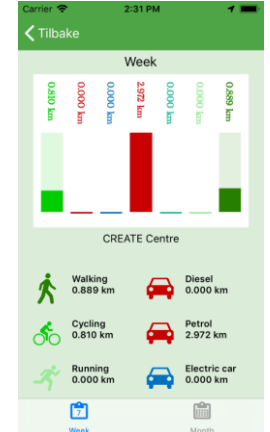
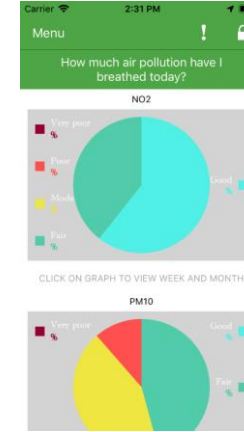
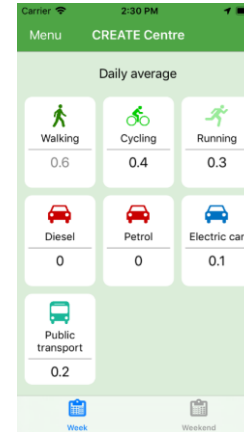
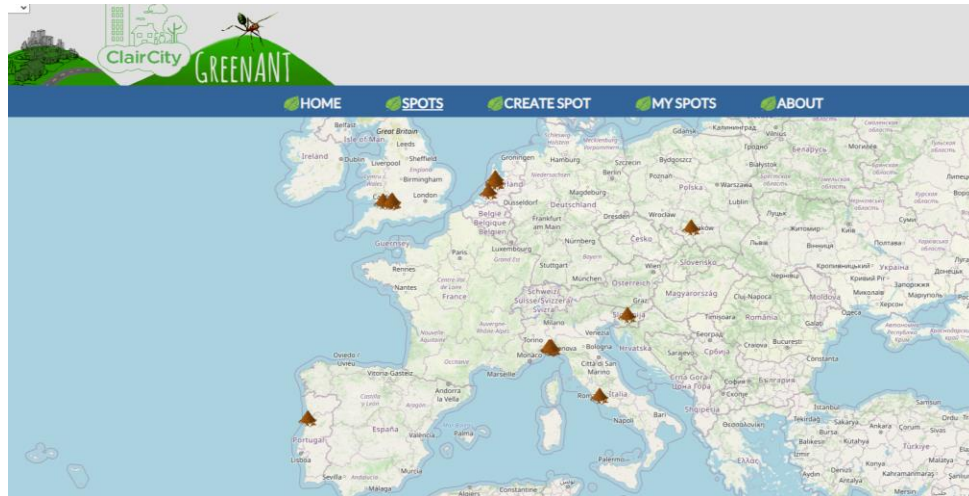
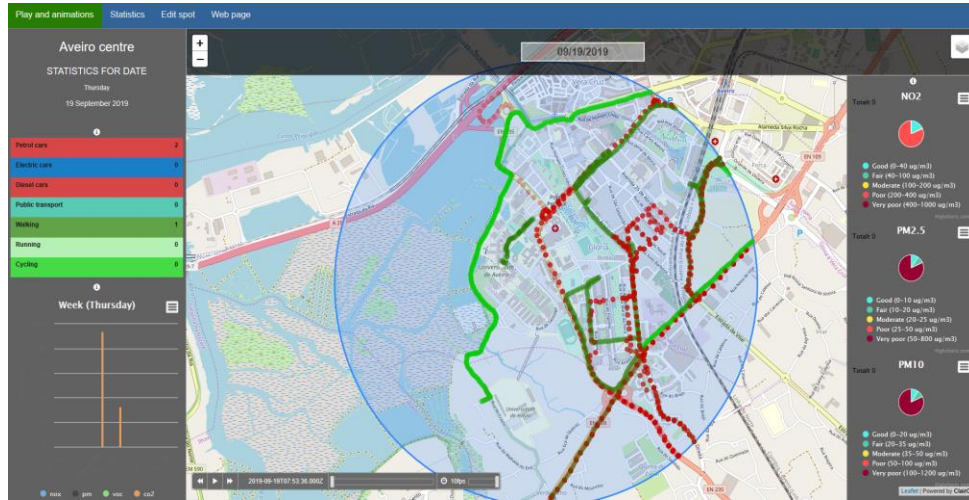


CLOSE LOOK



BEST
DECISION?

GreenAnt



<https://greenant.nilu.no>



GreenAnt

Challenges

- Privacy and security
- User groups

Opportunities

- Background data



GreenAnt: Get started

<https://greenant.nilu.no/>



Concentration maps (NO₂, PM_{2.5}, PM₁₀) available for
Amsterdam Aveiro Bristol
Genova Ljubljana Sosnowiec



This project received funding for the European Union's Horizon 2020 research and innovation programme under grant No. 689289.

Using and adapting resources

Dr Laura Fogg-Rogers

University of the West of England, Bristol



Citizens at the Centre

Delphi method



102 surveys gathered and 13 reflective logs from staff. This is a tried and tested approach that makes use of surveys and workshop activities to allow for robust quantitative and qualitative analysis

What worked

Gathering responses from 1,000s of people, from countries all over Europe

Increasing knowledge about health, air quality and climate change

Inspiring participants to change their behaviour as a result of participating

Improve by...

Targeting community organisations to increase your chances of capturing a representative sample

Keeping theory to a minimum and being clear on how citizens involvement will go on to influence city decision making

Allowing time for participants to network and discuss ways to follow through with their behaviour change.

City events



bit.ly/ClairCitytools

1000s of citizens were engaged on the streets, attracting new audiences the project not have otherwise engaged with

What worked

Participating in existing, well-established events or working with affiliated organisations

Having fact sheets to take away and being honest when you don't know the answers.

Providing hands on activities to capture people's attention quickly

Improve by...

Consider combining with pre-existing events (e.g. local festivals) in a variety of locations

Providing a brief for ambassadors beforehand with frequent questions and answers

Capturing participants intended behaviour change (e.g. through pledges) or ask them to take action on the day (e.g. write to PM)

ClairCity Skylines



bit.ly/ClairCitytools

526 completed surveys. Engaging participants with no prior knowledge of air pollution and encouraging behaviour change

What worked

Crowdsourcing public opinion from across Europe

Actively reaching out to different groups, such as commuters, minority groups, etc. at public events

Younger participants particularly enjoyed the game

Improve by...

Asking your audience what kind of games they like and co-create the game with them so they continue to use it

Host dedicated games workshops with younger (13-15) audiences to increase their involvement

Invest more time advertising in places where they will see your adverts (schools, young adult magazines, Snapchat and Instagram)

The GreenAnt App



The app was only tested internally, with 98 completed evaluation surveys. The following points are taken from these responses.

What worked

People were able to access air quality data and how this related to health

Participants intended to change their behaviours after interacting with app

Engaging people who are already technologically savvy

Improve by...

Having ethical discussions with expected users to clear up any concerns they may have

Thinking of ways to document/monitor behaviour change intentions

Partner with community organisations, reaching out and testing with different groups

Community films



Videos appeal to a wide audience and are shareable (YouTube). 13 surveys informed the following reflections:

What worked

Dedicated and targeted promotion and partnerships to spread the message

Allowed (some) older people to share their experiences with younger people

Working with a camera team capable of producing high quality content

Improve by...

Working with local campaign organisations to increase reach and amplify call to action

Asking participants how they would like to share their story, as some people are camera shy

Exploring free editing software or working with film students

Schools activities



20 teachers provided feedback to these activities. Working with schools allows you to engage pupils on multiple occasions to deepen their understanding

What worked

Developing lessons that could satisfy curriculum requirements and testing in different schools

Developing both online and analogue materials so that different learning styles could be satisfied

Teachers thought activities would increase pupils understanding and motivation to act

Improve by...

Approaching educators, to ask what works best for them. Work together to create a tailored plan for the context

Experimenting with analogue versions, or making the digital element more flexible

Document the actions pupils take as a result of their involvement

The benefits of working together



For cities and regions

1. Greater awareness of what citizens do and do not know about issues such as air pollution, and therefore what they prioritise
2. Increased knowledge of and confidence in science communication (e.g. adapting language to suit the audience)
3. New engagement skills (charisma, clear communication, type of language, etc.) and methods
4. Better understanding of how to recruit participants more effectively and get partners onboard;
5. Event management skills (e.g. how to organise and run events, often on multiple occasions, to avoid competition with other local events)
6. Greater awareness of the importance of project evaluation
7. The ability to tailor engagement activities to suit the school curriculum

For scientists and science communicators

1. Ability to connect with thematic groups in the city, or wider regional networks to encourage participation (e.g. through citizen assemblies)
2. Enhanced relationships between universities and the Council
3. Engagement with community groups to capture the voices of more at-risk groups
4. Easier to link activities with other ongoing city/region activities and initiatives
5. Ability to make use of free advertising space (in Sosnowiec, the Council's network of bus stop billboards) to promote activities (e.g. the game)
6. Ability to tap into the social media platform that is most popular for that city/region
7. Possibility to co-develop engagement tools
8. Ability to test out technology in safe incubator spaces (e.g. universities) before releasing to the public

ClairCity resources

bit.ly/ClairCitytools

Community activator pack
To support groups working for a clean air and zero carbon future



www.claircity.eu



For local groups

Educator pack
For engagement practitioners, teachers, and young people working for a clean air and net zero carbon future



www.claircity.eu



For educators

Technical report summary



www.claircity.eu



ClairCity Evaluation Report
Engaging citizens in health and sustainability decision making

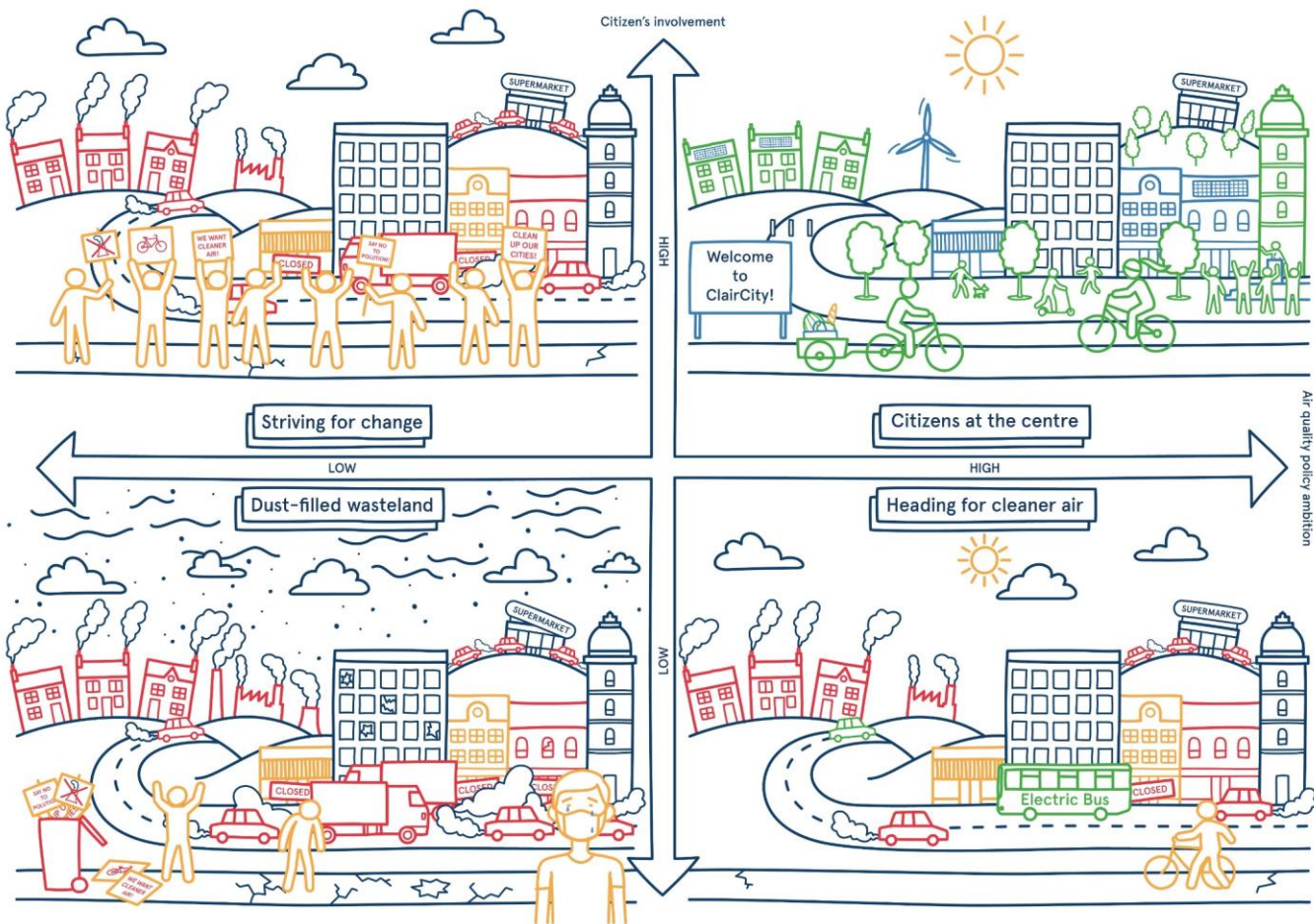
Visual report
Engaging citizens in clean air decision making
Findings from the evaluation of ClairCity



www.claircity.eu



QA



Before you go:

Sign up to our upcoming webinars

18th June: ClairCity modelling

25th June: Lessons for policy

Coming in July: community approaches to citizen involvement

Search 'ClairCity' on Eventbrite

Check your inbox: we will email all resources discussed in due course.

Follow us on social @ClairCity

We will announce our E-learning resources, developed from these webinars, on there soon.



This project received funding for the European Union's Horizon 2020 research and innovation programme under grant No. 689289.



NOT EVERY CITY IS THE SAME...

OUR PARTNER CITIES AND REGIONS REPRESENT VARIETY.

ClairCity

1. Trinomics B.V. (Project Coordinator - Netherlands)
2. University of the West of England, Bristol (Technical Lead - UK)
3. PBL Netherlands Environmental Assessment Agency (NL)
4. Statistics Netherlands CBS (Netherlands)
5. Technical University of Denmark (Denmark)
6. Norwegian Institute for Air Research (Norway)
7. REC Regional Environmental Centre (Hungary)
8. TECHNE Consulting (Italy)
9. Transport & Mobility Leuven (Belgium)
10. University of Aveiro (Portugal)
- 11. Municipality of Amsterdam (Netherlands)**
- 12. Bristol City Council (UK)**
- 13. Intermunicipal Community of Aveiro Region (Portugal)**
- 14. Liguria Region (Italy)**
- 15. Municipality of Ljubljana (Slovenia)**
- 16. Sosnowiec City Council (Poland)**

