



**ClairCity: Citizen-led air pollution reduction in cities**

**D4.19 City Day – Last City**

**November 2019**

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<b>Description</b>	<p>This report provides a synopsis of the implementation of the WP4, Task 4.4.3. City Day: Discovering my City - Healthy and Clean Tips in Amsterdam, Ljubljana, Sosnowiec, Aveiro and Liguria Region. This report follows the D.18 City Day - First City (Bristol).</p> <p>The activity is based on the concept and design, developed by the REC, for a 'City Day' event: Discovering my City - Healthy and Clean Tips. The topic of the activity is smart, non-motorised mobility of citizens in Europe to show the walking and cycling routes of the city. The activity invited older citizens from the cities to promote their own smart mobility. Short films were prepared about the smart mobility tips which show the health, environmental and social benefit of the smart mobility in the city. The REC provided guidelines and some templates, which described the general concept of organising the ClairCity Film Campaigns, culminating in the City Days. Based on this information the project team of the city adapted the methodology to their specific circumstances and implemented the campaign for filming and the City Day event.</p>

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## Executive Summary

Bristol completed the City Day and Filming with the Elderly activities in December 2018 and was reported in D4.18. This report builds upon the Bristol deliverable and summarises the experiences of the cities (Amsterdam, Ljubljana, Sosnowiec) and the regions (Aveiro, Liguria). This report is the summary of implementation of the “City Day: Discovering my City - Healthy and Clean Tips” (WP4, Task 4.4.3). REC developed the framework for the activity, the concept and design for a ‘City Day’ event and video competition. Short ClairCity films were generated to collect stories of ‘smart mobility tips’, demonstrating the health, environmental and social benefits of walking and cycling in the city. The activity focuses primarily on elderly citizens to share their experiences in the cities and regions.

The best videos were presented during the City Day of the cities and regions and other national and international events. In most cases the City Day was combined with other social activities in the cities and region to strengthen the present sustainability issues and healthy life style in the future.

Short summary of the cities/regions:

- **Amsterdam:** The Amsterdam ClairCity team received eight videos, the best films were presented at the award ceremony in December 2018. The City Day, which was integrated to other well-known ongoing events for citizens, in Amsterdam, in June 2019, had success in dissemination of the project results.
- **Aveiro:** In the Aveiro Region the video competition on June-October 2018 culminated in the award ceremony in April 2019. All five films were awarded. The City Day was organised with the Inter-municipality Community of Aveiro Region hosting app. 230 participants.
- **Sosnowiec:** In Sosnowiec three videos were produced in cooperation of the elderly and youth association and uploaded to the YouTube and the project website. The City Day was held in the Concert Hall ‘Muza’ in March 2019 with 400 participants. The event hosted award ceremony of several activities of the citizens, stakeholders and city organisation.
- **Liguria:** In the Liguria Region five videos were prepared and evaluated by the jury according to the timeline of the activity in 2018/2019. The City Day was integrated to the Genoa Science Festival with 80 participants.
- **Ljubljana:** In the City of Ljubljana three videos were produced in 2018 and received award. The City Day was integrated to the ‘mobility week’ in Ljubljana in September 2019 with the attention of a few hundred participants.

This report provides a synopsis and some reflections of the activities in each of the cities / regions.

# 1 Introduction

This report provides a synopsis of the City Day activities (Task 4.4.3) in Amsterdam (NL), Ljubljana (SL), Sosnowiec (PO), Aveiro Region (PT) and Liguria Region (IT). The activity, entitled 'Discovering my City - Healthy and Clean Tips', was developed by Regional Environmental Center for Central and Eastern Europe (REC) and included a description of the concept, an implementation framework for the activity and design for the 'City Day' event. The core topic of the activity is smart, non-motorised mobility of citizens in Europe to showcase the walking and cycling routes in the cities and regions. The activity invites older citizens from the cities/regions to promote their own smart mobility. Short films were prepared about the smart mobility tips which show the health, environmental and social benefit of the smart mobility in the city.

The REC, in cooperation with UWE, developed activity guidelines for the ClairCity cities and regions including a film campaign and a City Day (see Appendices). The aim of the film campaign was to promote non-motorised local mobility and the short ClairCity films collected so called 'smart mobility tips', demonstrating the health, environmental and social benefits of walking and cycling in the city. The activity focused primarily on elderly citizens to share their experiences and opinions. These video films were shown to a wide audience at the City Day and promoted on the project website, YouTube and other social media. You can find the complete set of citizen videos

here: <https://www.youtube.com/playlist?list=PLtz0rUQvSHEAuJtwsjgVKT4Ex6VpInWBE>

There is also a link available here on the project website: <http://www.claircity.eu/take-action/communities/>

The following document provides a synopsis of the filming activities and the City Day in Amsterdam, Ljubljana, Sosnowiec, Aveiro Region and Liguria Region. These cities and regions implemented the activity after Bristol, which was reported in D4.18. in December 2018.

## 1.1 The positioning of the City Days and Filming Activities in the ClairCity process

The ClairCity Project aims to substantially improve future air quality and carbon policies in European cities by initiating new modes of engaging citizens, stakeholders and policymakers. The latest social science thinking is applied to understand citizens behaviour and source apportion air pollution emissions and concentrations, carbon emissions and health outcomes in order to attribute them not just by technology but by citizens' behaviour and daily activities. By putting people at the heart of both the problems and the solutions (primarily framed around transport and domestic energy use), ClairCity stimulates the public engagement necessary to tackle our challenging problems through the development of a range of citizen-led future scenario and policy packages. Further information on the project can be found at [www.claircity.eu](http://www.claircity.eu).

The four primary objectives of the ClairCity project are:

1. To put citizens' behaviour and activities at the heart of air quality and carbon management and policy making;
2. To develop a suite of innovative toolkits for enhanced quantification, engagement and impact evaluation;
3. 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
4. To raise awareness of environmental challenges and their solutions through proactive dissemination of the project outcomes.

The ClairCity process has three key process phases with a number of activities which work towards achieving the project aims and objectives. These three phases and related activities are briefly summarised here and illustrated in Figure 1 to help the reader understand the flow of evidence and the positioning of the City Days and Filming within the wider ClairCity process. This process has been applied across all six ClairCity case study areas with some localisation and adaptation as required.

### *1.1.1 Phase 1: Establish the Baseline Evidence*

The primary aim of Phase 1 is to understand and quantify the baseline status of air quality, carbon emissions and related public health in our cities. Phase 1 is achieved with the following main activities:

1. **Benchmarking behaviour:** Understanding the local demographic data and establishing the citizen practice-activity data to feed into the air quality models (WP3).
2. **Quantify the baseline:** Quantification of the baseline air quality emissions and concentrations, carbon emissions and public health impacts in our city (WP5).
3. **Assessment of Policy:** Collation and analysis of current policies (local, regional, national and EU) that influence the city (WP6).

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

Phase 2 has three key aims: (1) understand citizens' current behaviours, practices and activities, (2) enable citizens and stakeholder to co-create and visualise their low carbon, clean air, future city and (3) raise awareness of the environmental challenges and their solutions. Phase 2 utilised evidence from Phase 1 to help frame and inform the engagement activities. Phase 2 is achieved with the following main activities:

#### **Citizen and stakeholder engagement & co-creation**

1. The ClairCity Delphi method uses citizens as local experts to generated qualitative evidence of their entrenched behaviours and what enabling interventions would allow them to act and behave differently in future (WP4).
2. The Mutual Learning Workshop brings citizens and stakeholders together to debate the challenges facing the city and co-create policy interventions for cleaner, healthier futures (WP4).
3. The ClairCity Skylines Game 'crowd-sources' the public perceptions and public acceptability of difference policy interventions (WP4)
4. Citizens and stakeholders come together in a Stakeholder Dialogue Workshop to review and debate the Delphi, Mutual Learning Workshop and ClairCity Skylines

evidence and co-create scenarios for a low carbon, clean air, health futures (WP4 and WP7).

5. The scenarios generated in the Stakeholder Dialogue Workshop go through a rapid quantification step (WP5) and are then returned to the local citizens/stakeholders to discuss in a Policy Workshop (WP6) and to agree a single Unified Policy Scenario (WP7).

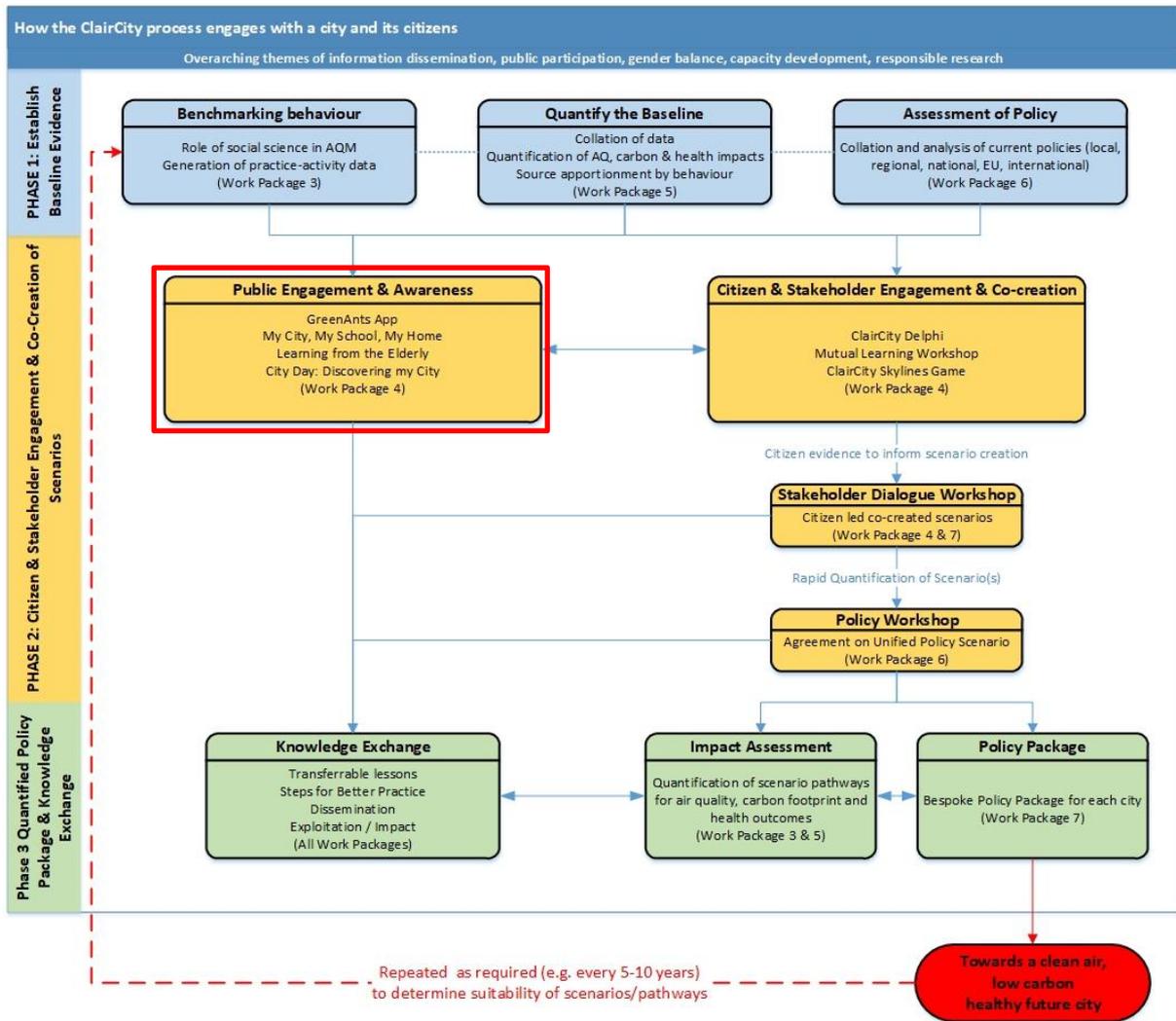
**Public Engagement & Awareness:** Additional awareness raising activities are also implemented across the project in each city (WP4). These include:

6. The GreenAnt App which allows citizens to become a citizen scientist and monitoring their transport activities, emission generation and exposure using mobile GPS data.
7. The School Competition: My City, My School, My Home engages young people in the air quality, carbon and public health debate utilising an online platform for the students to select the interventions that influence their housing, transport and use of resources in order to be able to design tools for change towards smart consumption, reduced emissions and healthy lifestyles.
8. Learning from the elderly filming activity engages the older, potentially vulnerable, community to talk about the changes in their city, their personal mobility and the steps they take to minimise their exposure.
9. The City Day: Discovering my City helps disseminate the final project results and provide healthy and smart tips to promote non-motorised mobility of citizens by highlighting availability and benefits of walking and cycling routes in the city.

### *1.1.3 Phase 3: Quantified Policy Package & Knowledge Exchange*

The primary aim of the final Phase 3 is to collate the evidence and lessons learned from Phase1 and Phase 2 to generate a quantified, bespoke, citizen-led and citizen-inclusive policy package for each city. Phase 3 is achieved with the following main activities:

1. **Knowledge Exchange:** Collation of transferrable lessons and steps for better practice based on the experiences of the ClairCity project to inform other environmental and public health practitioners (WP3, WP4, WP5, WP7).
2. **Impact Assessment:** Rapid quantification of the scenarios generated in the Stakeholder Dialogue Workshop (WP4) and detailed impact assessment of the final Unified Policy Scenario generated in the Policy Workshop (WP6). This quantification includes an assessment of the source apportionment by behaviour or purpose; air quality emissions and concentrations, carbon emissions, air pollution related health impact and interventions cost analysis (WP5).
3. **Policy Package:** Development of a bespoke Policy Package for each city drawing together the findings from across the whole project (WP7).



**Figure 1: ClairCity process including key phases and activities (City Day and Filming Activities highlighted in red box)**

## 2 Amsterdam Activities

This chapter summarises the outcomes of the City Day: Discovering my City - Healthy and Clean Tips in Amsterdam. To allow for a wider number and range of videos, a broader definition of 'elderly' was adopted in Amsterdam, where the threshold was set at the age of 55+. These films were then shown to a wide audience at the Amsterdam City Day.

### 2.1 Amsterdam Filming Activity

The filming activity (video competition) in Amsterdam was set up conform the ClairCity guidelines. The initial duration of the film competition was from 1<sup>st</sup> June to 31<sup>st</sup> August 2018. Due to low participation the deadline was eventually extended to 15<sup>th</sup> October 2018. In the end, up to nine films were collected, plus one submitted after the deadline. The competition culminated in an event where a prize was raffled.



#### 2.1.1 Communication strategy and participant recruitment video competition

Promoting the ClairCity video competition was a time- and resource intensive process. To aim for as much outreach as possible, and learning along the way, the ClairCity Amsterdam team have used different channels for promotion activities. The team started with social media (e.g. our personal LinkedIn and the ClairCity Amsterdam Facebook page) where posts contained a link to the full information on the ClairCity web page. This led to two videos of acquaintances of the ClairCity team in Amsterdam. To enhance the uptake of the activity, the Amsterdam team decided to try with targeted dissemination. Five churches in Amsterdam, members of the network of Green Churches (which is a network for churches and other religious organisations that want to promote sustainability within their organization), were approached via e-mail - two of these churches spread the invitation through their newsletter. Unfortunately, this did neither result in any responses.

**Table 1: Response from Green Churches contacted**

Green Church	Response
Hoop voor Noord	The invitation was shared with church members
Evangelisch-Lutherse Gemeente Amsterdam	The invitation was put into the newsletter of the church
Oud-katholieke parochie Amsterdam	No response
Dominicusgemeente	No response
Keizersgrachtkerk	No response

The ClairCity Amsterdam team contacted the network of 'De oude stad', a network for older inhabitants of Amsterdam. This network announced the Amsterdam movie competition on their website (<https://www.oudestadt.nl/filmwedstrijd-voor-55plussers/>) and social media pages. This ultimately resulted in the submission of one video.



**Figure 2: Oudestadt’s Twitter post about the ClairCity Amsterdam film competition**

Given online dissemination was failing to lead to the high uptake the team would have hoped for, the process was adapted to encourage face to face contact with potential participants. The ClairCity team made appointments with the responsible people at community centers in five different neighbourhoods (see table below).

**Table 2: Activities at community centres**

Community center	Neighbourhood	Activities done
Huis van de wijk Buitenveldert	Buitenveldert	None – it was not allowed to place posters here.
Buurtcentrum Oosterpark	Oosterparkbuurt	A poster was placed here
Huis van de wijk Rivierenbuurt	Rivierenbuurt	A poster was placed here and a message was placed on the community center’s Facebook page, but also on the Facebook page of 4 other community centers belonging to the same organisation (Dynamo)
Huis van de wijk de Pijp	De Pijp	A poster was placed here
Buurtcentrum de boomspijker	Nieuwmarktbuurt	A poster was placed here

In these community centers we placed a promotional poster and we asked staff members to spread the invitation for the movie competition via their social media channels. The poster was also placed in a local supermarket and in a public library.

# Bent u 55+ en wandelt of fietst u wel eens in Amsterdam?



Vertel ons uw verhaal!

Stuur een filmpje van ca. 1-2 min over uw ervaringen (of die van een andere 55+er) met vervoer (fietsen, lopen, etc.) binnen Amsterdam, naar: [claircity@trinomics.eu](mailto:claircity@trinomics.eu)

...En win de ClairCity filmwedstrijd!

...En belangrijker nog:

Draag bij aan een betere luchtkwaliteit in Amsterdam en in andere Europese steden



Voor meer informatie, raadpleeg:

<http://www.claircity.eu/amsterdam/get-involved/video-amsterdam/>



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**Figure 3: ClairCity Amsterdam film competition poster**

By the end of the summer the Amsterdam team considered the number of films (three) too low to be judged in a 'competition' and decided to extend the deadline. The ClairCity Amsterdam team visited the community centres again and provided filming support for the participants - this resulted in an additional five movies.

## 2.1.2 Summary of Amsterdam videos

Local residents participating in the ClairCity video project shared a range of thoughts and ideas. Some patterns are as follows (Note that the aforementioned statements are based on a limited number of participants):

- Many elderly in Amsterdam use public transport, bike or move around on foot;
- People are generally satisfied with public transport (bus, metro, tram) in Amsterdam, although there are some concerns about bus stops that are being discontinued (with as a result elderly people having to walk further to find a stop);
- The people who have a car mostly use it for specific occasions, e.g. transporting children to school or off-school activities, visits outside of Amsterdam or convenience rides (e.g. transporting large materials to a painting class), but less for commuting within the city.
- People feel that public transport has become busier compared to previously;

- Street works that hinder public transport are sometimes noted as a nuisance;
- Some elderly is less confident in cycling than before. Stated reasons are: difficulties at very busy points in the city where different kinds of traffic come together; and the increasing frequency of mopeds, electric bikes and cargo bikes on cycling lanes, that make the lanes less safe than in the past;
- Mopeds in general are seen as an important problem in Amsterdam, because of the noise and pollution but also because of the unsafety related to the large speed differences in bicycle lanes;
- Some elderly note that they personally notice air pollution in the city, others do not see a problem;
- A larger pedestrian zone is seen by some as contributing to cleaner air, but is not mentioned spontaneously as an important solution;
- Some people mentioned that E-bikes should be stimulated instead of mopeds, and suggest that due to the high speed they can reach, these should go on regular roads and not bicycle lanes (This would imply that the maximum speed on the regular road would need to go down).

To see the ClairCity videos, please visit the YouTube link below:

<https://www.youtube.com/playlist?list=PLtz0rUQvSHEAuJtwsigVKT4Ex6VpInWBE>

### *2.1.3 Amsterdam video project process and reflections*

The process started by co-defining with the ClairCity team in Amsterdam (Trinomics and City Partner GGD Amsterdam) how we wanted to run the video competition. The filming competition was posted into the ClairCity website and social media and disseminated from there (as explained in Section 3.1 *Communication strategy and participant recruitment movie competition*). The video competition culminated in an event ("[Award ceremony ClairCity film competition at GGD head office in Amsterdam](#)") on December 3, 2018.

All participants of the film competition were invited for a chat with Fred Woudenberg, head of the living environment department at the GGD, and the ClairCity Amsterdam team about how the lived environment can be improved regarding the air quality policy in Amsterdam. A lively discussion was held about measures that would be sensible to adopt and not.

Although everyone agreed that it would be better if more people were to cycle and walk in Amsterdam, it was noted that such changes certainly do not happen automatically and call for integrated policies that not only limit polluting practices, but also actively contribute to offering alternatives. Furthermore, the participants gave feedback regarding the competition.

The prize for the film competition was presented at the end of the meeting. The jury (ClairCity team) assessed the videos on the following aspects:

- The image: cinematic quality and originality of the image;
- The quality of the content: shows the contributor knowledge or useful ideas about air quality and transport in Amsterdam;
- The message: connect the video message with the ClairCity project and the role of residents in Amsterdam.

The result was that some videos excelled in their choice of images and presentation. Others were stronger in terms of content. Because comparison was difficult, the jury declared everyone to be a winner and the prize was raffled. Overall a learning is that making it a 'competition' raises expectations in terms of how videos are evaluated, fairness of the process etc. Given a Research & Innovation project does not have the legal expertise required for supporting a proper competition, a learning would be not to make it a 'competition' next time, but an 'voluntary activity'.

### *2.1.3.1 Process-related conclusions and lessons learnt*

A few conclusions and lessons learnt regarding the process and way of reaching out to the elderly in Amsterdam for the filming activity are as follows:

- Written advertising of the video competition and social media attention were not sufficient to get the film competition off the ground in Amsterdam;
- The format in which people have to make movies themselves and then submit them digitally seems to act as a substantial barrier to participate in the movie competition because of the significant amount of effort it requires. This seems an even larger barrier for the targeted group (age 55 and older) as many people in this group are not as skilled in using cameras, smartphones and the internet;
- Several citizens did not sufficiently perceive the link between what they were asked for the film competition and improving air quality policy in the city. Some people who did care about air quality said that this reduced their willingness to participate;
- Steering personal networks and face-to-face interaction with groups were most successful;
- Several people did not want to be filmed for privacy reasons, or they did not want a movie of themselves to be uploaded on YouTube;
- If you call it a "competition" you have to be careful about a few things (for the future, a filming "activity" may be more suitable than a filming "competition"). For instance, in Amsterdam one competitor became very upset when she saw the deadline for the competition had been extended. This was fixed by making everyone a winner and holding a face-to-face event where participants got to interact with each other and the prize (theatre ticket) was raffled.

In sum, probably the most important lesson drawn from organising the movie competition in Amsterdam is that a movie competition in this format is not the optimal format to engage citizens in the targeted age group in the city. In our assessment the limited participation can be explained by a combination of a low interest in the topic, the format of the movie competition and a potential mismatch between the target group and the main stakeholder engagement channels ClairCity typically uses to promote its work and events (website, social media). In addition, it would be good for future projects to make stronger linkages between the citizen engagement activities like this and the policy process.

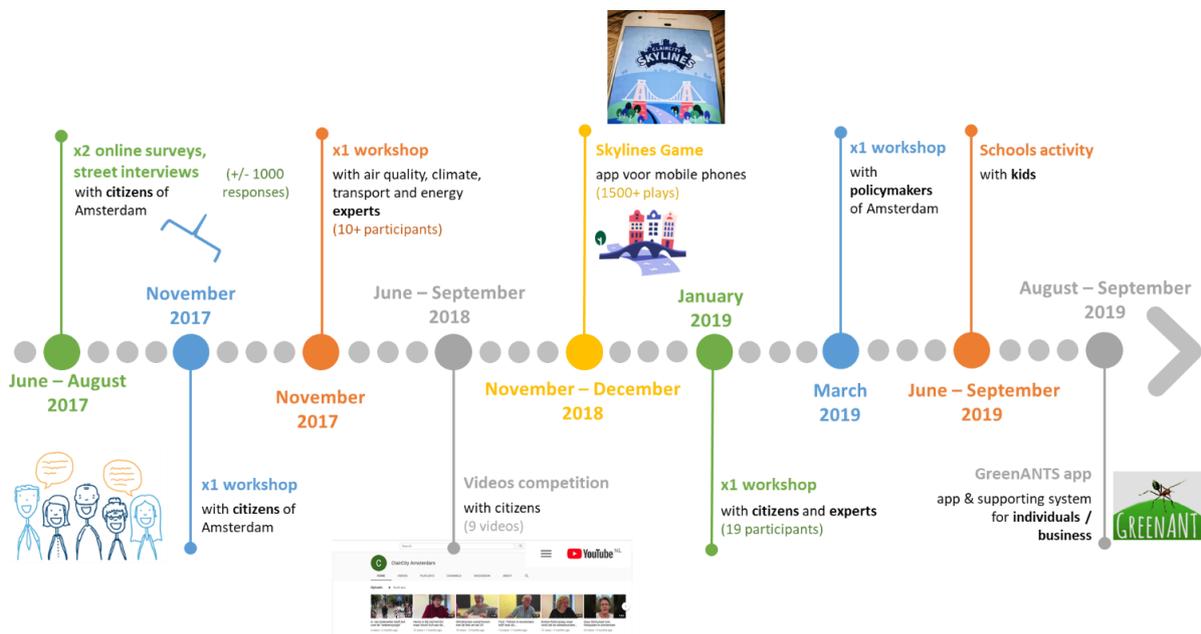
## **2.2 Amsterdam City Day**

The ClairCity City Day took place on 19<sup>th</sup> June 2019 in Amsterdam. For this the ClairCity Amsterdam partnered up with a well-known event namely WeMakeThe.City

(<https://wemakethe.city/nl/>) on liveable, sustainable, inclusive cities. WeMakeThe.City lasts three days and ClairCity participated in one of the days.

### 2.2.1 Agenda of the Amsterdam City Day event

ClairCity was featured twice in the programme – the team gave two presentations as part of the blocks ‘bike & city’ and ‘car-free city’. The presentations introduced the ClairCity project, explained the ClairCity process and stage thereof in Amsterdam, showcased outputs of the project – e.g. Skylines Game, videos with the elderly etc. This was complemented by an interactive session (using Kahoot!) aiming to share knowledge and raise awareness on air quality related issues and facts. Kahoot (<https://kahoot.it/>) is a learning tool about complex issues and can be used for harmonisation environmental, social and economic priorities, as you can see below.



**Figure 4: Examples of slides of the Amsterdam presentation**



Next to this ClairCity had a booth where the videos with the elderly were displayed. The ClairCity Amsterdam team (the GGD Amsterdam and Trinomics) hosted the booth for the whole day.

**Figure 5: Pictures of the ClairCity stand and presentation @WeMakeThe.City, Amsterdam**



### *2.2.2 Amsterdam Participants*

Overall the event is a well-known event in the city and important stakeholders such as Sharon Dijksma, Alderman in Amsterdam in the area of mobility, attended. Since the ClairCity Amsterdam team did not do promotion of the event ourselves (ClairCity was part of the WeMakethe.City event and they did promotion of the event themselves), the team do not have access to participants' data.

From the people we spoke to and attended our presentation, the audience was relatively young (participants were mainly in the 25 to 35 age group), highly educated and interested in the topic of air pollution, carbon reduction and sustainable mobility in cities. In addition, as the whole event was held in English, there were various international participants including non-western countries. Several participants worked actively in the field of urban sustainability / sustainable mobility.

### *2.2.3 Amsterdam City day event process and reflections*

The follow reflection summarise the lessons learned from the Amsterdam City Day:

- The most efficient way of reaching out to several people through a so-called City Day is to partner with a well-known, ongoing event. This way you do not incur venue costs and promotion efforts and registrations (which tend to be very resource-intensive) are managed by others.
- However, this also poses challenges, for example relying on technical preparations by others, having to fit the goal of your activity with the event organisation's overall goal etc.
- This undermines the 'effectiveness' of the intervention to some extent, as your presentation ends up being one of tens of presentations in a large event. However, partnering with such an event is an excellent way to present the project to people who have never heard of it before (while if you organise your event on your own, the majority of people attending will be people who already belong to the network).

## 3 Aveiro Region Activities

This chapter summarises the outcomes of the City Day: Discovering my City - Healthy and Clean Tips in the Aveiro Region.

### 3.1 Aveiro Region Filming Activity

The video competition in Aveiro region was set up according to the ClairCity guidelines. The video competition was held from 1<sup>st</sup> June to 31<sup>st</sup> October 2018 (the voting occurred between 1<sup>st</sup> November to 31<sup>st</sup> December 2018). In the end, five movies were collected. The competition ended at the 3rd ClairCity Annual Conference in Aveiro where a prize was delivered (April 2019).

#### *3.1.1 Communication strategy and participant recruitment video competition*

This activity aimed to create an opportunity for elderly people to share their experiences and visions. The procedure to implement the video competition in Aveiro region was the following:

1. The video competition was disseminated on Facebook (see: <https://www.facebook.com/ClairCityRegiaoAveiro/>). We also uploaded the relevant information on the ClairCity website;
2. Each municipality of the Aveiro Region suggested some associations or networks of elderly people who might be interested in participating;
3. These associations/networks were invited to participate;
4. The participants uploaded the videos on YouTube and then sent the ClairCity Aveiro team a link. Some institutions did not have a YouTube channel, so the ClairCity Aveiro team created a YouTube channel to upload these videos;
5. All the films were posted on the ClairCity Facebook page. The participants could also post the videos on their personal Facebook page (these links were also sent to us);
6. The winning video was chosen taking into account the largest number of likes on YouTube and Facebook; and
7. All the videos were presented to the public at the 3rd ClairCity Annual Conference, (April 10<sup>th</sup>, 2019) in the Aveiro Region, and at the Aveiro Region City Day (October 17<sup>th</sup>, 2019).



**Figure 6: Facebook post about the ClairCity Aveiro film competition**

### 3.1.2 Summary of videos

The majority of the videos were made in groups. The participants in the video competition were:

- “Associação Humanitária de Salreu” (Association of Elderly People);
- “Centro Social de Oiã” (Association of Elderly People);
- “Os Maiores de Idade” (Association of Elderly People) in collaboration with the municipality of Ílhavo;
- Municipality of Albergaria-a-Velha; and
- Manuel Ramos (individual citizen).

The Aveiro ClairCity videos can be found here:

[https://www.youtube.com/playlist?list=PLMjeme8vWNJcAS\\_Pvo6aNFOkUBGEmZ14b](https://www.youtube.com/playlist?list=PLMjeme8vWNJcAS_Pvo6aNFOkUBGEmZ14b)

The participants in the ClairCity video competition shared a range of thoughts and ideas. Some common themes include:

- Older people in Aveiro use walking and cycling as efficient modes of transportation;
- Walking and cycling improves the participant’s quality of life;
- Walking and cycling can be an enjoyable experience, being an opportunity to socialize;
- Walking and cycling allows people to connect to their surroundings and nature;
- Walking and cycling are important for elderly people’s health. Even the elderly with some mobility limitations can benefit from walking or cycling (quote from one of the videos: *“It does not matter if you move fast or slow, as long as you keep moving on...”*);

- Walking or cycling with friends or in a group can link a social experience with health benefits;
- Older people walking and cycling recognise that their choices have benefits for the whole community, like reducing road traffic pollution and congestion;
- Walking and cycling contributes to reduction of air pollution and improve air quality;
- In Aveiro there are several pleasant leisure spaces that can be used for walking and cycling;
- In Aveiro region there are many beautiful landscapes that deserve to be appreciated;
- In the Aveiro region there are bicycle-sharing systems that the elderly can use;
- Cycling can be a better alternative to car.

### 3.1.3 Video process: reflections about the video competition

The experience in Aveiro was that individual citizens were reluctant to make their own videos. So, the ClairCity team contacted several elderly people associations to invite them to participate in this activity (the contacts were made by phone and/ or by email). The guidelines to prepare the ClairCity videos was sent to these institutions. The activity was disseminated on the Facebook and website of the project, and by each municipality of Aveiro Region.

The video competition culminated in an event (Award ceremony of ClairCity video competition at 3rd ClairCity Annual Conference in Aveiro Region) on April 10<sup>th</sup>, 2019. All participants in the video competition were invited to attend the Award ceremony. All the videos were screened during the 3rd Annual Project Conference, as well as during the Aveiro Region Day (in the reception and exhibition areas).



**Figure 7: Videos exhibition during the Aveiro Region Day**

The prize for the video competition was delivered at the 3rd ClairCity Annual Conference. The jury (ClairCity team) classified the videos based on the number of “likes” that each of them received in the ClairCity Facebook page and YouTube channel (see Table 3).

**Table 3: Classification of film competition**

Participant	Movie title	Total of likes	Ranking
<b>Município de Albergaria-a-Velha</b>	Município participa no Projeto ClairCity	384	1
<b>Câmara Municipal de Ílhavo / Maior Idade</b>	Maior Idade Sobre Rodas	364	2
<b>Animação A.H.Salreu</b>	Podes andar hoje...	327	3
<b>Manuel Ramos (ator principal) Ricardo Mendes (enviou o vídeo)</b>	Aveiro - Região Sustentável	207	4
<b>Centro Social Oia</b>	O Que Importa é Ir	145	5

The winning video included Mr Seixas, a resident of Albergaria-a-Velha, who is involved in the *Maior Idade* Program. The *Idade Maior* program is an initiative of the Municipality of Albergaria-a-Velha, working with people aged 55 or over. The program aims to promote new discoveries and healthy lifestyles, and value lifelong learning and the capacities, skills, knowledge and culture of older age groups. The activities are selected to increase the self-esteem and self-confidence of seniors and promote social opportunities and the exchange of experiences. It was through his involvement in the *Maior Idade* Program that he had come to get involved in the ClairCity video project. Since all the videos had interesting features (originality/creativity, content, presentation, etc.) and acknowledge their engagement, the jury decided that all the participants should receive a prize. In this sense, everyone received a ClairCity t-shirt and a certificate of participation. To celebrate the highest voted video, the President of the Aveiro Region (CIRA), José Ribau Esteves, along with the President of Albergaria-a-Velha Municipality, António Loureiro, had lunch with our winning video entrant, José Seixas and his wife Maria Seixas. Olga Cravo from the ClairCity project also joined the lunch, held at the “Mercado do Peixe” restaurant at the end of April 2019.



**Figure 8: Lunch between Aveiro Region President and the winner of the video competition**

The most important lesson that can be drawn from the video competition in Aveiro Region is that a video competition in this format it seems to act as a substantial barrier for the targeted group (55 and older) as many people in this group are not as skilled in using cameras, smartphones and the internet. For the same reason, it seems that there was a mismatch between the target group and the channels used to promote the event (website, social media). The limited participation can also be explained by the low interest in the topic, related to illiteracy about air quality.

### **3.2 Aveiro Region Day**

The Aveiro Region Day took place on October 17<sup>th</sup>, 2019, as part of a larger event - the Aveiro Region Congress 2019 (from 16<sup>th</sup> to 18<sup>th</sup> October) -, which aimed to commemorate the 30<sup>th</sup> anniversary of the region. The event was organised by the Intermunicipal Community of Aveiro Region (CIRA), with the support of ClairCity team from University of Aveiro. The ClairCity team participated in the organization, assembly and logistics of the event. The Aveiro Region Day took place at the Auditorium of Aveiro Fair and Exhibition Park.



**Figure 9: Aveiro Fair and Exhibition Park**

Considering the conference theme (Mobility, Environment, Civil Protection and Forests), CIRA promoted an exhibition of ClairCity project, aiming to disseminate the good practices of the eleven municipalities of the Aveiro region, in the environmental areas (carbon footprint reduction, air quality), mobility (pedestrian, cycling, electric), climate change adaptation, health and well-being, and energy efficiency. In this sense, each municipality elaborated eye-catching posters, which contributed to the success of Aveiro Region Day.

Municipality	Responsible person	Posters
<p>Águeda</p>	<p>Carla Couceiro</p>	
<p>Albergaria-a-Velha</p>	<p>Clotilde Talaia Ricardo Leitão</p>	

<p>Anadia</p> <p>Catarina Homem</p>	  
<p>Aveiro</p> <p>Fernando Almeida</p>	  

<p><b>Município de ANADIA</b></p> <p><b>MOBILIDADE ELÉTRICA</b></p> <p>Promoção da mobilidade elétrica para redução da pegada carbónica do setor dos transportes e redução da dependência energética do consumo e do petróleo.</p> <p><b>PONTO DE CARREGAMENTO PARA VEÍCULOS ELÉTRICOS</b></p>  <p><b>ENCANTO REGIONAL DE VEÍCULOS ELÉTRICOS ANADIA 8 de JUNHO 2019</b></p>  <p>Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvencção N° 899289.</p>	<p><b>Município de ANADIA</b></p> <p><b>PROMOÇÃO DE MUDANÇAS NOS HÁBITOS DOS CIDADÃOS</b></p> <p>Iniciativas de sensibilização e promoção de alteração de comportamento, tornando os mais sustentáveis dos pontos de vida ambiental da cidade e do respeito pela qualidade de vida da comunidade.</p>  <p><b>FEIRA DO AMBIENTE</b></p>  <p><b>Feira de Abastecimento para a Terra e Energia</b></p>  <p>Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvencção N° 899289.</p>	<p><b>Município de ANADIA</b></p> <p><b>AND - MOBILIDADE EM BICICLETA NO MUNICÍPIO DE ANADIA</b></p> <p>Promoção do uso da bicicleta como meio de transporte através da criação de infraestruturas destinadas a facilitar a circulação de bicicletas bem como da disponibilização de um serviço gratuito de partilha e o uso de bicicletas públicas - b-AND.</p>   <p>Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvencção N° 899289.</p>
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<p><b>Município de AVEIRO</b></p>  <p>Os desafios atuais como as alterações climáticas e utilização racional de recursos naturais incluem muitas vezes maior necessidade de sensibilização e envolvimento da população como garante de cidades mais resilientes e sustentáveis.</p> <p><b>MELHORAR A QUALIDADE DO AR</b></p> <ul style="list-style-type: none"> <li>Expansão e requalificação do Parque da Cidade e outras áreas de mobilidade urbana com reforço de estufas arbóreas.</li> <li>Projeto Aveiro e com autocarros 100% elétricos na rede de transportes públicos Aveirobus (<a href="http://www.aveirobus.pt">www.aveirobus.pt</a>).</li> <li>Promoção dos modos suaves de mobilidade, com investimento em áreas pedonais e novas vias ciclovias (em ligação entre a Universidade de Aveiro e Estação CP).</li> <li>Dinamização do Centro Intermodal de Transportes (Interfaca rodoviária, ferroviária, ciclovias)</li> </ul>    <p>Visite <a href="http://www.ccm-aveiro.pt">www.ccm-aveiro.pt</a></p> <p>Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvencção N° 899289.</p>	<p><b>Município de AVEIRO</b></p>  <p><b>AVEIRO STEAM CITY MELHORIA DA QUALIDADE DO AR</b></p> <p><b>ELETRIFICAÇÃO DOS BARCOS MOLICEIROS</b></p> <ul style="list-style-type: none"> <li>Conversão de 27 embarcações</li> <li>Gasóleo a Motor elétrico</li> <li>Rede de carregamento elétrica no Canal de Aveiro</li> <li>Eliminação de 400 tons CO2/ano emitido para a atmosfera</li> </ul> <p><b>REDE DE SENSORES AMBIENTAIS</b></p> <ul style="list-style-type: none"> <li>Instalação em pontos estratégicos na Cidade de Aveiro</li> <li>9 sensores de qualidade do ar (O3, NO2, CO, CO2, PM10, PM2.5)</li> <li>9 micro estações medição de ruído</li> <li>2 micro estações meteorológicas (Temperatura, Humidade relativa do Ar, Pressão Atmosférica, Radiação Global e Ultravioleta, Direção e velocidade do vento, Pluviometria)</li> <li>Obtenção de dados em tempo real</li> </ul> <p>Galvorn Partners</p>  <p>Visite <a href="http://www.ccm-aveiro.pt">www.ccm-aveiro.pt</a></p> <p>Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvencção N° 899289.</p>	<p><b>Município de AVEIRO</b></p> <p><b>REDUZIR A PEGADA DE CARBONO</b></p> <ul style="list-style-type: none"> <li>Educação e sensibilização ambiental dando a conhecer a riqueza e importância do espaço natural que nos rodeia, e fazemos despertar para a necessária mudança de comportamento na utilização de recursos naturais através da dinamização do Centro Municipal de Interpretação Ambiental (CMA).</li> <li>Melhoria de eficiência energética e redução de emissões de CO2 em edifícios públicos, através como exemplo a renovação de iluminação pública e o investimento na modernização de habitação social no âmbito do PREDUCA - Plano Estratégico de Desenvolvimento Urbano da Cidade de Aveiro</li> </ul>  <p><b>REDUZIR O IMPACTO NA SAUDE</b></p> <ul style="list-style-type: none"> <li>Criação e aumento das passas pedonais e ciclovias, com maior oferta de áreas de recreio e lazer fomentando as boas práticas de desporto ao ar livre (ex. VTC - Via Verde da Cidade de Aveiro)</li> <li>Disponibilização de uma de boletim periódico e previsão da qualidade do ar, alertando e aconselhando procedimentos em cenários de maior risco</li> </ul>  <p>Visite <a href="http://www.ccm-aveiro.pt">www.ccm-aveiro.pt</a></p> <p>Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvencção N° 899289.</p>
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### Município de ESTARREJA

#### COMISSÃO MUNICIPAL DE TRÁNSITO

Todos os cidadãos têm direito à **Mobilidade** no espaço urbano, no entanto, o contributo para a solução dos problemas de Mobilidade urbana é, de igual forma, um dever e responsabilidade de cada um.

Esta grupo pluridisciplinar que inclui serviços de planeamento, rede, equipamento urbano, iluminação, etc. ODE, Bombeiros, Associação de Comerciantes, Associação Municipal, associações de moradores, etc., privilegia o contacto com os cidadãos, comerciantes e entidades locais da forma de oficinas locais, que nos ajudam a encontrar soluções, ficando com que essas agências façam parte da solução.



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### Município de ESTARREJA

#### ALUGUER DE CARROS ELÉTRICOS

Aluguer operacional de 5 veículos ligeiros de passageiros elétricos, para fazer face às necessidades de mobilidade dos diferentes serviços.

A opção ambiental dos carros elétricos é uma das suas principais características, com **emissões nulas de CO2** no momento de utilização. Silêncio e ausência de ruído, eficiência e flexibilidade de mobilidade de curta e média distância são as restantes características dos veículos elétricos.



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### Município de ESTARREJA

#### BICICLETAS DE USO PARTILHADO

Ilhavo é assegurada graças à parceria estabelecida com a empresa de bicicletas, manutenção e aluguer.

40 **BICICLETAS EM 4 LOCAS**

Proteção num contexto de políticas públicas de planeamento e desenvolvimento sustentável, onde se inclui a promoção de cidades e pessoas cidadãs. Em Ilhavo, esta iniciativa visa promover a utilização de bicicletas por todos os municípios e visitantes, reforçando a aposta do Município em promover a **movilidade sustentável** e a prática de comportamento mais saudável.



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### Município de ILHAVO

#### MOBILIDADE

-Projeto "Ilhavo 90"  
Solução inovadora e integrada de mobilidade (desenvolvida pela Antaresa em parceria com o operador dos transportes).



-Eco-Eventos com aposta em soluções de Mobilidade mais Sustentáveis.  
A edição 2018 do Festival do Bachevo foi distinguida no âmbito do programa "Sa La Verde" do Fundo Ambiental, pelo apoio nos meios suaves de mobilidade.



-Projeto GAFA BIKE LAB.  
Espaço de experimentação, inovação e empreendedorismo relacionado com a bicicleta (Secretaria Secundária de Cidadania da Nazaré).



-Rede das Eco-Escolas.  
Disciplinação de uma rede entre as Eco-Escolas de maior abrangência a nível municipal, assumindo a condição de que seja promovido recorrendo aos diversos tipos de Mobilidade Sustentável.



-Rede Municipal de Ciclovias.  
Desenho, projeto e na implementação de uma Rede Municipal de Ciclovias, cuja extensão total supera já os 40 km.



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### Município de ILHAVO

#### ADAPTAÇÃO ÀS ALTERAÇÕES CLIMÁTICAS

As alterações climáticas são hoje uma realidade, seja na prevenção contra os fenómenos ou impactos já decorrentes, seja no planeamento das ações ou mesmo do trabalho preventivo visado nos seus efeitos.

-Estratégia Municipal de Adaptação às Alterações Climáticas.  
Candidata ao Projeto ClimAdAP Local (2015-2016).



-Plano Municipal de Adaptação às Alterações Climáticas.  
Candidata ao POC/OT/OT dos Fundos Comunitários do Portugal 2008 (2017-2018).



(ALGUMAS) OPÇÕES DE ADAPTAÇÃO JÁ IMPLEMENTADAS:

1. Prolongamento sazonal do estacionamento marginal com subida da costa: Ilha de Aveiro, Costa Nova.
2. Reabilitação marginal com subida da costa: Ilha de Aveiro, Costa Nova.
3. Encrocamento com subida da costa: Ilha de Aveiro, Costa Nova.
4. Transporte público de passageiros para subidas costeiras das dunas: Praia de Barra e da Costa Nova.
5. Reabilitação de equipamentos balneares, Passeio (zona anterior da Dunas) Praia de Barra.
6. Reabilitação de equipamentos balneares: Apoio de praia (zona anterior da Dunas) Praia de Barra.
7. Reabilitação das dunas durante: Praia de Barra e da Costa Nova.
8. Obras de reforço e mobilização de aterros: Praia de Barra e da Costa Nova.



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### Município de ILHAVO

#### LIXO MARINHO: UM PROBLEMA GLOBAL COM AÇÃO LOCAL

-Criação do macro de Ambiente Municipal.  
O Buro originou a Fundação do Ambiente - a Associação Ambiental do Município de Ilhavo, criada a normalidade pelo voto dos nossos cidadãos.



-Carta Compromisso de Redução do Lixo Marinho.  
Ilhavo foi, em 2016, um dos municípios nacionais subscritores da Carta Compromisso de Redução do Lixo Marinho.



-Projeto Nacional de Monitorização de Lixo Marinho, segundo o Decreto do OSRAE.  
Projeto Nacional de monitorização do lixo marinho, gerido pelo Agência Portuguesa do Ambiente e gerido e monitorizado pelo Conselho OSRAE (promovido até 1000 aos 1000 metros, repetido e renovado).



-Projeto "Sustentável sempre".  
O "Cartão Verde" é um projeto de âmbito europeu, que permite obter uma caracterização geral de fase costeira, envolvendo milhares voluntários espalhados por toda a Europa.



MEASURAS IMPLEMENTADAS PARA A REDUÇÃO DO LIXO MARINHO:

- a) Ação anual de recolha do lixo marinho.
- b) Colheita de Espécies nos areais das Praias.
- c) Ação de recolha da praia.
- d) Promoção de economias circulares.
- e) Parcerias no projeto "seca por um mar sem lixo".
- f) Parcerias em projetos de investigação para o desenvolvimento das melhores técnicas de aproveitamento do lixo marinho.



Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 089289.

<p>Murtosa</p>	<p>Agostinho Oliveira</p>	<div style="background-color: #003366; color: white; padding: 5px; text-align: center;"> <span style="font-size: 8px; vertical-align: middle;">O Papel dos Cidadãos na Redução da Poluição Atmosférica nas Cidades</span> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="width: 30%; text-align: center;"> <p style="background-color: #003366; color: white; border-radius: 50%; padding: 5px; font-weight: bold;">Município da MURTOSA</p> <p style="font-weight: bold; font-size: 10px;">Porta de Entrada para a Mobilidade Sustentável da Ria</p> <p style="font-size: 8px;">Entrada do Município – Intermodalidade – Troca do carro pela bicicleta para deslocações no concelho</p> </div> <div style="width: 30%; text-align: center;"> <p style="background-color: #003366; color: white; border-radius: 50%; padding: 5px; font-weight: bold;">Município da MURTOSA</p> <p style="font-weight: bold; font-size: 10px;">Cicloviarias BIKE LANES</p> <p style="font-size: 8px;">50 km's de cicloviarias no território</p> </div> <div style="width: 30%; text-align: center;"> <p style="background-color: #003366; color: white; border-radius: 50%; padding: 5px; font-weight: bold;">Município da MURTOSA</p> <p style="font-weight: bold; font-size: 10px;">Campanhas de sensibilização</p> </div> </div> <div style="display: flex; justify-content: space-between; font-size: 8px; margin-top: 10px;"> <div style="width: 30%;">Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 099229.</div> <div style="width: 30%;">Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 099229.</div> <div style="width: 30%;">Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 099229.</div> </div>
<p>Oliveira do Bairro</p>	<p>Paulo Araújo Sara Mieiro</p>	<div style="background-color: #003366; color: white; padding: 5px; text-align: center;"> <span style="font-size: 8px; vertical-align: middle;">O Papel dos Cidadãos na Redução da Poluição Atmosférica nas Cidades</span> </div> <div style="display: flex; justify-content: space-around; margin-top: 10px;"> <div style="width: 30%; text-align: center;"> <p style="background-color: #003366; color: white; border-radius: 50%; padding: 5px; font-weight: bold;">Município de Oliveira do Bairro</p> <p style="font-size: 8px; background-color: #003366; color: white; padding: 2px; font-weight: bold;">BOB - Bicicletas de Oliveira do Bairro</p> <p style="font-size: 8px;">Disponibilização de bicicletas elétricas, em sistema de partilha, aos munícipes e visitantes de Oliveira do Bairro.</p> </div> <div style="width: 30%; text-align: center;"> <p style="background-color: #003366; color: white; border-radius: 50%; padding: 5px; font-weight: bold;">Município de Oliveira do Bairro</p> <p style="font-size: 8px; background-color: #003366; color: white; padding: 2px; font-weight: bold;">Política de redução das emissões de CO2</p> <p style="font-size: 8px;">Aquisição e instalação de postos abastecedor para os utilizadores comuns.</p> </div> <div style="width: 30%; text-align: center;"> <p style="background-color: #003366; color: white; border-radius: 50%; padding: 5px; font-weight: bold;">Município de Oliveira do Bairro</p> <p style="font-size: 8px; background-color: #003366; color: white; padding: 2px; font-weight: bold;">Eficiência Energética</p> <p style="font-size: 8px;">Redução do consumo elétrico do Município, através da instalação de lâmpadas Led na iluminação pública e de painéis solares em edifícios públicos.</p> </div> </div> <div style="display: flex; justify-content: space-between; font-size: 8px; margin-top: 10px;"> <div style="width: 30%;">Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 489228.</div> <div style="width: 30%;">Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 489228.</div> <div style="width: 30%;">Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 489228.</div> </div>

<p>Ovar</p> <p>Paulo Silva</p>	 <p>O Papel das Cidades na Redução da Poluição Atmosférica nas Cidades</p>	 <p>O Papel das Cidades na Redução da Poluição Atmosférica nas Cidades</p>	 <p>O Papel das Cidades na Redução da Poluição Atmosférica nas Cidades</p>
<p>Sever do Vouga</p> <p>António Guedes</p>	 <p>O Papel das Cidades na Redução da Poluição Atmosférica nas Cidades</p>	 <p>O Papel das Cidades na Redução da Poluição Atmosférica nas Cidades</p>	 <p>O Papel das Cidades na Redução da Poluição Atmosférica nas Cidades</p>
<p>Vagos</p> <p>Bruno Rocha</p>	 <p>O Papel das Cidades na Redução da Poluição Atmosférica nas Cidades</p>	 <p>O Papel das Cidades na Redução da Poluição Atmosférica nas Cidades</p>	 <p>O Papel das Cidades na Redução da Poluição Atmosférica nas Cidades</p>

### Município de OVAR

#### BARRINHA DE ESMORIZ / LAGOA DE PARAMOS (BEP)

Lagoa Costeira Barreira Natura 2000 e BA - Meio de 1,6 km de Pradarias para carabujas junto à lagoa, criação e criação.

A Barrinha de Esmoriz Lagoa de Paramos (BEP) é a zona húmida mais importante do litoral norte de Portugal, ocupando 396 ha dos concelhos de Espinho e Ovar. Constitui um ecossistema de grande importância, que comunica sazonalmente com o Oceano Atlântico através de um canal no centro da Barrinha para as águas do mar para biodiversidade, sendo classificada como Sítio de Importância Comunitária (Redução do Conselho da Ministros em 10 de Junho de 2007). Situada na freguesia de Fátima, Fátima e integrada ainda à Rede Natura 2000, por albergar 2 habitats naturais de importância prioritária, onde se encontram a vegetação e vegetação endémica da Península Ibérica - a Juncosa litorânea. Controla também uma linha importante para a Aviação, importante Barreira para a aviação, não só como local de reprodução, mas também local de passagem para aves migratórias que aqui encontram um bom local de alimentação e de descanso. Das mais de 170 espécies observadas, 129 espécies são de ocorrência regular. Entre as espécies mais ameaçadas da região em Portugal, como o Gargoso (*Elanus caesus*), o Gargomela (Águia parus), a Águia-real (Águia-real), o Falcão-de-peito-avermelhado e o Falcão-de-peito-azul (Águia-real). Destacam-se ainda outros vertebrados como o salamoiete de Rio Vouga (Diplommatina galegana), a anguila variegada (Anguilla anguilla), em parceria, e o marangão-galego (*Myotis myotis*) também com estatuto de conservação vulnerável.






Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 689289.

### Município de OVAR

#### ECOPISTA DO ATLÂNTICO

A Ecopista do Atlântico integrada na Rede de Mobilidade Cidadã do concelho de Ovar, com cerca de 10 km de extensão liga a Praia de Espinho à Praia do Fidalgo, junto à Estrada Nacional 101, ligando o Parque Ambiental do Reguinho onde poderá saldar o transporte das bicicletas (Bici) para ir até à praia frontal ao parque que ocupa 20 ha de floresta protegida, detendo uma biodiversidade rica no nível da fauna e da flora. Consta ainda de uma lagoa, uma colina com vista para o mar, um espaço de recreio e um ponto de observação da avifauna, espaço multitémático e Centro de Educação Ambiental.






Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 689289.

### Município de OVAR

#### OVAR E MAR

O Grupo OVAR e MAR convoca a população a conhecer o património natural do concelho e os recursos de natureza para a conservação da zona costeira do concelho. Abordando a biodiversidade marinha e costeira, os turistas ligados à zona de praia, os ecossistemas dunares e dunares, os recursos e a poluição marinha, muitos são os motivos para uma visita prolongada a este laboratório ao ar livre. O projeto OVAR e MAR, está orientado para todos os públicos e proporciona momentos de aprendizagem com ações, atividades e projetos, bem como momentos lúdicos com jogos de praia concebidos especificamente para o projeto OVAR e MAR. A visitação é gratuita OVAR e MAR para 6000 participantes.






Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 689289.

### Município de SEVER DO VOUGA

#### A PLANEAR UM FUTURO + SUSTENTÁVEL

##### MELHORAR A QUALIDADE DO AR

**Reforço - Qualidade dos Recursos Hídricos**

Os ecossistemas ribeirinhos desempenham um papel crucial na melhoria da qualidade do ar. A implementação de medidas de reflorestamento e a criação de zonas verdes contribuem para a melhoria da qualidade do ar e a redução da poluição atmosférica.



**Projetos de Reflorestamento**



**Condição de Fátima - Reflorestamento**



**Plantação de Árvores - Ecopista**



Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 689289.

### Município de SEVER DO VOUGA

#### A PLANEAR UM FUTURO + SUSTENTÁVEL

##### REDUZIR A PEGADA DE CARBONO

**SEVER - O transporte que não deixa pegada de fumo**

Implementação de um serviço de Mini Autocarros de 27 lugares e ligar os pontos de transporte em Camões, Ovar e Sever do Vouga.

Redução de Consumo - Energia: 200MWh/ano e Redução Emissões CO2: 140t/ano.



**Projetos SEVER**



**Mini Autocarros SEVER**



**Autocarros SEVER**



Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 689289.

### Município de SEVER DO VOUGA

#### A PLANEAR UM FUTURO + SUSTENTÁVEL

##### REDUZIR O IMPACTO NA SAÚDE

**Prevenção das Mobilidades Seguras**

Prevenção das Mobilidades Seguras na zona urbana.

Campanha de Redução de Seguros - Prevenção de acidentes de trânsito benéfico para a nossa saúde e bem-estar. Os Modos de Transporte Ativos, como andar a pé e a utilização da bicicleta. São meios de transporte mais seguros e saudáveis.



**Ecopista de Sever do Vouga - Semana Europeia de Mobilidade**



**Semana Europeia de Mobilidade - Pedalar em Segurança**



**Semana Europeia de Mobilidade - Caminhar em Segurança**



Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 689289.

### Município VAGOS

#### Melhorar a qualidade do ar

#### Investimentos em viaturas municipais elétricas (Zun)




#### Transporte gratuito de passageiros para as praias do concelho na época balnear




Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 689289.

### Município VAGOS

#### Reduzir a pegada de carbono

#### Sistemas de Painéis Fotovoltaicos: 321 painéis => 72,5KW



#### Tecnologia LED. Instaladas - 2.000un / Até final 2019 - 2.500un



Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 689289.

### Município VAGOS

#### Reduzir o impacto na saúde

#### Intervenção nos espaços públicos: corredores pedonais e cicláveis




#### Desporto Sénior (Mais Idade Mais Saúde)

#### Equipamentos outdoor




Este projeto recebeu financiamento do programa de pesquisa e inovação da União Europeia - Horizonte 2020 - ao abrigo do acordo de subvenção N.º 689289.

<p>ClairCity project</p>	<p>ClairCity team</p>	 <p><b>Como gostaria de viver, trabalhar e viajar numa cidade do futuro?</b></p> <p>Esta é a pergunta que o projeto ClairCity está a colocar aos cidadãos europeus.</p> <p>ClairCity é um projeto ao abrigo do Horizonte 2020 da UE que pretende contribuir para o aumento da sensibilização dos cidadãos em relação à poluição atmosférica e às emissões de carbono em seis cidades europeias.</p> <p>De forma inovadora, o projeto dá oportunidade aos cidadãos de apoiarem as autoridades municipais no desenvolvimento de políticas locais sustentáveis, garantindo deste modo que a visão dos cidadãos é considerada nas soluções a implementar.</p>  <p><b>PARCÍPIOS</b></p> <ul style="list-style-type: none"> <li>01. Instituto E.N. - Coordenador do projeto - Itália</li> <li>02. University of the West of England, Bristol (UK) - Reino Unido</li> <li>03. Universitat Politècnica de Catalunya - Espanha</li> <li>04. Technical University of Denmark - Dinamarca</li> <li>05. Norwegian Institute for Air Research - Noruega</li> <li>06. FWO - Netherlands Environmental Assessment Agency - Holanda</li> <li>07. RIVM - National Environmental and Public Health Research Institute - Países Baixos</li> <li>08. UCL - University College London - Reino Unido</li> <li>09. Transport &amp; Mobility Leuven (Belgium) - Bélgica</li> <li>10. Universidade do Estado Português de Beira - Portugal</li> <li>11. Municipality of Aveiro (Portugal) - Portugal</li> <li>12. ClairCity Council (UK) - Reino Unido</li> <li>13. Universidade Nova de Lisboa (Portugal) - Portugal</li> <li>14. Liguria Region (Italy) - Itália</li> <li>15. Municipality of Leiria (Portugal) - Portugal</li> <li>16. Sonoma County Council (USA) - Estados Unidos</li> </ul> <p><small>Este projeto recebeu financiamento do programa de pesquisa e inovação de última geração - Horizonte 2020 - ao abrigo do acordo de subvenção N° 1092203</small></p>	 <p><b>Se cada um de nós contribui para o problema, então devemos ser/fazer parte da solução.</b></p>  <p><small>Este projeto recebeu financiamento do programa de pesquisa e inovação de última geração - Horizonte 2020 - ao abrigo do acordo de subvenção N° 1092203</small></p>	 <p><b>Abordagem inovadora "CIDADÃO NO CENTRO"</b></p> <p>Para garantir o envolvimento dos cidadãos o projeto contou com um conjunto de ferramentas, nomeadamente um jogo, uma aplicação para smartphones, concursos e workshops.</p>  <p><a href="https://www.claircity.eu/aveiro/">https://www.claircity.eu/aveiro/</a>  <a href="mailto:dao-claircity@ua.pt">dao-claircity@ua.pt</a>  <a href="https://fb.com/ClairCityRegiaoAveiro">https://fb.com/ClairCityRegiaoAveiro</a></p> <p><small>Este projeto recebeu financiamento do programa de pesquisa e inovação de última geração - Horizonte 2020 - ao abrigo do acordo de subvenção N° 1092203</small></p>
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Some photos of Aveiro Region Day.



Figure 10: Photos of the Aveiro Region Day

### 3.2.1 Agenda of the event

The Agenda of Aveiro Region Day was defined based on four features:

1. the transfer of the competence of the public passenger transport service to the Municipalities and the Intermunicipal Communities, carried out by the Government in 2015, as well as the legislative responsibilities and defined legal deadlines;
2. the results of the consultation with citizens of the Aveiro Region under the ClairCity project, revealing a growing importance of the public transport sector for the region;
3. that most of the policy choices identified by citizens and stakeholders in Aveiro Region for the future are related with mobility sector (nine out of ten); and
4. the acknowledgment by the Aveiro Intermunicipal Community that the problem of mobility is increasingly a critical and essential factor for the Aveiro Region, including the multipolar and dispersed characteristics of the territory, with specific mobility requirements.

Considering all these aspects, CIRA decided that the issue of mobility and its implications to the environment and urban spaces should be the focused of Aveiro Region Day. That is why the Region Day program was very focused on this theme. The speakers were chosen and invited by CIRA's Board, taking care of invite people with great expertise in the theme, to guarantee the quality of debate.

Aveiro Region Day	
Theme: PUBLIC TRANSPORT - Integration, Sharing, Sustainability, Urban environment	
<b>10h00</b>	Reception and Exhibition Opening
<b>14h30</b>	Opening <i>José Ribau Esteves, President of CIRA Intermunicipal Council</i>
<b>14h50</b>	Integrated Mobility And As A Service <i>Faustino Gomes, TIS.PT, Transport, Innovation and Systems Consultants</i> <i>José Eduardo Matos, CIRA Executive Secretary</i> <b>Vera Rodrigues, ClairCity Project, University of Aveiro</b> <i>José Monteiro Limão, Magazine of Transport (Moderator)</i>
<b>16h00</b>	Coffee-Break
<b>16h15</b>	Sustainable, Flexible And Shared Mobility <i>Francisco Ferreira, New University of Lisbon</i> <i>Jorge Pinho de Sousa, Faculty of Engineering of University of Porto/ INESC TEC</i> <i>Tiago Silva Pereira, Wyze Mobility</i> <i>José Monteiro Limão, Magazine of Transport (Moderator)</i>
<b>17h45</b>	Closure <i>João Carvalho, AMT - Mobility and Transport Authority</i>

**Figure 11: Aveiro Region Day Agenda**

Dr Vera Rodrigues, from the University of Aveiro, presented the ClairCity project with a communication entitled “O papel dos cidadãos na redução da poluição atmosférica na Região de Aveiro / Citizen-led air pollution reduction in Aveiro Region”.



**Figure 12: Presentation of the ClairCity Project**

### 3.2.2 Participants

The Aveiro Region Day had a total participation of 230 people. The participants coming from a set of sectors and included: citizens, municipal policy makers and workers, intermunicipal communities, associations and NGO's, infrastructures entities, education entities, mobility and transport entities, companies, energy and health entities.

Category	Entity	Place
<b>Citizens</b>	Citizens of Aveiro Region and outside the region	
	Forum Civil	Lisboa
<b>Municipal policy makers and workers</b>	Municípios da Região de Aveiro	Águeda, Albergaria-a-Velha, Anadia, Aveiro, Estarreja, Ílhavo, Murto, Oliveira do Bairro, Ovar, Sever do Vouga e Vagos
	Câmara Municipal de Felgueiras	Felgueiras
	Câmara Municipal de Ourém	Ourém
	Município de Figueiró dos Vinhos	Figueiró dos Vinhos
	PAN - Pessoas, Animais, Natureza.	Espinho
<b>Intermunicipal Communities</b>	CIM da Região de Aveiro	Aveiro
	CIM do Tâmega e Sousa	Penafiel
	CIM da Lezíria do Tejo	Santarém
	AMAL - Comunidade Intermunicipal do Algarve	Faro
	CIM do Ave	Guimarães
	CIM Médio Tejo	Tomar
	CIM Alentejo Litoral	Grândola
	CIM Região de Coimbra	Coimbra
	CIM das Beiras e Serra da Estrela	Guarda
	CIM Cávado	Braga
<b>Juntas de Freguesia</b>	Freguesia de Requeixo, Nª Sra de Fátima e Nariz	Aveiro
	Junta de Freguesia de Esgueira	Esgueira
	Junta de Freguesia de S. Salvador-Ilhavo	Ilhavo
	Freguesia da Gafanha da Nazaré	Gafanha da Nazaré
	Junta de Freguesia de Maceda	Maceda
<b>Associations</b>	JUDO (7 Clubes)	Região de Aveiro - 8 Municípios
	APARA - Associação Pesca Artesanal da Região de Aveiro	Gafanha da Nazaré
	Associação Florestal do Baixo Vouga	Aveiro
	ACIB	Oliveira do Bairro
	Casa de Santa Zita	Aveiro
	STRUP - Sindicato dos trabalhadores dos Transportes Rodoviários e Urbanos de Aveiro	Aveiro
	Associação Humanitária dos Bombeiros Voluntários de Albergaria-a-Velha	Albergaria-a-Velha
	AIDA - Câmara de Comércio e Indústria do Distrito de Aveiro	Aveiro
	EAPN	AVEIRO
	Sport Clube Beira-Mar	Aveiro
	Bombeiros Voluntários de Estarreja	Estarreja
<b>Banking Entities</b>	Crédito Agrícola	Albergaria-a-Velha
<b>Infrastructures</b>	Porto de Aveiro	Aveiro / Ilhavo
	Infraestruturas de Portugal	Porto
<b>Education</b>	Fábrica Centro Ciência Viva - Universidade de Aveiro	Aveiro
	Universidade de Aveiro	Aveiro
	ADSA - Academia de Saberes de Aveiro (Universidade Sénior)	Aveiro
	SCIVEN	Coimbra
	EFTA	Aveiro
	IEFP	Aveiro
<b>Mobility and Transport</b>	IFR - INSTITUTO DE INVESTIGAÇÃO E FORMAÇÃO RODOVIÁRIA	Aveiro, Coimbra, Porto, Viseu
	UTC	Carvalhos
	Moreira, Gomes & Costas, S.A.	Vila Nova De Gaia
	move4you	Porto
	GRUPO AVANZA	Covilhã
	Transdev Mobilidade	Matosinhos, Aveiro
	W2G - Mobilidade e Transportes	Lisboa
	Estbarreiro	Barreiro
	SMTUC	Coimbra
	Scotturb - Transportes Urbanos, Lda.	Alcabideche
	Metro Mondego	Coimbra
	Metropolitano de Lisboa	Lisboa
	Rodoviária do Tejo, S.A	Torres Novas
	Viamove- Soluções de Mobilidade	Matosinhos
	OPT - Optimização e Planeamento de Transportes S.A.	Porto
	CP - Comboios de Portugal	Coimbra
	SUPERMOTO	Cantanhede
	IAEM Portugal	Águeda
	União de Transportes dos Carvalhos, Lda	Vila Nova de Gaia
	MGC	Vila Nova de Gaia
	TRANSPORTES URBANOS DA COVILHA	Covilhã
	APIA-Associacao Portuguesa de Inspeções Automoveis	Coimbra
	ViaMove	Porto
	MaiaTransportes	Maia
	Rodoviária do Tejo	Torres Novas
<b>Companies</b>	EVIDENTPERCETAGE CONSULTING AND ACCESSORING,LDA	Ovar
	WAY2GO, Consultores Associados Lda	Lisboa
	Socarto	Lisboa
	DENOMINADOR COMUM-Consultadoria de Negócios, Lda	Braga
	DDH Group Consulting	Porto
	Ubiwhere	Aveiro
	Ambisig S.A	Lisboa
	SEVENFORMA - Sistemas de Gestão, Lda	Braga
	IAPMEI	Aveiro
	Deloitte	Lisboa
	Gaiurb	Via Nova de Gaia
	Diarkos LLC	EUA
	CSOP - Conselho Superior de Obras Públicas	Lisboa
	Instituto de Telecomunicações	Aveiro
	VTM Global	Lisboa
	Wavecom	Cacia
	ALLEN_pmc Lda	Porto
	FNWAY Consulting Lda	Mira
	PCI. Creative Science Park - Aveiro Region	Ílhavo
	SEVENFORMA - Sistemas de Gestão, Lda	Braga
	Névoa Foz, Lda	Porto
	RIAODVAR, SA	Espinho
<b>Energy</b>	Dourogás GNV	Porto
<b>Health</b>	ETG, LDA.,	Gondomar

Figure 13: List of participants in the Aveiro Region Day

### 3.2.3 City Day event process and reflections

After the elaboration of the final program of the Aveiro Region day, the event was disseminated in the regional press, invitations were sent to various institutions in the region (associations, companies, universities, municipalities and their political decision-making bodies), to citizens through CIRA's informal network and, to personal contacts. The dissemination process was very successful considering the large number of participants (230) and the fact that some of them are from outside the region. From the event we highlight the following recommendations, comments and suggestions.

#### **Recommendations:**

- Optimize the region's public transport service and the intercity mobility network.
- Promote active mobility - with emphasis on citizens with reduced mobility.
- Build cycling routes.
- Reduce the number of free car parks.
- Promote telework.
- Implement energy efficiency measures in the residential sector.
- Improve residential heating systems.
- Implement measures to control and reduce agriculture burning.
- Optimize the articulation of policies at different levels - EU, national, regional and local.
- Explore the co-benefits between air quality, climate, energy and health.

#### **Comments and suggestions:**

- Transport and mobility are essential as the air we breathe.
- Citizens' freedom is linked to their mobility.
- Today's transport and mobility have new challenges.
- Mobility should be viewed as a service that the consumer chooses.
- Integration of various forms of transport services into a single, easy-to-use service / platform ("Maas" logic).
- Implement holistic solutions to reduce the need of people to move around (e.g. work zones near residential areas; video conferencing).
- Behaviour change - sharing modes of travel.
- Promote nautical mobility - important in this region that has a vast area of water (Ria de Aveiro Lagoon).
- Simplify the information given to citizens and placed them in strategic locations.
- Micromobility (buses / trains / electric / soft modes) is more sustainable and allows a better quality of life.
- Micromobility - The challenge lies in educating users to comply with the rules.
- Promote public transport to reduce road traffic in cities.
- Look for flexible mobility solutions, which can be adapted through time.
- Bicycle - Important Mode for Intermodality.
- Walking - Take better care of degraded floors in urban centers and other public spaces outside urban centers.
- Lack of regulation of insurance in the soft mobility sector and pedestrian protection.

- There is a need of economic incentives to implement electric buses in the public transport.

The Aveiro Region Day was widely spread in the media, namely on: i) Special Edition of the Aveiro Region Bulletin, No. 11.; ii) Supplement to the Business Journal; iii) News in the Daily Journal of Aveiro; and iv) CMTV report on the opening of the Aveiro Region Congress.



Figure 14: Aveiro Region Day highlighted on the media

## 4 Sosnowiec Activities

This chapter summarises the outcomes of the City Day: Discovering my City - Healthy and Clean Tips in Sosnowiec.

### 4.1 Sosnowiec Film Activity

#### 4.1.1 *Preparation and communication*

The formal and legal preparation for the film competition was established in May 2018 in Sosnowiec. There was a significant problem of personal data protection, image publishing and copyright. Consultations took place with the legal department of the City Hall, which recognized the documents prepared by REC, as part of the ClairCity project, as not being sufficiently adjusted to the legal provisions applicable to public institutions in Poland. It was proposed to modify the activities related to the publication of personal data, dissemination of image and copyright, to provide potential participants with data anonymization and to give them possibility to decide whether they want to reveal their personal details. The rules were established, according to which the elderly participants were informed that they themselves are responsible for the content of the message and whether to publish their video and their personal data.

#### 4.1.2 *Summary of videos*

A package of information for participants was developed and disseminated to potential participants from 28th May 2018. Additionally, information about the film competition appeared on the Sosnowiec City website

[http://www.sosnowiec.pl/aktualnosci/id,14468,nakrec\\_film\\_proekologiczny\\_w\\_ramach\\_projektu\\_clair\\_city.html](http://www.sosnowiec.pl/aktualnosci/id,14468,nakrec_film_proekologiczny_w_ramach_projektu_clair_city.html)

It was also provided to the Social Policy Department of the City Hall, which deals with senior policy, in an electronic version and in the form of paper invitations to participate in the competition. The component of this department is The Sosnowiec Center of Non-Governmental Organizations, which cooperates with Sosnowiec NGOs, associating also seniors e.g. Aktywny Senior (Active Senior), Od Juniora do Seniora (From Junior to Senior), Aktywni dla Sosnowca (The active for Sosnowiec), Razem z Seniorami (Together with seniors). In addition, information about the competition has also appeared on other websites regarding current events in Sosnowiec and on the ClairCity website. For example:

<https://otososnowiec.pl/2018060460812/um-sosnowiec-nakrec-film-proekologiczny-w-ramach-projektu-clair-city-1528121703>,

<https://sosnowiecki.pl/nakrec-film-proekologiczny-w-ramach-projektu-clair-city,200274,825922.html>,

#### 4.1.3 *Video project process and reflection*

In May 2018 the Sosnowiec ClairCity project team met with the Youth City Council of Sosnowiec, whose members were asked to provide possible support to the seniors on technical issues related to making the film and placing it on the YouTube channel. The young

people agreed to help seniors interested in shooting videos and provided an email address and a telephone number that were included in the invitation to participate in the competition.

On May 30<sup>th</sup>, 2018, the Sosnowiec ClairCity project team took part in the session of the Senior City Council of Sosnowiec presenting the project and the competition. The team provided information in the form of an invitation to participate in the competition (along with brief instructions and information on the possibility of obtaining help from the Youth City Council) and encouraged to film and share information about the competition with friends and senior associations from Sosnowiec, with whom the Senior City Council cooperates on a daily basis. Volunteers from the Youth City Council of Sosnowiec distributed also leaflets/invitations to participate in the competition during various events in the city in June, July, August and September 2018.

## 4.2 Sosnowiec City Day

The date of the event was on March 21<sup>st</sup>, 2019, at Concert Hall 'Muza', ul. Warszawska 2 in Sosnowiec. The ClairCity City Day joined with an event entitled "Gala of Good Initiatives" which was an annual meeting of Sosnowiec NGOs, representatives of local government and residents. In general this event aimed at honouring citizens who have awareness and sense of special social responsibility and strive to improve the level and quality of life of the community in which they live, promoting initiatives aimed at raising the prestige and the significance of volunteering among the inhabitants of Sosnowiec, and contribute to promoting the idea of a civil society. Prizes were awarded in the following categories: Volunteer of the Year, Animator of the Year, Company Friendly to the Local Community, School of Good Initiatives and Social Action of the Year. The organizer of the Gala is the Sosnowiec Center of Non-Governmental Organizations.



**Figure 15: Concert Hall 'Muza' in Sosnowiec**

The winners of the school competition were also honoured at this event. The prize for the winning team was sports backpacks tailored to the needs of runners or cyclists. We also presented the results of the film competition. The successful film was determined by the number of likes, but only one film was made at the time of the City Day. The participant of the competition was at the Gala and got also a sports backpack.

#### *4.2.1 Agenda of the event*

The program of gala consisted of awarding prizes in subsequent categories (the Mayor of Sosnowiec usually hands the prizes) alternating with performances of artists. This year it was band 'Passionis'. Awarding of prizes for seniors and students took place at the beginning of the gala. If you would like to see how the gala looked like last year, here is the link:

<https://www.youtube.com/watch?v=HCucdK6yaYM>

There is only one film on the YouTube channel:

<https://www.youtube.com/watch?v=PEzX-4nu7k0>

The author of the film promoted running for seniors as an active healthy form of spending free time and he shares his successes in this field. It is difficult to draw any indications regarding non-motorized mobility or conclusions that the mayor of the city may include in the local development policy of the city.

#### *4.2.2 Participants*

The number of participants were around 400 people. The organizer of the Gala was the Sosnowiec Center of Non-Governmental Organizations.

#### *4.2.3 City Day event process and reflection*

City Day was a successful event. The winners and runners up of the school competition were satisfied that they coped so well with the competition tasks and their teachers were proud that their pupils have awareness of air pollution problem and knowledge on possible solutions to achieve clean air. Senior participants were also happy that their work was appreciated and proud of the fact that their films were shown to wide audience. They shared their impressions from the filming, which was interesting experience for them. Besides, the opportunity to encourage other elderly people to activity in the fresh air was very satisfying for them. The event was enlightening because residents of Sosnowiec had occasion to learn about the ClairCity project and see how it engages various social groups, e.g. youth and seniors, and how much satisfaction one can have by involving oneself in the fight for clean air.

The cooperation of two Councils, The Youth Council and the Senior City Council was successful in the promotion of the video competition. The youth helped in the video campaign and also gave technical help for senior people in filming and editing.

## 5 Liguria Region Activities

This chapter summarises the outcomes of the City Day: Discovering my City - Healthy and Clean Tips in the Liguria Region.

### 5.1 Liguria Filming Activity

#### 5.1.1 *Preparation and communication*

A leaflet was produced in order to promote the initiative, following the guidelines produced by the ClairCity partners. Short films collected 'smart mobility tips' to demonstrate the health, environmental and social benefits of walking and cycling in the city. In the leaflet is briefly described the initiative of the production of videos and the 'rules' for participation:

- The duration of the videos: 1.5 - 2 minutes
- Maximum resolution of the video: Full HD
- The film format: MP4
- All the videos have to be sent to the email address: [claircity@techne-consulting.com](mailto:claircity@techne-consulting.com) using appropriate file sharing platforms.
- The deadline for the videos production (30<sup>th</sup> October 2018 but extended to 30<sup>th</sup> January 2019)
- Awarding of the film competition prize was through the "Like" counting function, the concept and the scripts for videos. The best three films are selected based on who gets the most 'likes' on YouTube.
- Two tips were provided to help the participants: one regarding the film ideas (basic ideas, creative and artistic ideas), the second containing the examples of scripts.

#### 5.1.2 *Summary of videos*

The following videos were produced, from the first to the last in order of number of views and 'likes' on YouTube:

- Video Anemmu in bici a Zena!
- Video Massimiliano Siccardi
- Video Andrea Codda
- Federciclisti
- Lorenza Casale

The first video has raised 600 views and 183 "Like" at the time of closing the process (16th October @16.00). However, people continue to visualize and "Like" the videos. To see the ClairCity videos, please visit our YouTube channel:

[https://www.youtube.com/channel/UC5QW07j4NKD\\_0gzFb-FX17w](https://www.youtube.com/channel/UC5QW07j4NKD_0gzFb-FX17w)

#### 5.1.3 *Smart mobility tips*

Local residents participating in the ClairCity videos project shared a range of thoughts and ideas, these include:

- People using cycling and walking as mode of transport in their free time;
- People going to work by train and walking;
- Road traffic in the city is a problem; and
- Appreciation for the beauty of the landscape without vehicles

#### 5.1.4 Video project process and reflections

Many organizations (Genoa Municipality, University of Genoa, Third Age University of Genoa), many organizations (environmental, leisure, cycling, voluntary, cultural and migrant associations) were contacted on order to circulate the initiative and try to raise the number and quality of videos produced. Social media (<https://www.primocanale.it/notizie/via-al-festival-della-scienza-la-xvii-edizione-dedicata-agli-elementi-212602.html>) was used in order to publicise and launch the initiative (Facebook and Twitter ClairCity Liguria pages). The initiative was circulated on some websites and social media of associations, public and private institutions. The citizens which participated in other elements of the ClairCity process were also invited to participate. Feedback from participants suggests that it has been technically difficult for them to generate the videos and upload them onto YouTube. Although only five videos were generated, this initiative was very important because the recruitment process, video generation and sharing on social media raised awareness of air pollution and non-motorized mobility.

## 5.2 Liguria Region Day

The City Day took place at the Genoa: Transparency Hall of the Liguria Region, De Ferrari Square, on 25<sup>th</sup> October 2019, and was part of a broader “Genoa Science Festival” event. In the Genoa City Day, the activities of the ClairCity project were described, some activities developed at local level were presented, particularly the school competition “My City, My School, My Home” through the using of a specific tool and the competition to produce short videos on non-motorized mobility.

### 5.2.1 City Day Agenda

LIGURIA REGION CLAIRCITY PROJECT – HORIZON 2020 CITY DAY Genoa- 25 October 2019 Transparency Hall – Liguria Region– De Ferrari Square	
10:00	Welcome to participants
10:30 – 10:40	Introduction: Dr. Cecilia Brescianini, Deputy Director of Deputy Management of Environment General. Deputy Direction – Liguria Region
10:40 – 11:00	The ClairCity Project - Techne Consulting S.r.l. – Technical Partner of Project
11:00 – 11:20	Urban Mobility: “Competition for the production of short videos on non-motorized mobility”. Videos projection. Award ceremony of winners and delivery of participation certificates
11:20 – 11:30	“School Competition -“My City, My School, My Home” Award ceremony of winners Delivery of participation certificates.
11:30	Conclusion: Dr. Giacomo Raul Giampedrone Council member. Public work, infrastructures and viability, Environment e Land Protection, Coastal

### *5.2.2 City Day event process and reflections*

The ClairCity Liguria Team worked closely with the Genoa Science Festival to co-organise and co-promote the ClairCity City Day. The Genoa Science Festival in October is a major for science communication and dissemination event in the region and provides a great opportunity for researchers, science enthusiasts, schools and families to engage. The City Day was publicised on the Genoa Science Festival Website. For the Festival of the Science the general link is:

<http://www.festivalscienza.eu/site/en/home.html>

For the other link that publicizes the City day within "Festival of the science":

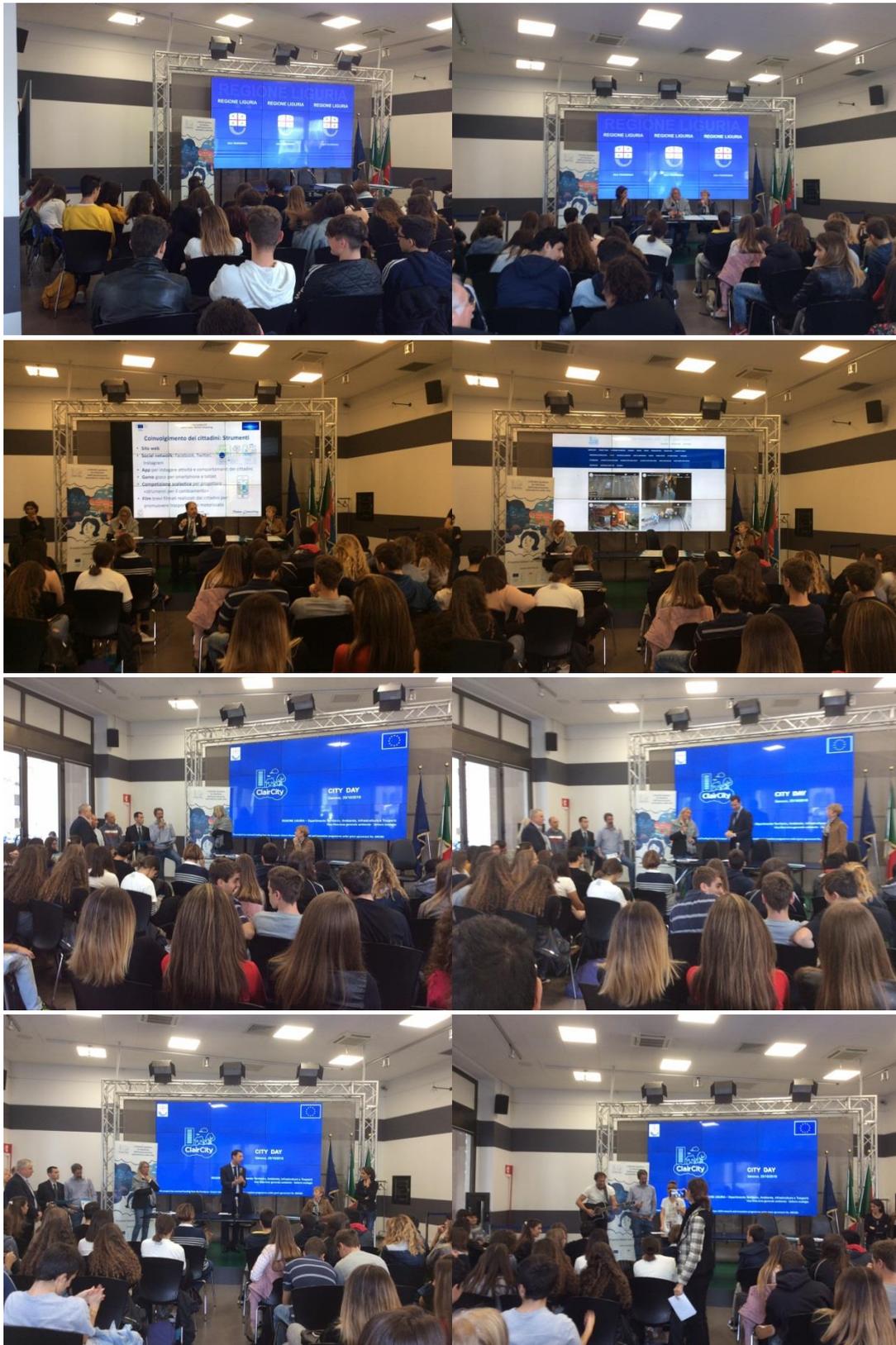
<http://festival2019.festivalscienza.it/site/home/programma-2019/genova-city-day.html>

<https://www.mentelocale.it/genova/eventi/149251-festival-scienza-2019-eventi-25-ottobre.htm>

and on some local media:

<https://www.primocanale.it/notizie/via-al-festival-della-scienza-la-xvii-edizione-dedicata-agli-elementi-212602.html>

More than 80 people (excluding eight people from the Liguria ClairCity Team – six from the council and two from Techne Consulting), participated. Most notably there were 61 students of the local schools which participated at the school competition, two teachers, five video producers and about fifteen other citizens.



**Figure 16: Photos from the Liguria Region City Day @ the Genoa Science Festival**

Before the award ceremony, Dr. Cecilia Brescianini, Deputy Director of Deputy Management of Environment General, made a general presentation on the territory of Liguria region and on the history of air quality at national and local level. Then Carlo Trozzi of Techne

Consulting, the technical partner of the ClairCity project and member of the Liguria ClairCity Team, described all the activities of the ClairCity project, with particular reference to the activities devoted to citizen engagement.

Regarding the school competition, the two teachers which guided the team schools were invited to talk about this initiative and they gave a very positive feedback. The school team “Green hearth“ of Primo Levi Institute was the winner of the school competition and the students of the team were awarded. All the videos produced were shown and the producers of the first three ranked videos were awarded. The producer of the winning video (Anemmu in bici a Zena!), who is also its songwriter, sang the very nice song to great applause of participants. All participants of the videos and school competition initiatives were given a certificate for their participation and a Liguria ‘goodie’ bag which included:

- A geologic map;
- DVD on the sea and the coast;
- An informative book on the parks;
- A guide of the nature walks;
- Two leaflets on biodiversity; and
- A book on animals.

Additionally, the Liguria region gave the winners of both competitions a folder containing:

- a participation certificate
- a letter of congratulation,
- an integrate ticket for two people to visit four museums

The event was closed by Dr. Giacomo Raul Giampedrone, a local Council Member.

## 6 Ljubljana Activities

Ljubljana city implemented the ClairCity task 4.4.3., according to the guideline, in 2018/2019. Knowing that Ljubljana is member of the European Healthy Cities Network ensuring healthy living environment, the ClairCity filming with elderly and the city day were additional promotion of non-motorised transportation across the city by involvement of citizens.

### 6.1 Ljubljana Filming Activity

#### 6.1.1 Communication

The Ljubljana team used the guideline, developed by the REC, to promote non-motorised local mobility via a promotion campaign (described in the Annex 1, 8.2.). Using the recommendation of the campaign design called 'How to create a successful campaign' (see below), short ClairCity films were collected demonstrating the health, environmental and social benefits of cycling and walking in the city. The ClairCity project task fitted to the tradition of Ljubljana. Cycling in Ljubljana is one of the most environment and health friendly modes of mobility, that is why the City of Ljubljana is carrying out numerous activities and measures promoting cycling among all generations of our citizens. The video competition was one important tool for engagement of citizens for active participation in a new way in social communication.

For the filming and the city day activities the criteria list below was used to engage citizens.

- 
- How to create a successful campaign?**  
(recommendations based on our experience)
- **Citizen engagement** (*a solution, not a problem!*)
  - **Good planning** (*what, why, who, for whom, when, how; goals!*)
  - **Topic: interesting, important, „useful“** (*hot topic, issue, problem – you are offering a solution*)
  - **Appealing name, headline or a slogan** (*intelligent; rhyme; catchy; funny; provocative; „different“, evoking interest, curiosity; ...*)
  - **Strong visual message** (*render, photograph, video ...*)
  - **Emotions** (*make them care; feel-good message; concern; sympathy*)
  - **Interesting speakers, performers, celebrities, „ambassadors“**
  - **Innovative approach** (*form, design, slogan, visual ...*)
  - **Comprehensive dissemination campaign** (*connected messages, variety of communication channels and tools*)
  - **Time** (*start soon enough; carefully select the date; step by step*)
  - **Carefully prepared contact list** (*focus groups; stakeholders; media; detailed; updated!*)
  - **Partnership of stakeholders** (*choose them well!; co-organisers*)
  - **Financing** (*EU, sponsors, free rentals, promotion, companies ...*)
  - **Evaluation** (*how successful were you?*)

**Figure 17: Citizen engagement criteria in Ljubljana**

#### 6.1.2 List of videos

In Ljubljana, three videos were prepared. The topics of the videos were the followings:

- cycling and walking across the city: the film shows the alternative mobility options in the city
- health benefit of non-motorised transportation: the film explains the preventive aspects of healthy mobility
- sustainable mobility in the city: the film shows the alternative possibilities for mobility and promote cycling and walking in broader sense

The videos were promoted via the project website and social media to receive feedback on the content and format of the short films. The three films received positive feedback by the followers and the project team.

The videos were uploaded to the ClairCity project website, Facebook, YouTube and linked to the city website.

Link to the project website: <http://www.claircity.eu/take-action/communities/>

Link to the YouTube:

<https://www.youtube.com/watch?v=wsvEfxLmFs>

<https://www.youtube.com/watch?v=d8Fuw9vO4TQ>

As it is in the short ClairCity films, see the content of the films above, one of the most interesting topics is the cycling access in Ljubljana for the citizens. The self-service bicycle rental system BicikeLJ was set up in May 2011 and since then the city has recorded over six million bike rentals. The last station was incorporated into the system on 3<sup>rd</sup> June, on World Bicycle Day, it was set up in front of the Mercator retail store on Celovška Cesta 163.

In addition to this, Ljubljana was ranked as one of the most bicycle friendly cities in 2019. The ClairCity project filming activity promoted cycling and walking to increase the sustainable mobility in the city. Interesting to learn that the Copenhagen Index is the most comprehensive and holistic ranking bicycle friendly cities on earth. The Index's smallest city, Ljubljana was described as a breeze to visit: green, liveable, bike-friendly.



## Figure 18: Copenhagen Index for Cycling in Cities

### 6.1.3 Reflection

The City of Ljubljana is keen to promote sustainable mobility for citizens in all ages. The yearly events, such as 'mobility week' recognised as successful activity to promote cycling and walking across the city as the ClairCity videos show the linkages to the citizens activity. In terms of content, special attention was given to health of all and on reducing health inequalities. The messages of the videos influenced social networks for discussion on health and non-motorised transportation.

## 6.2 Ljubljana City Day

### 6.2.1 Agenda

The City Day was organised on 21<sup>st</sup> September 2019 during the 'mobility week'. The agenda of the mobility week focused on several activities to promote sustainable lifestyles, the active travel, the improvement of the actions of the city social networks. The City Day fits to the agenda of the 'mobility week' with raising awareness of environmental challenges and their solutions through proactive dissemination of the project outcomes. The ClairCity project goals and outcomes on the citizens led air pollution reduction options were disseminated during the city day for a few hundred participants.

The Twitter link below to the zero emission day signals that the city needs to go towards radical changes to improve air quality and reduce carbon emission.

*It's [#ZeroEmissionsDay](#). What radical changes have you had to make to be zero emissions for 24 hours? Could you do it? @ZeDay @WWF [#Bristol](#) [#Aveiro](#) [#Genova](#) [#Ljubljana](#) [#Sosnowiec](#) [#Amsterdam](#)*

### 6.2.2 Participants

The 'mobility week' offered participation for many citizens and stakeholders in Ljubljana. It is a kind of social campaign for citizens, non-governmental organisation and other stakeholders on transport and mobility which are very important part of local sustainable development. The participants discussed the possible options today and in the future on how to reduce the current carbon footprint of the city.

### 6.2.3 Reflection

Combined approach to events, projects and sustainable development is always successful in engaging a wide variety of participants and optimising the co-benefits. The City of Ljubljana tries to be as innovative and open to new technologically advanced solutions as possible when planning new projects. The municipality is open to innovative approaches and solutions in the field of energy solutions as well as sustainable mobility, because, as they point out, these areas are very intertwined. (GeoPLASMA-CE, ClairCity), URBAN-E, etc.)

In the City of Ljubljana, they are stressing that investments into new technologies and solutions will continue to play an important role in their future work. As the president of the

committee evaluating the municipalities stated in the assessment, the presented cases of good practises in the City of Ljubljana clearly show that the quality of life of citizens and the quality of city services and infrastructure is one of key instruments for enhancing city competitiveness. In its development policies the city administration sees the competitiveness of the municipality as an important factor for its sustainable development.

The Ljubljana city participated in activities through content and presentations (in recent years, presented the city at annual conferences, through activities for the elderly, persons with disabilities, through activities in the area of gender equality, etc.) intended for the city's citizens. The ClairCity project strengthens the citizens engagement in the city policy and active participation in the possible actions towards sustainable Ljubljana.

## 7 Summary and Conclusions

The City Day activity, 'Discovering my City/Region' contributes to the dissemination of the final project results, raises awareness and provides healthy and smart tips to promote non-motorised mobility of citizens by highlighting availability and benefits of walking and cycling routes in the city/region. Learning from the elderly filming activity engages the older, potentially vulnerable community, to talk about the changes in their city, their personal mobility and the steps they take to minimise their exposure. The list of conclusions below showcases the engagement of the cities and regions with sustainability lifestyles and their reflections of the current patterns of living in cities/regions.

### Amsterdam

To allow for a wider number and range of videos, a broader definition of 'elderly' was adopted, where the threshold was set at the age of 55+. Via the videos we learnt that many elderly citizens in Amsterdam use public transport, bike or move around on foot. People are generally satisfied with public transport although there are some aspects that could improve the quality. Safety when cycling in Amsterdam is something that concerns the elderly as well. Some elderly stated that they were less confident in cycling due to difficulties at very busy points in the city where different kinds of traffic come together; and the increasing frequency of mopeds, electric bikes and cargo bikes on cycling lanes, that make the lanes less safe than in the past. The result was that some videos excelled in their choice of images and presentation. Others were stronger in terms of content. Because comparison was difficult, the jury declared everyone to be a winner and the prize was raffled.

The best films/videos were shown to a wide audience at the City Day. Instead of organising a standalone event, ClairCity Amsterdam partnered up with the well-known event WeMakeThe.City (<https://wemakethe.city/nl/>) on liveable, sustainable, inclusive cities. This allowed to successfully attract participants without having to take care of logistics, promotion and registrations efforts. The most efficient way of reaching out to several people through the City Day is to partner with a well-known, ongoing event. This way you do not incur venue costs and promotion efforts and registrations (which tend to be very resource-intensive) are managed by others. Although everyone agreed that it would be better if more people were to cycle and walk in Amsterdam, it was noted that such changes certainly do not happen automatically and call for integrated policies that not only limit polluting practices, but also actively contribute to offering alternatives.

The most important lesson drawn from organising the movie competition in Amsterdam is that the format that had been foreseen for the movie competition (elderly making their own videos and sending them to us) did not work. Another potential mismatch concerned the main stakeholder engagement channels used (website, social media), which are the channels ClairCity typically uses to promote its work and events but do not reach out to the elderly. Steering personal networks and face-to-face interaction with groups were most successful. The limited participation can be explained by a combination of a low interest in the topic, the format of the movie competition and a potential mismatch between the target group and the main stakeholder engagement channels ClairCity typically uses to promote its work and events (website, social media). In addition, it would be good for future projects to make stronger linkages between the citizen engagement activities like this and the policy process.

## **Aveiro Region**

In the Aveiro Regions, all the films were posted on the ClairCity Facebook page. The participants could also post the videos on their personal Facebook page. The winning video was chosen considering the largest number of likes on YouTube and Facebook. The majority of the videos were made in groups. Older people in Aveiro Region use walking and cycling as efficient modes of transportation. Walking and cycling improves the participant's quality of life. Walking or cycling with friends or in a group can link a social experience with health benefits. Older people walking and cycling recognise that their choices have benefits for the whole community, like reducing road traffic pollution and congestion. Since all the videos had interesting features (originality/creativity, content, presentation, etc.) and acknowledge their engagement, the jury decided that all the participants should receive a prize. In this sense, everyone received a ClairCity t-shirt and a certificate of participation.

The acknowledgment by the Aveiro Intermunicipal Community that the problem of mobility is increasingly a critical and essential factor for the Aveiro Region, including the multipolar and dispersed characteristics of the territory, with specific mobility requirements. Considering all these aspects, CIRA decided that the issue of mobility and its implications to the environment and urban spaces should be the focused of Aveiro Region City Day. The dissemination process was very successful considering the large number of participants (230) and the fact that some of them are from outside the region.

Important lessons include the need of optimisation of policies at different levels - EU, national, regional and local. From sustainability point of view the co-benefits between air quality, climate, energy and health calculation was suggested. Micromobility (buses / trains / electric / soft modes) is more sustainable and allows a better quality of life. The challenge lies in educating users to comply with the rules.

## **Sosnowiec**

In Sosnowiec, the activities were modified to complain with legal concerns related to the personal data, dissemination of image and copyright, to provide potential participants with data anonymisation and to give them possibility to decide whether they want to reveal their personal details.

The Sosnowiec case study provided a nice template that encouraged inter-generational engagement as the younger generation agreed to help seniors interested in creating videos and provided an email address and a telephone number that were included in the invitation to participate in the competition. The team provided information in the form of an invitation to participate in the competition (along with brief instructions and information on the possibility of obtaining help from the Youth City Council) and encouraged to film and share information about the competition with friends and senior associations from Sosnowiec, with whom the Senior City Council cooperates on a daily basis.

The City day was an event aimed at honouring persons who have awareness and sense of special social responsibility and strive to improve the level and quality of life of the community in which they live, promoting initiatives aimed at raising the prestige and the significance of volunteering among the inhabitants of Sosnowiec, and contribute to promoting the idea of a civil society.

The Sosnowiec case shows the strong engagement of citizens in all ages (youth and elderly as well) in the future of the city. The stakeholder forum is hosted by the City Hall for consultation on the future of the city on current and future actions.

## **Liguria Region**

In the Liguria Region, the filming initiative was circulated on some website and social media of various associations, public and private institutions. The citizens which participated at the other ClairCity activities were also invited to participate. As with other case studies, Liguria also struggled with engaging elderly participants due to the technical aspects of the activity.

The Genoa Science Festival (November 2019), a major science communication festival, provided a great opportunity for researchers, science enthusiasts, schools and families to meet and discuss air quality, carbon and healthy cities. This provided a great platform for the Liguria City Day event. The Liguria Region delivered various awareness raising talks and provided prizes to the winners of the school competition and the videos. The intergenerational aspect was also a key component of the City day and ceremony.

## **Ljubljana**

The City of Ljubljana is keen to promote sustainable mobility for citizens in all ages. The yearly events, such as 'mobility week' recognised as successful activity to promote cycling and walking across the city as the ClairCity videos show the linkages to the citizens activity. In terms of content, special attention was given to health of all and on reducing health inequalities. The messages of the videos influenced social networks for discussion on health and non-motorised transportation.

The City Day was organised on 21<sup>st</sup> September 2019 during the 'mobility week'. The agenda of the mobility week focused on several activities to promote sustainable lifestyles, the active travel, the improvement of the actions of the city social networks. The City Day fits to the agenda of the 'mobility week' with raising awareness of environmental challenges and their solutions through proactive dissemination of the project outcomes. The ClairCity project goals and outcomes on the citizens led air pollution reduction options were disseminated during the city day for a few hundred participants.

## 8 Annex 1: Guideline for the cities/regions about how to prepare the ClairCity Films and City Days

This section contains the full text of the main document. The Guideline was prepared by the REC with the support of UWE for the cities and regions.

This activity belongs to WP4.4 – Citizens and their Health, Task 4.4.3 - City Day: Discovering my City - Healthy and Smart Tips

### 8.1 Summary of the activity

The task is to promote non-motorised local mobility. First a promotion campaign will be organised. Short ClairCity films will collect so called ‘smart mobility tips’, demonstrating the health, environmental and social benefits of walking and cycling in the city. The activity will focus primarily on elderly citizens to share their experiences and opinions.

These films will be shown to a wide audience at the *City day: Discovering my City - Healthy and Smart Tips*. The mayor of the city and relevant departments will be asked to integrate these smart mobility tips in the city’s mobility policy.

### 8.2 Concept, target audience and practical procedure

In the following we summarise the basic concept and give practical guidelines. Certainly, you will need to adapt the specific details to your local circumstances. In case of questions please contact Eva or Gabor at REC.

‘Campaign’ to promote non-motorised mobility (CA)

1. **Short ClairCity films** will be produced **to promote the health, environmental and social benefits of walking and cycling** in your city/region. In addition, the films could recommend concrete suggestions for the local decision makers to improve the local walking/cycling situation. (However, bear in mind that the films’ main focus has to be on awareness raising.)
2. The activity engages **elderly citizens** and/or elderly people associations. Old people are often neglected in our modern societies. Now this will be a very good opportunity to use their knowledge and life experience.
3. These elderly people will develop a **script** for the short films. As the films should be very short (max. 1.5 – 2 minutes long), this script should be also very short and cover only their main messages. Please see some examples in Annex 2.
4. Based on these scripts, the actual films will be made. Ideally, these should be done by the authors. However, in practice it is much more likely that a young person would give help and would do the actual **film shooting** (incl. interviews with the elderly people, on-site shots or info graphics), and then cutting.
5. If the option is chosen where older and younger people work in teams, it would be also a very educational experience for young people. Bringing together young and old people is a social innovation concept, with a number of recent positive examples.
6. The recommended procedure is the following:
  - i. Go to pensioners’ homes, clubs, associations, and invite them directly to take part in

- the campaign. If they need technical assistance for film shooting and cannot e.g. ask their grandchildren to help, you can also do some advertising to recruit young people.
- ii. Advertise the campaign. E.g. articles, advertisements, stand at the local market (or railway station, main square etc.), facebook etc.
  - iii. People will be motivated to participate in the campaign by 1) promising visibility of their films, 2) the best 3 would be shown at your city day and 3) by promising them **valuable awards** (e.g. a bicycle as 1<sup>st</sup> prize), some bike accessories, or some walking accessories.
  - iv. Film producers are given **full creative freedom**. Only the above described overall topic, the duration (max. 1.5 – 2 minutes) and some limited technical specifications are given: **max. full HD, MP4 format**.
  - v. Films should be uploaded to the **producers' own YouTube channels**, and then a link should be sent to the organisers. If this is not possible, the file should be submitted to the local organisers.
  - vi. A **competition YouTube channel** will be set up, where all short films will be gathered (linked). This YouTube channel will be advertised widely by the project, and the local population will be invited to watch and to 'like'.
  - vii. It is in the films' producers' interest to collect 'likes' on YouTube. And this way the **viral marketing** starts and your campaign spreads!
  - viii. The aim is to have at least **15-20 short films**. If less are received, it may mean that promotion was not enough: the deadline should be extended, and promotion intensified.
  - ix. The **best 3 films** will be selected based on who gets the most 'likes' on YouTube. You may also decide for a jury to pick the 3 best films.

### 8.3 City days

Your campaign will culminate in the organisation of a **city day event**. It is organised in combination with an existing local festival or cultural event, where many people show up. The best would be within the framework of a European Mobility Week activities<sup>1</sup>. This event will include three components:

1. **Award ceremony**. The 3 best ClairCity films will be shown and the film producers will receive their valuable awards.
2. **Smart mobility tips** from the films will be introduced. (As written earlier, the aim of these tips is awareness raising of citizens).
3. The **project's key findings** will be shared with the audience, using a creative and interesting format. The mayor or some other high-level local representative will be asked to integrate these in the future policy and smart development of the city. Outputs, such as the new walking and cycling maps will also be introduced.

Please see an example in Annex 3.

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<sup>1</sup> Even if you decide for a different time, we encourage you to register your city day at <http://www.mobilityweek.eu/about-mobilityactions/> and benefit from international visibility. You would be also eligible to use the European Mobility Week campaign stamp and promotional materials.

### 8.3.1 The outcome of the City Days

- The **project's key findings**. This is a very short and easy-to-understand document, presented preferably in bullet point style. Max. 1 page. This is submitted to your politicians in your own language and no English translation is required.
- A **summary document**. This is a bit more informative document, describing your key results & findings. The target audience is quite wide, i.e. all those stakeholders and people who are interested to read about your achievements. This document includes 1) your smart mobility tips, 2) your general findings from the video campaign, and 3) some further ClairCity experiences and results that you think would be useful to share. This does not need to be along document, and it should be easy-to-read. This document should be in your own language. This document is a public project deliverable and will be uploaded to the ClairCity website. Therefore, please provide an English translation. This is D.4.4.3 in the project contract.

## 8.4 Measuring success

How would you measure if you were successful or not with your campaign? We recommend that before you start your campaign you come up with **your own impact indicators**. After implementation you can then evaluate your activities using these. (E.g. number of people reached in your campaign, number of films produced, number of YouTube likes, number of City Day participants, number of your recommendations included in your city/region's development strategies, number of articles published about the campaign etc.)

## 8.5 Time frame

- REC circulated this guideline for feedback: Dec 2016 /Jan 2017/update April 2017
- Translate this guideline to 6 local languages: from May 2017-optional
- Preparation of campaign: end of Dec 2017-January 2018
- Recruiting film crews: Jan-March 2018
- On-site film shooting (i.e. we need nice weather...): Apr-Sept 2018
- City Day event: Dec 2018 - Nov 2019.

### 8.5.1 Timeline of key activity

<b>Key Activity Task 4.4.3</b>	<b>Lead</b>	<b>Activity Dates</b>	<b>Linked Deliverable</b>
Development of the design and methodology of the drafting and update	REC	M1-M9	
Circulation for feedback of the design and Guideline to the cities/regions and WP3 partners	REC	M10-M12	

Translation of the design and guideline for the cities/regions-optional	REC	M13-15	
Identification and selection of organizations for filming	REC	M20-	
Technical work on filming and the City day	REC	M24-M32	
Promotion of non-motorised transport- filming and the City day	REC	M24-M32	
City day	REC WP2/UWE	M32-M43	D4.18 and D4.19

### 8.5.2 Support required

Description of support/evidence needed	From which WP / Organisation / Individual	By when
List of selected senior citizens-organisation for filming from the cities/regions	cities/regions	M16-M20
Preparation of the City Day with the cities-regions		

## 8.6 Possible linkages with other WP4 tasks

This activity is in the second half of the project and builds on the results of earlier tasks, most importantly WP4.2 (GAME), WP4.3 (APP) and WP4.4 (Mutual Learning Stakeholder Workshop).

**Help:** In case of questions please contact Eva Csobod and Gabor Heves from the REC. [ecsobod@rec.org](mailto:ecsobod@rec.org), [gheves@rec.org](mailto:gheves@rec.org), +36 26 504-000

## 9 Annex 2: Example Ideas for ClairCity Films

The main aim is to promote the health, environmental and social benefits of walking and cycling in your city/region. Aimed film length: 1.5 minutes. This is a creative task, so the actual implementation is up to the film elderly organisation and individuals who are the producers. However, we give some content ideas below to kick start this creative process.

### 9.1 Basic ideas

- Interviews about how people's health improved through walking and cycling. Including also environmental and social benefits.
- 'Smart mobility tips': collection of opinions about what people like in walking/cycling, and what they would improve.
- Interviews with older people who walk/cycle every day and therefore relatively fit and healthy.
- Drafting cycling and walking maps of the city/region.

By 'interviews' we mean only a few second cuts! The (long and boring...) original interviews should be broken up / narrated / edited so that the film is interesting to watch! An example is given in Annex 2.

### 9.2 A bit more creative ideas

- Mobility in my childhood and now.
- XY goes to discover the city on bike
- 1 day of 2 people (one living in a healthy way (walking + cycling), the other only drives cars)
- 1 day of a family (walking + cycling)
- An interesting, real life story relating to sustainable mobility
- A touristic advertisement to discover your city on bike.
- Mobility solutions in our city that we can be proud of. And things that need to be improved.
- The life of XY and ZY in one minute: contrasting the life story of a cycling + healthy person with a car driving + unhealthy person.
- The same mobility-related question is asked from 10 year old children, young adults, medium age adults, older people.

### 9.3 Artistic ideas (optional)

- A music video of a local music band
- An art installation
- Some video effects
- A comics or a narrated funny story
- City impressions

## 9.4 Example film script

Nr.	What	Images	Graphics	Text/Narration	Time (sec.)
1	Introduction to mobility	Street traffic: cyclists, cars, pedestrians passing by.	Basic figures about your city's mobility.	An introduction to your city's mobility situation.	0-7"
2	Introduction to health	People walking, gardening, doing sports etc..	Basic figures about your city's health situation.	An introduction to the health situation of your city/region.	7-14"
3	Introduction to environment	Images of parks, lakes, smoking chimneys		An introduction to the environmental situation of your city/region.	14-20"
4	Introduction to interviews	A person closes his house's front door and gets on his bike, and goes on a trip with his family.		Lead-in question	20-25"
5	Topic 1 - few related sentences of 3-4-5 interviewees	Relevant footage from the streets		Interviewee's talk about why they like to cycle in the city.	25-50"
6	Bridging narration	The family arrives at a nice park and does some picnic.		Bridging narration and lead-in question.	50-55"
	Topic 2 - few related sentences of 3-4-5 interviewees	Relevant footage from the streets		Interviewee's talk about what they would like to improve.	55-70"
	Conclusion	They arrive home and have a nice evening.		The main conclusion	70-85"
	End		City, EU, ClairCity logo, contact information		85-90"

# 10 Annex 4: Example consent form (Bristol)

## 10.1 ClairCity Mobility Videos Ethics

### Ethics Consent for Participation

Information should first be sent to community groups, inviting their participation in the competition. This should be sent in a Participant Information Sheet by email or by post. In order to take part, older people will need to sign a Consent Form.

**Researcher: Dr Enda Hayes and Dr Eva Csobod**



[ecsobod@rec.org](mailto:ecsobod@rec.org)

[www.claircity.eu](http://www.claircity.eu)

ClairCity: Citizen-Led Air Pollution Reduction in Cities  
Mobility Videos Participant Information Sheet

You are being invited to take part in the ClairCity Mobility Videos, a project and research study. Please do ask us if there is anything that is not clear or if you would like more information, using the details above.

ClairCity is an innovative project involving thousands of people in cities across Europe, enabling us all to decide the best local options for a healthier future with clean air and lower carbon emissions.

We would like to invite you to take part in our ClairCity Mobility Videos project. You will create a video which shows how you like to get about in your local area without using a car, perhaps by cycling or walking. The videos will help other people in your area to find cleaner, safer and healthier transport options.

You will load your video onto a YouTube channel and will take personal responsibility for this. The videos will be publicised to celebrate your achievements on the ClairCity website and on YouTube. Overall outcomes from the competition will be published in reports to the European Commission, on our website [www.claircity.eu](http://www.claircity.eu), and through wider media.

Your details will be processed by the ClairCity project in accordance with the terms and conditions of the 1995 EU Data Protection Directive. We will hold your data securely and not make it available to any third party unless permitted or required to do so by law.

It is up to you to decide whether or not to take part in the videos. You can withdraw your participation from the project at any time. This study was given ethics consent by the Research Ethics Committee of the University of the West of England, UK [researchethics@uwe.ac.uk](mailto:researchethics@uwe.ac.uk).

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



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**ClairCity: Citizen Led Air Pollution Reduction in Cities  
Video Consent Form**

I have read the information on the Participant Information Sheet and consent to taking part in the ClairCity Mobility Videos.

I understand the videos will be celebrated publicly and online, and I am responsible for the content within.

I understand I am free to withdraw from the project at any time.

Name \_\_\_\_\_

City \_\_\_\_\_

Signature of Participant \_\_\_\_\_

Date \_\_\_\_\_

Name \_\_\_\_\_

Signature of Researcher \_\_\_\_\_

Date \_\_\_\_\_

# 11 Annex 5: WP2 Clair City Communication Guidelines

## 11.1 About the activity

Across ClairCity, we have a range of engagement activities designed to target different audiences. Some audiences are particularly relevant to the issue of air pollution due to their increased vulnerability to health impacts associated with poor air quality. Older people are a vulnerable group, which is why they are targeted in WP4.4.3. As an audience, they may require slightly different approaches and techniques to other segments of the population.

The aim of this WP task is to collect short films on 'smart mobility tips', demonstrating the health, environmental and social benefits of walking and cycling in the city. There are specific guidelines from REC for this task, so if you have specific questions you should contact Gabor Heves [GHeves@rec.org](mailto:GHeves@rec.org)

This guide covers some suggestions on how to plan recruitment of older people to activities for the video project in WP4.4.3. This guide supports the guidelines produced by REC for WP4.4.3 which are available for partners on [Sharepoint](#). Each city and region has different staffing, resources, existing events and expectations so everywhere will have a different set of plans to promote ClairCity. However, across the project there will be commonalities of how we use our key messages in order to make the project engaging and exciting, as well as raising awareness of air pollution, carbon emissions and health in cities.

## 11.2 Recruitment targeting

To involve any target audience, a good place to start is to think about where they are already interacting or active. This may be through identifiable groups who work with or on behalf of older people, or through activities and locations that are likely to appeal to an older age cohort.

Are there associations or community groups specifically for older people in your area?

- Do they run events you could attend?
- Do they have a newsletter or other ways to contact members or communities?
- Would they be interested in supporting or promoting the video project for their own use as well?
- Do they have any suggestions for how to best adapt to meet the needs of older people?

Are there activities or locations that tend to include older people?

- Are there hobby groups, activities or certain sports that may be more frequented by older members of the community?
- Are there certain cafes, public spaces, libraries, churches or other locations that older people use?

- Are there services provided by the local authority that are accessed by older people, where it would be appropriate to share information about the video project?

What are the best channels of communication with older people?

- Are they likely to be on social media?
- Are there groups who may be able to share and promote your post if you contact them directly?
- What networks, newsletters or groups are older people more likely to be part of or see?
- What image can make the activity appealing to our target audience? From engagement research, showing a woman participating can increase the take-up by women (and typically does not reduce the number of men who participate).

Are there walking or cycling groups who may be able to help?

Although we are specifying “older people” as the primary target audience, our target audience is also “people interested in talking about walking or cycling”. Perhaps there are local walking or cycling groups who might be keen to support the initiative, even if they are not specifically for older people. They may have older people within their membership or may be interested in promoting themselves to and with older people.

### 11.3 Examples from Bristol’s approach

1. We updated the relevant page on the ClairCity website with information so that organisations could share the link with their members. See <http://www.claircity.eu/bristol/get-involved-2/videos/>
2. The Bristol team had a meeting with Bristol Older Peoples’ Forum and placed an advert in their newsletter, which targets over 4000 older people in the region (see below). Through the forum, we were connected to other groups that run activities for and with older people that we could email to share the information.
3. We contacted relevant groups by email to get them to share in their email newsletters. We included a pdf and jpeg of the advert for them to share (see appendix for editable version). We also told them to follow us on Facebook so that they could share our post if this was appropriate for their group.
4. UWE staff will run an event as part of the Bristol Walking Festival and bring our own camera, in case people want to participate but don’t want or feel able to do the filming themselves.

## Walking and cycling in Bristol – Tell us your story!

- Are you an older person who loves getting about and wants to share your experiences?
- Would you like some advice on how to avoid air pollution when walking or cycling?

Come to our ClairCity Bristol event at WalkFest 2018 to tell us what you love about travelling around Bristol, as well as what stops you getting about. We will film your experiences and share top tips for avoiding air pollution.

The University of the West of England is running ClairCity, an EU project aiming to raise awareness about the effects of air pollution and carbon emissions caused by transport. Your messages will be shared with others to make Bristol a better place for our future with clean air.

Wednesday 2<sup>nd</sup> May

10am to 1pm Filming Event

11am Walk around College Green

Meet at: The Writing Room, City Hall, Bristol City Council, College Green, Bristol

## Bristol Walk Fest organise walking events for all ages and shared our post.



## Active Ageing Bristol are a community group for older people who heard about our call out and shared the information on Facebook.





## Walking and cycling in Bristol: Tell us your story!



Are you an older person who loves getting about in the greater Bristol area and wants to share your experiences?

Are there any issues you want to highlight, which would make your mobility easier?

Or how about memories of how Bristol used to be?

### ClairCity Bristol is seeking videos about older people's experiences of walking or cycling.

The films only need to be 2 minutes long. You can make the videos yourself on a smartphone, or we can discuss options to film your group. You might record a chat with a friend, or film the best (or worst) bits on a walk you often take, show some views that you get on a bike ride or film the well-deserved cup of tea at the end.

### Who counts as 'older'?

We are happy for anyone to decide for themselves. The World Health Organisation often use 65 to describe people as 'older', and this group tend to suffer more health impacts of air pollution – along with young children. However, in our project it can be anyone who wants to get involved!

### What will the videos be used for?

The University of the West of England is running ClairCity, an EU project aiming to raise awareness about the effects of air pollution and carbon emissions caused by transport. The videos will be shown to Bristol City Council representatives at an exhibition later in 2018. The videos will be shown on YouTube and linked to our ClairCity website. <http://www.claircity.eu/bristol/get-involved-2/videos/>

### How to submit your film:

1. Upload your film directly to YouTube (you will need to open a YouTube account if you don't already have one, but [this is quick and free to do](#)). Once the film is uploaded, send us the link: [claircity@uwe.ac.uk](mailto:claircity@uwe.ac.uk)
2. If you can't to set up a YouTube account, you can email us the video file [claircity@uwe.ac.uk](mailto:claircity@uwe.ac.uk)
3. If you would rather send it to us via WhatsApp, email [claircity@uwe.ac.uk](mailto:claircity@uwe.ac.uk) and we will send you a mobile number that you can use.

### Come to our Bristol WalkFest 2018 event.

We will film your experiences so that you don't have to. Our team will be on hand to share top tips for avoiding air pollution. If you have any questions or ideas you would like to talk through, get in touch with [claircity@uwe.ac.uk](mailto:claircity@uwe.ac.uk)



Wednesday 2<sup>nd</sup> May 2018

10am to 1pm Filming Event

11am Walk around College Green

Meet at: The Writing Room, City Hall, Bristol City Council, College Green, Bristol



Citizen-led Air Pollution Reduction in Cities  
[www.claircity.eu/bristol/get-involved-2/videos/](http://www.claircity.eu/bristol/get-involved-2/videos/)



An advert for Bristol Older Peoples' Forum and other networks that explains the video campaign and invites people to our event.

## 11.4 Events

If you are attending or running events in this part of the project, be sure to think about the needs of an older audience.

- Is there a time of day or day of the week that will be better for them? In the UK, we find that evening events can be more difficult for older people to attend.
- 
- Is the event space accessible for people who may have reduced mobility? This doesn't only apply to events with older populations! Many older people are extremely fit and active, but if we are targeting groups that may be more affected by air pollution it is important to make sure they can use the space comfortably.

### 11.4.1 Sound quality for filming

If you are planning to film (or encourage others to film) at an event, make sure to find a space that will be quiet enough. You might use a space with a separate room for filming or select a venue with good sound proofing and low background noise.

### 11.4.2 Support

REC have provided helpful ideas in the guidelines for this activity for ways that older people could approach the film storyboard.

Is there any other support that might be useful to enable people to participate? You could add these as links on the website, in any social media or other dissemination posts, or as printouts at events.

- Easy [online tips](#) for making films with a mobile phone
- A link about how to set up a YouTube account
- REC have provided a suggested script/activity within their guidelines for the film. Are there any other locally relevant questions that might spark interest?

You could share links to websites, or you might think it helps to prepare your own printable versions for people to use. If you give out your own versions, it helps to:

1. Number the steps
2. Keep the language very simple and non-technical
3. Keep each step and the overall instructions short
4. Include images to show e.g. what button to press etc.

## 11.5 Communication and impact

This WP4 Engagement activity requires the participation of a specific audience. Considering how to target this audience can help increase the efficiency of the resources each organisation allocates to this part of the project, ensuring a bigger impact and wider dissemination.

If you have any further questions or would like to discuss how the ClairCity film project will work for your city/region, do not hesitate to contact [corra.boushel@uwe.ac.uk](mailto:corra.boushel@uwe.ac.uk) for WP2 support, or [gheves@rec.org](mailto:gheves@rec.org)/[ecsobod@teammembers.rec.org](mailto:ecsobod@teammembers.rec.org) for WP4.4 support