

Community activator pack

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



www.claircity.eu



ACTIVIST DECISION HELPER

Use our nifty decision tree to
navigate this pack

ARE YOU A PART OF A
CAMPAIGN GROUP OR
ORGANISATION?

YES

NO

Is there a group in your
area?

Is your
message
being heard?

YES

NO

YES

NO

Are you able
to join a
group?

Do you
want to set
one up?

Is your group
supporting the most
vulnerable?

Head to page 12 to learn
about different engagement
techniques you can use

YES

NO

YES

NO

YES

NO

Head to page 8 to see
how our approach may
support your audience
in being involved in local
and regional decision
making

Head to page
19 to explore
different ways
to engage
these
audiences

Consider
joining a local
group, taking
this pack with
you to the first
meeting

Consider
writing to
your MP or
supporting
a group
from afar

Head to
page 6
for our
top tips
on setting
up your own

Support
national
campaigns
like Clean Air
Day or Friends
of the Earth

For a clean
air, zero
carbon future



Foreword

How do you want to live, work, and travel in your city of the future?

That's the question we asked citizens across Europe in this four-year long research project. ClairCity was an EU research project, working across six European cities and regions (Amsterdam, The Netherlands; Aveiro Region, Portugal; Bristol, UK; Liguria region, Italy; Ljubljana, Slovenia; Sosnowiec, Poland), which aimed to raise awareness about air pollution and carbon emissions in our cities, looking at how we all contribute to the problems and how they affect the air we breathe. Uniquely, the project put the power in the hands of residents to determine the best local solutions.

The link between carbon emissions and air pollution

While the effects of poor air quality are felt worldwide, the sources are usually local. Every day, air pollution and carbon emissions are produced by our commutes to work, by heating our homes, or through our daily lifestyles. Understanding how we live - and the restrictions we face in those choices – is key to improving air quality. Solutions at a local level can make a big difference.

The activities polluting our air are also the same ones producing carbon emissions – the major cause of climate change. Reducing carbon emissions in cities is

critical to achieve major cuts in carbon globally, so reducing climate risks. The EU now has a target of reaching net zero carbon emissions by 2050, with action urgently needed to improve the health of citizens and the environment.

Working locally to bring about change

We all can play a part in bringing about change, be that writing to an MP, forming a local campaign group, making lifestyle changes, researching or spreading awareness... the roles are endless! However, many people are overwhelmed by where to begin. Educating yourself and others is the best place to start, and we have a wealth of resources online and in this pack to help. Whether out on the streets, door knocking, at events, or online, different approaches are required to engage fellow citizens.

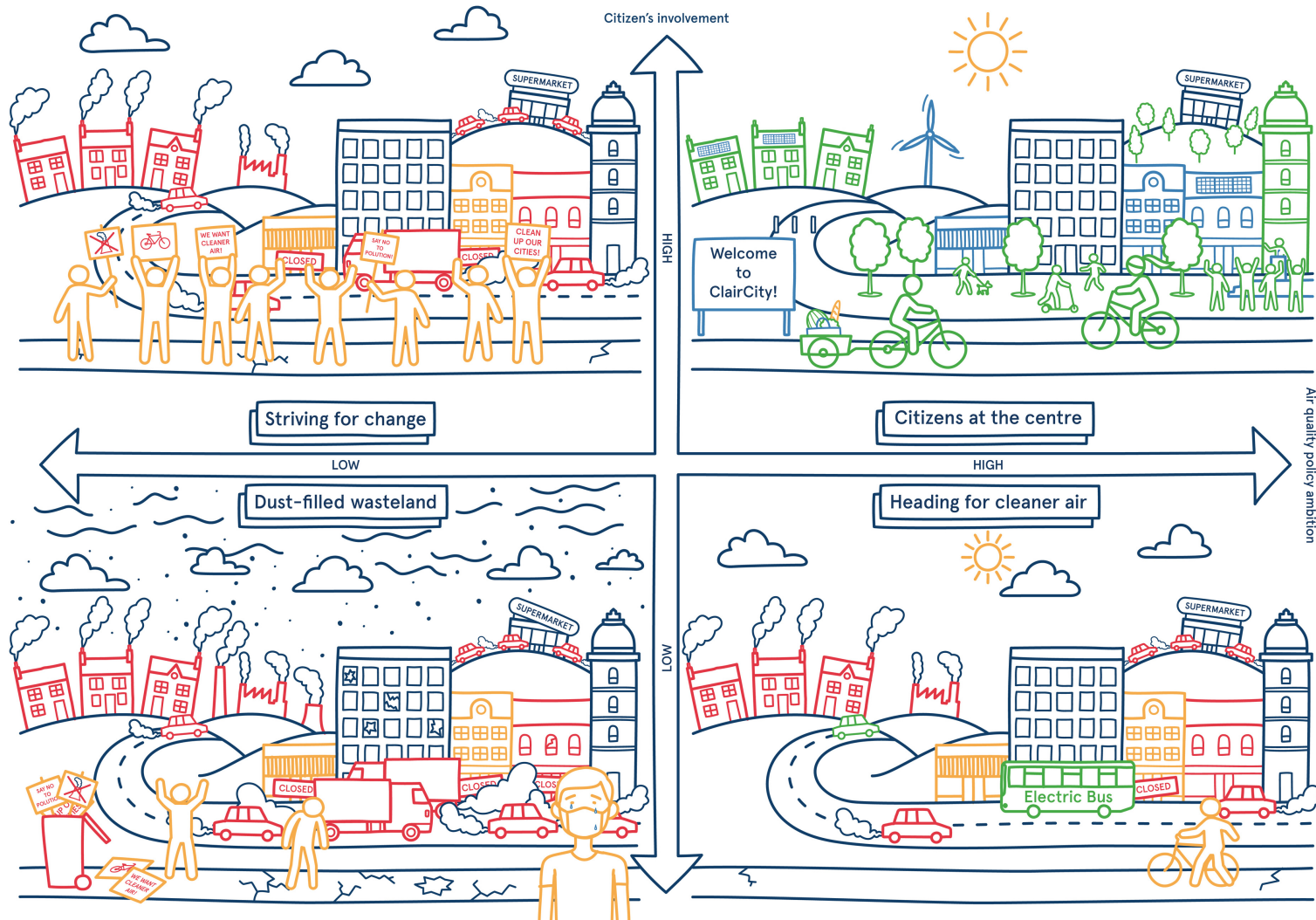
This pack is for people already actively working on tackling climate change and air pollution, or for those interested in becoming involved in some way. The resources and tips within are to help you in supporting others to be part of city or regional decision-making processes. Through the ClairCity process we found that people do want to be greener but they often need more support to make those choices more easily (e.g. better infrastructure, improved communication). This pack explains the steps people can take to organise around these issues and influence decision making so everyone can benefit from a clean air, zero carbon future.

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Which future do you want to help create?



FACT SHEET: Air pollution, carbon emissions and our health



What is air pollution?

Air pollution includes gases and solid particles in the air. The pollutants that most affects our health in Europe is **nitrogen dioxide (NOx)** and **Particulate Matter** (called PM2.5 and PM10).

Why is it a problem?

Air pollution leads to many health problems and is linked to **4.2 million premature deaths each year - that's 1 in 8 deaths**. It affects three core areas of the body: **lungs**, **heart**, and **brain**. Heart attacks, stroke and lung disease are among the health impacts of air pollution.

Children can suffer from **reduced lung development** if they live or go to school in areas with higher air pollution. Air pollution is also linked to **reduced brain development** in small children. Some of the same health problems will be felt by animals like our pets too.

Air pollution affects plant and tree growth. Nitrogen dioxide is linked to acid rain which damages plants, trees and buildings. Buildings in polluted areas can also end up with more black soot on them, meaning we have to clean our windows more often.

What causes air pollution?

Across Europe, traffic is a major cause of air pollution, especially NOx. This comes from diesel and petrol engines, with diesels being worse. Even though bigger

vehicles (e.g. buses and lorries) produce slightly more of the gas, when you have lots of cars on the road this can cause a bigger proportion of the air pollution.

Particulate matter is also emitted by traffic – some coming out of the engine, but also from the **friction of tyres** on the road and from **braking**.

Pollutants also come from home heating, including **wood burning stoves** and **fireplaces** and some types of **industry**. Wood burners are fast becoming the biggest contributors to PM in many European countries as registrations continue to increase.

Why is it worse in some areas?

Air pollution is caused by a combination of factors. The first is how much air pollution is being emitted: the number of vehicles on the road, or number of fires nearby, etc. However, the level of air pollution can also depend on how much the air is circulated or where the wind carries it. So higher, windier places will tend to have less pollution, but low-lying places, or narrow roads with very tall buildings.

In Europe, we only rarely have extremely high levels of air pollution, but this is common in other countries especially in China and India. However, we are not perfect either. Even though our levels might not get as high as levels in some cities, we have chronic low level pollution in many European cities and towns which can lead to long term health impacts, causing people to suffer more illnesses and die earlier. Currently, most cities in Europe are breaking the law because we pollute too much.

How can we protect ourselves?

Here are just a few ideas. Ask your community to come up with their own suggestions.

Reduce the causes: How can we use cars less? Can we **walk, cycle, bus or scoot** around and play in places nearby so we don't need to use cars as much? Could your school run a “**No Idling**” campaign for drop-off times? Insulate your home so you don't need to heat it as much and choose healthier fuels.

Avoid busy roads: Walking on smaller, quieter roads or through parks will significantly reduce the amount of pollutants you breathe in.

Stop idling and drive carefully: Even inside a car, you are still breathing in polluted air. In other words, you are no less protected than if you were walking or cycling. By switching off the engine when possible and avoiding strong acceleration and braking, you are reducing the amount of air pollution you are creating.

Encourage cleaner fuels: Spread awareness of the problem of wood burners and fireplaces and the benefits of switching to cleaner fuels. Switch to cleaner solid fuels or 'green' electricity tariffs where possible.

Hang on, what about carbon emissions?

For many people living in European cities, climate change doesn't appear to impact them. They might think our house isn't burning yet.



Carbon Dioxide (CO₂) is the most common greenhouse gas, so called as they trap heat in the planet, warming it like a greenhouse! This heating is leading to biodiversity decline, sea level rise and extreme weather, like droughts and heatwaves. These changes are causing crops to fail, increasing the likelihood of forest fires, and damaging our homes and livelihoods.

Air pollution differs from greenhouse gas emissions in that it consists of short-term pollutants that persist for just a few weeks. However, its sources are the same. For example, the transport sector is the fastest growing contributor to emissions and accounts for almost 25% of all CO₂ emissions (a long-lived pollutant). It is also a significant contributor to air pollution, particularly in cities, through the production of short-lived NO_x and PM₁₀, such as black carbon, or soot.

Despite being short-lived, black carbon is the second highest contributor to global heating, after CO₂. Diesel transport (along with household wood burners) is one of the world's major sources of black carbon.

Both issues interrelate. Ground-level ozone pollution, produced when fossil fuel pollutants react with ultraviolet light, is on the rise and will worsen as temperatures rise with climate change.

As air pollution is localised and immediate it overcomes the disconnect people may feel towards climate change. Thus, focusing campaigns on air pollution reduction could do more to tackle climate change than climate change campaigning in and of itself.

Setting up a campaign group

How is climate change and air pollution affecting you? Do you worry about pollution at the school gates, or the proximity of traffic outside your house? Perhaps you feel stuck in your car as there are no shops or leisure centres close by. Whatever your concern, there is something you can do about it.

More often than not there will already be a campaign working to solve your issue, so begin by looking at what is already going on in your area. Is there a local health or environmental action group, or a local chapter of a national organisation (like Friends of the Earth or Extinction Rebellion). Attend one of their meetings and see if what they do aligns with your agenda. If you feel you need to set up your own campaign then proceed as follows:

Form a group

Who else do you know who shares your concerns? Call upon neighbours, colleagues, friends or parents - explain your story and ask if they would like to be part of tackling the issue. Decisions are best made in small groups so bare this in mind when establishing yours.

Decide upon roles

What skills and passions do people bring? How much time do they have? Agree on roles but remain open to adapt roles as necessary.



When and where can people meet? Who will chair meetings and how will decisions be taken? Avoid hierarchies and put in place a method for reviewing roles so no one feels any one person is taking on too much or preventing others from contributing.

Create a plan of action

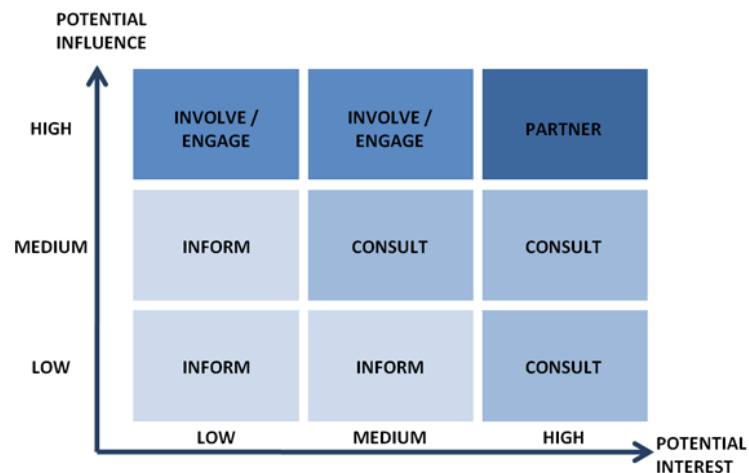
Define the problem, the solution and the steps needed to get there. Take time to craft your story and set SMART objectives - specific, measurable, achievable, realistic and, timely. Divide up tasks and decide among the group who will take on each task. Use project management tools like Slack to communicate remotely and support one another to get task done.

Consult those most interested and partner with those with most influence

Map stakeholders - people in positions of power (e.g. institutions, councils, businesses, community organisations and leaders) and people most interested in the issue. This allows you to understand who needs to be engaged and when during your campaign.

For instance, parents concerned about air pollution outside their child's school might consider that the headteacher has a lot of potential influence but may not be as interested as parents, pupils and teachers, so they can sit in the 'inform' category of your analysis. The other stakeholders mentioned could be consulted and through this process may offer to be involved.

Stakeholder analysis



They could join the organising committee and put forward proposals (e.g. walk-to-school club, more cycle racks) at an event in the school. The preferred options could then be presented to the headteacher and local council for final approval.

Take time to check in and reflect

Throughout your campaign there will be lots of highs and lows, wins and losses. Take time to honour each member of the group, asking them how they are feeling and doing. Make caring for yourself and the group a top priority! Reflect on your practices and be willing to adapt as new things come to light. Stay curious.



Find out more

<https://innovationforsocialchange.org/en/stakeholder-analysis/>

What type of changemaker are you:

<http://action.storyofstuff.org/survey/changemaker-quiz/>

<https://slack.com/intl/en-gb/>

Adopting the ClairCity approach

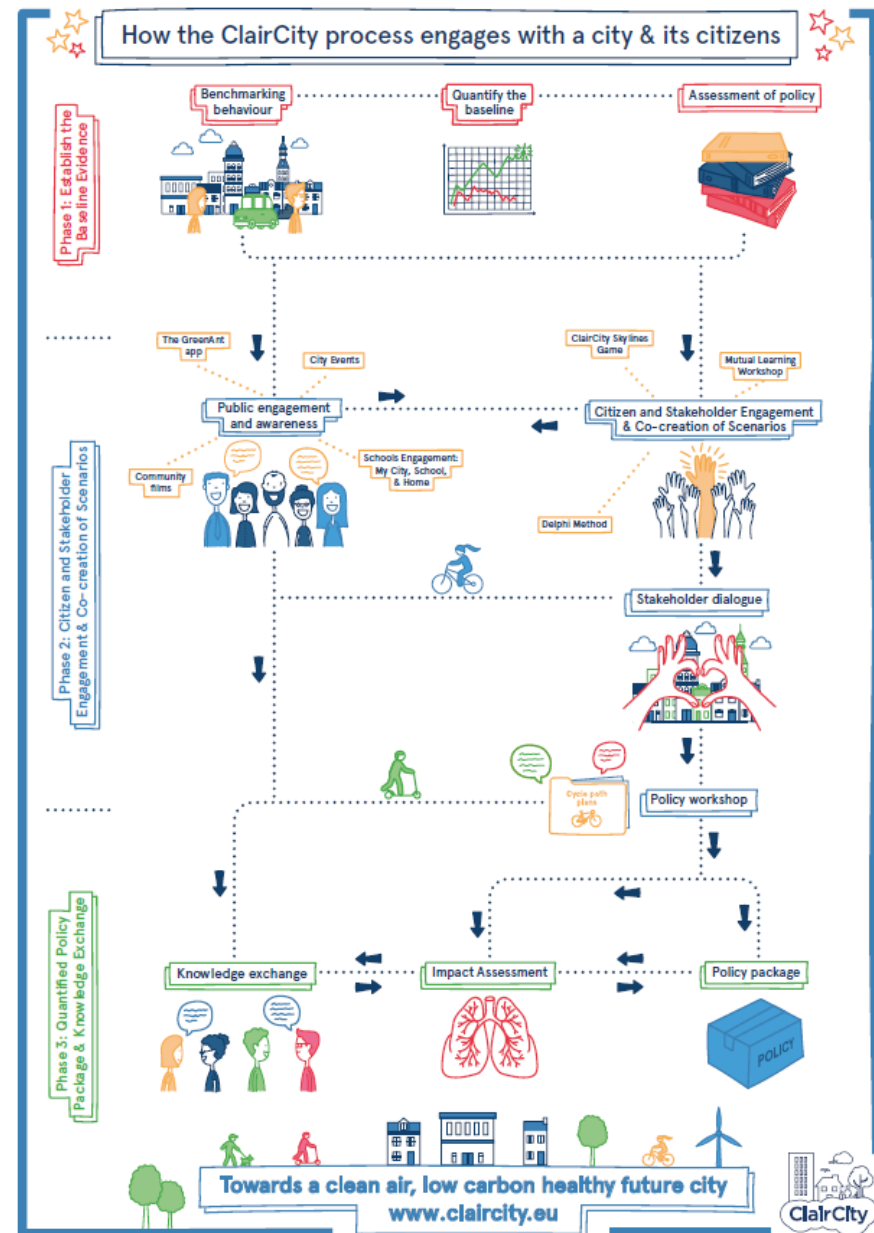
The ClairCity process consists of three phases:

1. seek to understand your city or region's context - the main polluting activities, the current levels of air pollution and carbon emissions, and the policies that have been proposed to improve air quality and reduce carbon emissions.

1. carry out distributed and formal dialogues. The former to engage more marginalised or at-risk groups (e.g. old people, young people, asthma sufferers) and the latter to more systematically gather opinion on future policy measures and feasibility. Both feed into a further policy workshop, where the crowdsourced policies are checked by policy makers. They then offer advice on how to implement them.

1. present the proposed policies to decision makers as a formal report, which includes a health impact assessment (e.g. how the citizen-led policies compare to business as usual in terms of health savings) and host a knowledge exchange event with all stakeholders to discuss next steps. The process is performed iteratively so policies can be continually assessed and modified by citizens who ultimately have the most to benefit or lose from their implementation.

Read on to find out how you can adopt and adapt this process to suit your context.



Phase one: establish the baseline

To understand the local context you will need to gather information from different sources. ClairCity has produced reports that compile all this information for each of our partner cities - check out the [reports page](#) of our website. If you don't live in one of these places then here's where to start:

Check out your local government's website

- Do they have data on air quality? Are there air quality monitoring sites showing the most polluted areas?
- Is there information on the link between emissions and our behaviours?
- What are the local and national air quality and carbon emission targets? What policies support these targets?
- Each city has to report on these issues to the EU but some may do a better job of publicly sharing this information than others. You could request that your local councillor shares this information with you, or as a proxy use national information.

Look at what the science says

- What does the science say about air quality and carbon emissions in your city or region?
- Is there evidence to show how many deaths are attributable to polluted air? Who is the most impacted?
- Gather the evidence and use or adapt our infographics to support the data.

All infographics can be downloaded for free at: www.claircity.eu



IT'S YOUR HEALTH

BREATHING POLLUTED AIR CAUSES HEART ATTACKS, STROKES AND LUNG CANCER. IT MAKES RESPIRATORY CONDITIONS LIKE ASTHMA OR BRONCHITIS WORSE

DIESEL VS PETROL

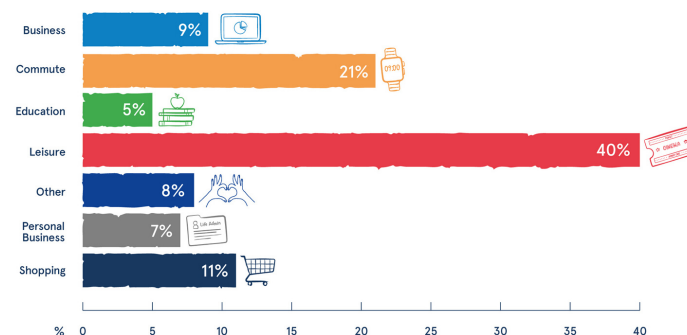
DIESEL CARS CAUSE MORE AIR POLLUTION THAN PETROL CARS, BUT HAVE LOWER CARBON EMISSIONS



Why we travel in Bristol

The relative distance contribution of our travel activities.
Almost 80% of journeys are taken by car

KM travelled by motive, 2015 baseline in Bristol



Phase two: citizen and stakeholder engagement

Plan out a series of consultations and discussions to reach your wider community and other vulnerable groups. Gathering some statistics on the opinions of the 'general public' is useful to influence policy makers. However, you also need to reach people who would not normally engage in a workshop or survey.

Both dialogues will then need to feed into a policy workshop, where the crowd sourced policies are checked by policy makers, offering advice on how to make the preferred policies implementable. Build relationships with community organisations (this could include GP practices) and your local Council to facilitate these engagements.

Different things appeal to different audiences. With this in mind, you will need to tailor your approach when working with different groups.



In addition to traditional methods (online surveys, workshops), consider schools engagement using our Educator Pack, having an interactive stall at a public event (see our event guide, page 13) or engaging people online through social media (page 15), via videos or digital technology (page 17). A diversity of approaches is key!

During the engagements ask participants about their current behavioural practices as well as their preferred future behaviours and policies for the city in 2030/2050. Open up for discussion on the gap between their present and future behaviours (if there is one) and what would be required to close the gap.

Explore the Community Engagement Continuum in the resources section to help you decide which method is the most appropriate for your audience.

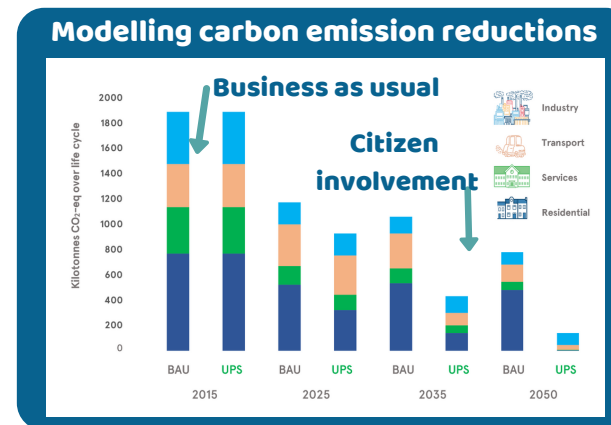


Phase three: policy package and knowledge exchange

Following the engagement process, a policy report needs to be produced, detailing the citizens' preferred policies. If you are in one of our partner cities, you can access the reports we produced online, which also include health impact assessments and results from our modelling. The modelling shows how citizen proposed policies would shape the future air quality and carbon emissions through to 2050. Other cities can still make use of this information to show the sort of health and environmental savings that can be made, or can consider partnering with our ClairCity team to produce a localised city model. Get in touch!

However, this is not enough to meet the policy ambition of some cities or the advice of the scientific community, which states the need to cut carbon emissions by 45% by 2030 and reach net zero by 2050. As developed nations, Europe may in fact need to achieve greater reductions, at a quicker pace due to their bigger contribution to total emissions.

In Bristol, ClairCity found that if residents' preferences were implemented, compliance with legal levels of Nitrogen Dioxide would be reached in the time frame required by Government and the city could achieve carbon neutrality sooner than current baseline policy ideas. The policies identified as being popular with



citizens were similar to those being developed by the Council. In fact, we found citizens supported measures that went further than those currently being developed.

Meanwhile, Amsterdam City Council is so ambitious - aiming for zero transport emissions by 2030, free from natural gas by 2040, and near carbon neutral by 2050 - that enhanced communication (specifically around wood and biomass burning and the impact of changing to district heating) is required so the public can align with this ambition.

Each city is different, with different environmental, social and economic issues that will influence the policies most appropriate for their context. What is clear, however, is that to accelerate the transition to a net zero carbon, clean air future, citizen involvement is crucial.



Resources to support your campaign

Reaching your audience: comparing approaches

Approach	Benefits	Challenges	Possible solutions
Going to where people are for example pre-arranged activities in businesses, places of worship, or community centres	<ul style="list-style-type: none"> • Can target specific groups or communities, engaging in longer conversations • Institutional support: backing from the organisation • Indoors - safe from elements 	<ul style="list-style-type: none"> • Need to have, or develop, relationships • Time required to explain purpose, agree dates and times • Organisations' priorities are different - last minute cancellations 	<p>Factor in time at start of campaign</p> <p>Have a plan B (e.g. other engagement opportunities)</p>
Popping up in public space or at a pre-existing event	<ul style="list-style-type: none"> • Reaches higher numbers of people • No need to promote • Can interact with 'beyond the usual suspects' • Can choose events that attract a particular audience 	<ul style="list-style-type: none"> • Public may not be interested or have the time for a conversation • External factors can impact on social contact, e.g. loud music • Public may be reluctant to fill in forms 	<p>Produce activities that are fun, interactive and quick to complete (see activities at the back of this pack)</p> <p>Think about how you can work around external factors (e.g. rain, noise)</p>
Inviting people to a stand-alone social contact event	<ul style="list-style-type: none"> • Control over location, venue, layout, etc. • Can target specific communities • A big event can highlight the importance of the issue 	<ul style="list-style-type: none"> • Very difficult to attract large numbers unless your group/campaign is already well established • Resources required • One-off events give limited opportunities for learning 	<p>Invite well-known speakers, artists or organisations</p> <p>Crowdfund what you need</p> <p>Host fringe or pop-up events</p>

Find out more
www.time-to-change.org.uk
crowdfunder.co.uk

How to engage: the Community Engagement Continuum

Inform

To provide stakeholders with balanced and objective information to assist them in understanding the problem, alternatives and solutions.

"Here's what's happening"



Consult

To obtain stakeholder feedback on analysis, alternatives and/or decisions.

"Here are some options, what do you think?"



Involve

To work directly with stakeholders throughout the process to ensure that their concerns and aspirations are consistently understood.

"Here's a problem, what ideas do you have?"



Collaborate

To partner with stakeholders in each aspect of the decision from development to solution.

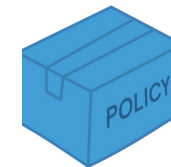
"Let's work together to solve the problem"



Empower

Shared leadership of community-led projects with final decision-making at the community level

"You care about this issue and are leading an initiative, how can we support you?"



Top Tip

Aim to cover the full spectrum of approaches in your work in order to appeal to different audiences.



Top tips on traditional approaches

Traditionally, citizen engagement tools have been in the form of surveys, workshops and media coverage. On the engagement continuum (page 8), they typically fall to the left hand side and are considered more passive. Each serve a purpose and are tried and tested - we know they work!

Surveys allow for robust quantitative and qualitative analysis. However, they may require translation - so more nationalities can participate - or a large sample size, making them time consuming and resource intensive. To overcome these challenges, consider targeting groups that would provide insightful data and could allow for smaller sample size requirements, or using data that is already freely available. Adopting a strict approach to data collection and analysis will allow you to overcome translation concerns.

Workshops allow for in-depth discussion and the co-creation of policy solutions. However, they require careful facilitation and involve data collection of handwritten materials and photos. Time, location and access to the location will also affect the type of people who are interested or able to participate.

When planning your workshop, decide in advance what data needs collecting and design activities that will give more precise access to this information. Piloting any



activity in advance will resolve possible issues or questions that may arise for facilitators.

Organising the workshop with input from target audiences will ensure it appeals to them. For example, with appropriate transport links, food and refreshments, and run at different times and days of the week to appeal to a wider audience. Read more tips in our event guide (page 13).

Media coverage can generate a lot of discussion, on and offline. However only a limited number of press releases make headline news. The timing of a press release, its novelty and the reputation of the people quoted within it all play a part.

Carefully craft your press release, allowing time to gather quotes from influential people. This may require partnering with their affiliated organisation at the start of your project. Look at the calendar year for topical events and schedule media release around these dates.



Event guide

Events can be time consuming, but are ultimately rewarding! They offer a way to connect and strengthen relationships with audiences who are already interested in air quality and climate change and a way to reach audiences that may not seek out these issues, but could be interested in talking face-to-face. By doing events in different areas or neighbourhoods or targeting community events, you can raise more awareness and spur people to act.

To decide which events you would like to attend, you first need to think about **WHY** you are undertaking public engagement. Once you have a list of your aims and objectives, you should then know more about **WHO** you need to engage with. After that, you can then decide **HOW** you can interest and entertain audiences. This is called strategic communication, and it is essential to understand and evaluate whether you have fulfilled your aims at the end of a project.

What is your big idea?

In order to interact with audiences, you first need to know what you are going to say. This means knowing the 'big picture' of your story, including why the issues matter (see page 3) and what you are doing about the problem. If in doubt, ask yourself (or someone else) "why should anyone care"?!

It's your job to make the topic relevant to people. This means thinking about what people are interested in,

what they know about, what they are worried about, and connecting the issues to their lives. We must take the responsibility for making these connections; it is not the public's responsibility to do this.

Who are you talking to?

Picture your audience. Practice giving simple explanations – out loud – in advance! Ideally, test your ideas on people who aren't experts – maybe your children, your grandmother, or friends who work in something completely different. At public events it is usually better to start with the most simple answer you can manage, then judge from the person's reaction how much detail they might be interested in.

Before an event ask: What are the specific interests or needs of your potential audience? How does this work connect to everyday experiences and concerns? Are there popular television programmes or famous people that are influential in this area? Has there been a big news story recently that could make the topic relevant?

During an event: Test your assumptions and different messages/ideas; use the information participants give you to make examples and explanations more relevant.

Possible activities

We've produced materials so you don't have to! Head to page 17 to see one example then check out our Educator Pack for more engagement activity ideas which you can print, share and adapt.

Evaluating your activities

Evaluating your efforts is increasingly important, both to show impact but also for you and your group to learn what worked and what didn't - it can also help you secure funding; also it is the only way to discover if you have achieved your strategic communication aims.

Determine your measurable outcomes and then evaluate accordingly. Where possible, gather feedback from your audiences to provide a reflection of their experiences, and ideas for future improvements.

Role models

The ambition of citizens to make a difference is influenced by the people around them. If they can inspiration from a peer or someone they admire, they are more likely to act. Connect with or invite along the most relevant role model to your audience. Or better yet, include them in your project from the outset!

Event best practice

1. Attend preexisting events in a variety of locations
2. Connect your topic to contexts people understand, using big ideas rather than too many details
3. Use everyday language - avoid jargon/technical terms
4. Use hands-on activities to engage people in conversation
5. Ensure there are enough staff to talk to the visitors
6. Signpost people if you don't know the answer/take down email addresses and follow up
7. Provide positive solutions and take away materials



Event planning checklist

Why are you interested in engagement?

Who do you want to reach?

What do you want them to find out?

Where is a good location?

What events are available?

Which events have relevant audiences?

What will you do at the event?

Stands with hands-on activities?

Talks, chats, short activities?

Who will staff your event?

Do they include a range of people?

Are you offering a range of role models?

How will it be interesting for the public?

Simple, accessible explanation

Interactive, arts-based activities

How will you record/evaluate?

Questionnaires, suggestions boxes, Photo booths, Feedback boards, snapshot interviews, event observations, voting stations, Something else?

Find out more:

bit.ly/UWEeventguide

www.claircity.eu/take-action/schools

Social media guide

Social media can be an effective way of reaching a large audience, however it takes time to build up a fan base. Over four years, ClairCity was able to reach over 800,000 people through Twitter, Facebook, YouTube and our website. Our main communication channel, Twitter, had over 1,300 followers.

1. Do your research

Look at what is already out there so a) you don't 'reinvent the wheel' and b) you can learn from others. Find out what relevant events or campaigns are coming up and plan your activities around these key moments. Use the hashtag of big events/campaigns to reach more people.

Around 70% of users in Europe use Facebook, 10% use Twitter, 8% use Instagram and less than 2% use YouTube. However this will differ by age group and by country. Each platform serves a different role. YouTube is for entertainment, Instagram for brand discovery and inspiration, Facebook for messenger and events, and Twitter for news, trends and information. Bear this in mind when using these platforms.

2. Decide how much time you have

For some people, digital communication is their full time job. You get out of it what you put in. If you have less than one hour per week to commit then consider using just one or two channels and be selective with what you

choose to share, or consider partnering with an existing platform and share your messages through their channels. If you have more time, then read on!

3. Develop your strategy

What do you want to say? To whom? When? And how? Plan and seek advice. Knowing your audience is key here. But remember: not everyone uses social media!

4. Grow your brand

Assuming you have decided on your key message(s), target audience, your platform(s) and time commitment, you can now begin to grow your brand.

- Set up your platforms - think of a unique and attractive name that people will want to follow if you don't have one already
- Create branding (e.g. logos, social media templates, a colour scheme, etc) using free tools like Canva.com
- Reach out, follow and interact with influencers (big names in the field of health, cities, air quality, climate change, etc)
- Join an existing campaign and use their available marketing material, or create your own (see page 20)
- Keep posts light, informative and on occasion interactive (e.g. polls), with a clear message and call to action
- Be interactive with your audience and keep it authentic
- Avoid politics, derogatory or offensive language and imagery, facts without references, content that is irrelevant/distracts from your main message



Capturing marginalised voices

The most vulnerable members of society are impacted the most by air pollution and climate change, yet they often have the least say in decision-making processes. ClairCity sought to capture the voices of some of these people - namely the old and young. We used the medium of film and artwork but there are lots of approaches you can take. See some suggestions below.

Approach

Filming

Short (30s-2m) videos for participants to show and/or explain what they experience

Requirements

- Consent
- A good film crew
- Adaptability (if people pull out or become camera shy)
- Permission to film on location

Pros

- Videos appeal to a wide audience and are shareable (YouTube)
- Can give person a sense of ownership if they are in control of the camera.

Cons

- Can be labour intensive, requiring film kit and editing abilities. Many people are camera shy

Photo voice

Photographic documentation of lived experience, depicting what the issue means to participants

- Consent
- Disposable cameras
- A short training session with participants, what makes a good photo and how to get consent for photos with people in them

- Unique perspective, revealing aspects of someone's life that they may not otherwise reveal
- Can be done in participant's own time

- Quality cannot be guaranteed
Cameras can be lost/damaged
- Participants may not want to take photos of their area (e.g. through embarrassment)

Deep mapping

Participants physically walk around their neighbourhood to map health impacts, or represent their opinions using drawing/artwork

- Consent
- A map for people to comment on as they walk around their neighbourhood - (or) Art materials and maps of area to draw how the area makes citizens feel

- Familiar methods (walking and drawing/art)
- Low cost

- Not everyone can participate in a walk and is weather dependant
- Can be hard to interpret hand drawn maps

Top tips

- Aim for a representative group, reaching out to the communities you want to include
- Link with community organisations working with older people, as well as health centres, churches, even barber shops. Upload to YouTube and share with these organisations for them to use
- Invite (potential) participants to a community lunch to get to know one another and the team
- Determine access needs of participants early on so you can adapt (e.g. the walk)
- Ask participants what method they would like to use
- Consider working with film, art and/or photography students to keep costs low
- Organise a celebration/ exhibition at the end, allowing participants to present their work to decision makers



bit.ly/ClairCityYouTube

Working with younger people

Do you or your organisation wish to talk to young people but perhaps don't know how? Maybe you're a young person yourself, hoping to inspire peers to act.

Working with young people is challenging yet rewarding. There are different learning styles and needs to attend to, and you'll have to consider the curriculum or learning objectives of the group(s) you wish to engage.

Partner with schools, and youth/community organisations

Reach out to organisations who work with young people that you would like to reach. Think about places that may be the most impacted by these issues and go there!

Let them know you have lots of resources and you can adapt to the needs of the school. Some may specialise in oratory skills, others in digital technologies or leadership. Be willing to be flexible! Take time building these relationships and meet face-to-face where possible.



Set clearly defined expectations

What can you realistically offer and deliver? And what are the expectations of the partner organisation? Start small, and over time, once relationships have built, increase your offering.

Seek out opportunities to engage

If you wish to go somewhere other than schools, find events where you can engage broadly with a lot of people (school fetes, holiday clubs, kid-friendly festivals, assemblies) and more intimate events where you can engage deeply with fewer people (e.g. youth groups, workshops).

Test out resources

Check out our [Educator Pack](#) for a suite of resources to help you when engaging young people. They include curriculum links and subject themes that will be useful when approaching teachers. Most have been tried and tested, however you may need to adapt for your context - so if possible, test with a few children first. Perhaps a friend's kids? Ask for their feedback and refine as required.

Working with older people

Do you or wish to work with older people but perhaps don't know how? Maybe you're an old person yourself, hoping to inspire peers into action.

Old people are particularly vulnerable to air pollution and the effects of climate change (e.g. heatwaves, floods) so it is important to capture their local experiences. Many will remember how things have changed over time, providing rich information that can support your campaign and ultimately reduce the source of their vulnerability.

Agree on what you can offer

Are you camera savvy, have a way with words or are a Picasso in disguise? Tap into your existing assets and of those around you.

Decide how you will use the materials produced to influence decision makers early on (e.g. an exhibition, presentation). Plan accordingly and invite participants to the final event.

Partner with relevant organisations

Reach out to organisations who work with old people (e.g. care homes, lunch clubs). Think about places in your city/region that may be the most impacted by these issues and go there!

Set clearly defined expectations

Explain to the old people why you are there and how your work will benefit them and their area. Gather consent from potential participants and agree on a time to meet again. When you return, discuss - over tea and cake - how they would like to share their story and agree on what is doable!

Document their story

Using the preferred medium, work with the participants to hone their story. Ask: what do they like about their area and what do they want more of? Then ask: what are they most worried or concerned about air pollution and climate change? How is it affecting their daily life? Finally, ask: what tips can they provide others or changes would you like to see for a future with clean air?



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Top tips

Consider reaching out to film students or artists that could work alongside you to produce these materials.

Make in collaboration with a large organisation to can tap into their existing audience base. Offer the materials for them to use on their social media platforms in return for credit.

Digital approaches

Younger audiences and fans of technology love playing with digital tools, and if marketed well they can crowd source a lot of information.

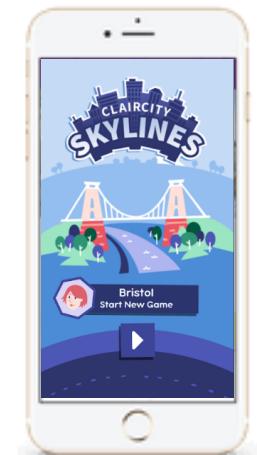
There are three main digital tools you can choose from: games, apps and virtual reality. You can use them at events or in classroom/ workshops, allowing time for people to reflect on their experiences.

Our [ClairCity Skylines game](#) - available on [iOS](#) and [Android](#) - puts players in the position of a city decision-maker, allowing them to explore the best policy options for a future with clean air and zero carbon in their city. This embodied experience gives people greater understanding of the decisions authorities face and can spur people into action to take more of an active role in decision making. Cities are increasingly gamifying decision making processes to encourage more citizen participation.

Our [GreenANTS app](#) allows teams, companies and local authorities to monitor air quality and make contextually relevant changes to their behaviour. Promisingly, participants intended to change their behaviours after interacting with GreenANTS. If you chose this approach, work with your end users and explore ethical issues that may arise before product development, or before using existing apps - like ours.

Virtual Reality (VR) simulations can similarly allow citizens to see issues from a new perspective, whether that's exploring a more heavily polluted city or watching what happens inside the human body when we inhale polluted air. VR facilitates embodied experiences - which are shown to encourage behaviour change - but they can be expensive. If this approach is out of your price range, then consider other ways for participants to have an embodied experience, like [pollution pods](#).

ClairCity Skylines Can you save your city?





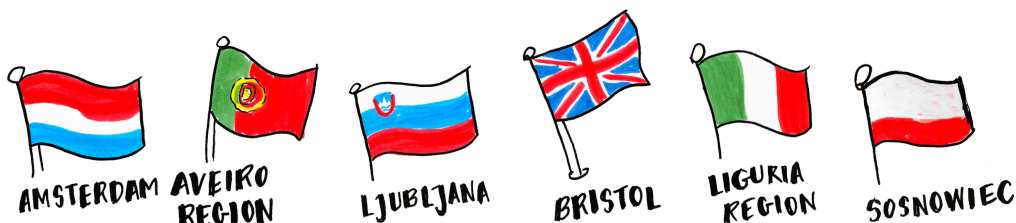
PBL Netherlands Environmental
Assessment Agency



City of
Ljubljana



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Thanks to our partners!

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

A special thanks to Point Creative and Line Industries for their graphical design!

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

