



CitiMeasure - using citizen measurements to create smart, sustainable, and inclusive cities

EC Technical Support Instrument Grant Agreement number
101046124

Call: TSI-2021-SMARTCITIES-IBA

Topic: Citizen's participation and green solutions in smart cities

Type of action: TSI-PJG

Deliverable 3.2: Stakeholder engagement and advocacy plan

Delivery Year: 2021



This project has received funding from the European Union's Technical Support Instrument (TSI) programme under grant agreement 101046124.

DOCUMENT INFORMATION

Project Number	101046124	Acronym	CitiMeasure
Full title	CitiMeasure - using citizen measurements to create smart, sustainable, and inclusive cities		
Project URL	https://eurocities.eu/projects/citimeasure/		
EU Project officer	Anastasia Roufou		
Deliverable Number	D3.2	Title	<i>Stakeholder engagement and advocacy plan</i>
Work package Number	3	Title	<i>Communications and dissemination</i>
Date of delivery	Contractual	Month 5 <i>October 2021</i>	Actual Month 6 <i>November 2021</i>
Dissemination Level	Public		
Authors (Partner)	Eurocities		
Responsible Author	Mohammad Gharesifard	Email	Mohammad.gharesifard@eurocities.eu
Partner	Eurocities		
Abstract (for dissemination)	This report presents the landscape of relevant stakeholders for CitiMeasure, and the envisioned engagement and advocacy plan of the project.		
Keywords	Stakeholders, engagement, advocacy, communication		
Version Log			
Version as date	Author	Partner	Change
2021_10_22	Mohammad Gharesifard	Eurocities	Initial document creation and outline
2021_10_29	Irene Vivas Lalinde	Eurocities	Inputs to sections 3 and 4
2021_10_29	Mohammad Gharesifard	Eurocities	Inputs in section 3 & 4
2021_11_15	Brooke Flanagan	Eurocities	Final internal review
2021_11_17	Farida Polsbroek	BZK	External review

To cite this document:

Gharesifard, M., Vivas Lalinde, I., Dragonetti, W., Flanagan, B. (2021). D3.2: Stakeholder engagement and advocacy plan. *Deliverable report of the CitiMeasure project (grant agreement No 101046124), Brussels, Belgium.*

***The information in this document is public.
It can be freely accessed and reused for any purpose and without restrictions.***

Contents

Document Information	2
1 Executive Summary.....	5
2 Introduction	5
2.1 About CitiMeasure	5
2.2 Purpose of this report.....	5
2.3 Structure of this report	6
3 Insights from the stakeholder mapping.....	6
3.1 Landscape of stakeholders involved in the CitiMeasure working groups	6
3.2 Landscape of relevant stakeholder for the pilot phase	9
3.3 Broader landscape of Eu stakeholders.....	10
4 Stakeholder engagement and advocacy plan.....	11
4.1 Envisioned methods and tools for stakeholder engagement.....	11
4.2 CitiMeasure communication plan.....	13
4.2.1 Phase 1: “Join a working group”	13
4.2.2 Phase 2: “Citizen science is cool! stay tuned”	14
4.2.3 Phase 3: “Look at us, testing, testing, testing”	14
4.2.4 Phase 4: “Here’s what we did and learned. your turn now!”	15
5 Concluding remarks	15
References	17
Annex 1 – Useful hashtags and tags for social media.....	18
5.1.1 Twitter other citizen science initiatives	18

Table of figures

Figure 1: CitiMeasure’s network of engaged cities and organisations – October 2021.....	7
Figure 2: Geographic balance in the CitiMeasure project	7
Figure 3: Type of organizations that joined CitiMeasure.....	8
Figure 4: Phases and timeline of CitiMeasure	13

Table of Tables

Table 1: Number of participants per country	8
Table 2: Number of members per CitiMeasure working group.....	8
Table 3: Insights from stakeholder mapping report and contact log	10

Acronyms

BZK	Ministry of the Interior and Kingdom Relations of Netherlands
CoP	Community of Practice
CCDR	Cities Coalition on Digital Rights
DG ENVI	Directorate-General for Environment
ECSA	European Citizen Science Association
EIE	Empowerment, Inclusiveness and Equity
EPA	Environmental Protection Agency
EU	European Union
HOPE	Healthy Outdoor Premises for Everyone
NGOs	Non-Governmental Organizations
OASC	Open and Agile Smart Cities
RIVM	National Institute for Public Health and the Environment (Rijksinstituut voor Volksgezondheid en Milieu)
SCC	Smart Cities and Communities
UN	United Nations
UWE	University of West England
WG	Working Group

1 Executive Summary

Building on the insight from the stakeholder mapping of CitiMeasure, this report presents the landscape of relevant stakeholders for CitiMeasure. This includes an overview of the cities and organisations that are already engaged with the project, and those who we plan to engage with for development and piloting of the instruments, as well as dissemination of the results. In addition, this report provides a list of envisioned methods and tools for stakeholder engagement and provides a summary of the project communication plan.

2 Introduction

2.1 ABOUT CITIMEASURE

Citizen measurement (or citizen science) initiatives contribute to a sustainable transition in European cities. By using an array of tools and instruments, citizens can play a role in measurement and monitoring of indicators on air quality, temperature, soil moisture, biodiversity, or risk management, among other environmental areas. Citizen measurement initiatives also can foster communications and interactions among stakeholders and contribute to the democratisation of science and policy.

The CitiMeasure project (2021-2023) aims to bring together the experiences and expertise of European cities, organisations and networks in implementing citizen science initiatives (in the form of guidelines, toolbox, web-platform, Apps, etc.). The project builds upon the lessons learned from the Dutch City Deal Working Groups, a network of stakeholders working on the broader area of smart cities, which includes the topic of citizen measurement initiatives. The City Deal partners have been working closely with the Dutch Ministry of Interior and Kingdom Relations for over a year. CitiMeasure builds upon these experiences and will use those to develop and pilot three ‘instruments’ namely:

1. An instrument that allows the outputs of different city measurement initiatives to be compared.
2. An instrument that safeguards the digital inclusivity of city measurement initiatives (maximising the opportunities for participation of interested individuals and communities).
3. An instrument that connects information to behaviour change and policy.

There is a 4th (Strategy and Oversight) working group that focuses on providing strategic direction and ensuring cohesion of activities across the three Instrument Sub-Groups, and the project in general.

CitiMeasure will also raise awareness of the importance of citizen measurement initiatives and capitalise on the results and tools of similar citizen science projects by creating an online European Knowledge Centre with a repository of good practices.

2.2 PURPOSE OF THIS REPORT

The purpose of this report is to present the landscape of the stakeholders and planned actions to engage with them during the course of the project. Insights from the CitiMeasure stakeholder mapping (presented in Deliverable 1.3), envisioned methods and tools for stakeholder engagement, and the communication plan of the project are the building blocks of this stakeholder engagement and advocacy plan.

2.3 STRUCTURE OF THIS REPORT

The report is structured in three main sections: insights from the stakeholder mapping (Section 3), the stakeholder engagement and advocacy plan (Section 4) and concluding remarks (Section 5). The research done to identify relevant stakeholders for the CitiMeasure project provided the key inputs for section 3, while Section 4 is mainly informed by a communication plan that has been developed for CitiMeasure.

3 Insights from the stakeholder mapping

Insights from the CitiMeasure stakeholder mapping helped identify the landscape of stakeholders involved in the CitiMeasure working groups, relevant stakeholders for the development and pilot phase, and also the general landscape of key EU stakeholders that the project can engage with. This section is dedicated to presenting these three stakeholder groups.

3.1 LANDSCAPE OF STAKEHOLDERS INVOLVED IN THE CITIMEASURE WORKING GROUPS

Cities and organisations that have shown interest in joining the CitiMeasure working groups are already engaged with the project. Members of the CitiMeasure working groups have access to the collaboration space, participate in the co-creation process and test of the instruments, and receive regular communications about the project meetings, workshops and events. Figure 1 is a visual representation of the CitiMeasure's network of interested cities and organisations, which includes 19 cities, 4 academic organisations, and 4 other stakeholders (including NGOs, private sector, civil society organisations, and projects). As the Figure 1 illustrates, some cities and organisations are members of more than one working group. In addition, some of the cities and organisations are represented with more than one individual. It is important to mention that due to the 'open door policy' of CitiMeasure, this network is evolving, and Figure 1 captures the current status at the time of writing this report (i.e., October 2021).

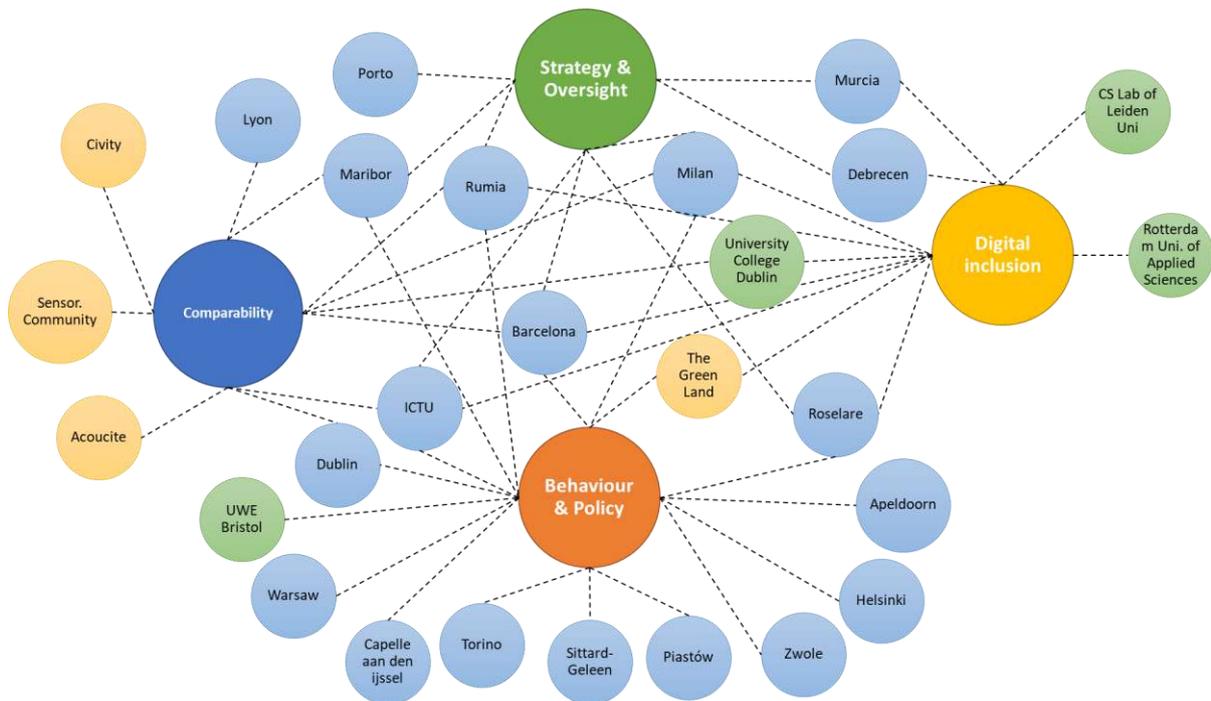


Figure 1: CitiMeasure’s network of engaged cities and organisations – October 2021

Bigger circles are the four CitiMeasure working groups and the smaller circles represent: Blue (cities); Yellow (NGOs); Green (Academia)

Eurocities is a community of more than 200 European cities. Government agencies and departments (including cities) were targeted in the design of the CitiMeasure working groups, especially Eurocities members and those involved in the Dutch City Deal. As a result, there are 50 individuals that have joined, participated, or expressed interest in being part of CitiMeasure working groups so far.

Following the UN geoscheme, we have divided the members in four main geographic regions: Southern, Western, Northern and Eastern Europe. Figure 2 showcases the geographic balance in the CitiMeasure project. Although the current composition is balanced, most members are from Northern and Western European countries (26). Further engagement efforts will target Eastern European cities and organisations. Most members from Southern Europe are from Italy, while most members from Western Europe are from the Netherlands (see Table 1).

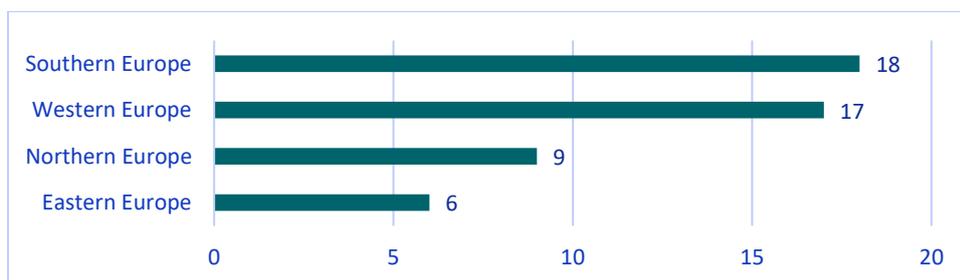


Figure 2: Geographic balance in the CitiMeasure project

Table 1 shows more details about the geographic balance in the CitiMeasure project. Cities in the Netherlands and Italy are the most represented (especially from Milan and Torino). There is also high representation from Spain (especially from the city of Barcelona) and Ireland (Dublin).

Countries	Individual members
Belgium	2
Finland	2
France	2
Germany	1
Hungary	3
Ireland	6
Italy	10
Netherlands	12
Poland	3
Portugal	2
Slovenia	1
Spain	5
UK	1
Grand Total	50

Table 1: Number of participants per country

Since some individuals have joined more than one working group. Therefore, the number of members of the project's working groups currently equals 68, which is higher than the total number of CitiMeasure members. Table 2 presents the distribution of individual members across the CitiMeasure working groups.

Number of members	Working Group
13	Comparability
16	Digital inclusion
22	Behaviour & Policy
17	Strategy & Oversight
Total	68

Table 2: Number of members per CitiMeasure working group

The stakeholder mapping report (Vivas Lalinde et al., 2021) identified nine types of stakeholders in the citizen science ecosystem: **Academic and research organisations, Civil Society Organisations, EU institutions, Government agencies and departments, Media, Networks, Communities of Practice and Working Groups, Private sector, and Schools**. Most CitiMeasure members represent government agencies and departments, i.e., cities (39) (see Figure 3). The category 'Other' aggregates Civil Society Organisations, and the Private sector.

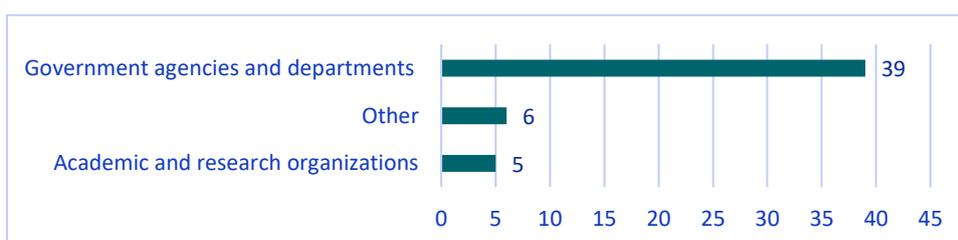


Figure 3: Type of organisations that joined CitiMeasure

More civil society organisations and research institutes working on citizen science will be invited to join the project given their relevance in the ecosystem. The stakeholder mapping report also revealed that there are other key stakeholders such as working groups with expertise on relevant topics related to the CitiMeasure instruments. These are mainly the EPA Network Interest group on Citizen Science¹, the ECSA Empowerment, inclusiveness & equity (EIE) working group², the Citizen Science Association Data and Metadata working group³, and potentially the Interop CoP of the WeObserve project: Interoperability and standards for citizen observatories⁴. The EPA network has two main goals: a) assessing the influence and impact of citizen science in national and EU-level policies, and b) sharing practical examples of citizen science projects, infrastructure, tools, and networks. Further efforts will be made to exchange information with this group. The ECSA EIE WG is building a collection of literature and case studies that can contribute to the work of the CitiMeasure Digital Inclusion working group.

3.2 LANDSCAPE OF RELEVANT STAKEHOLDER FOR THE PILOT PHASE

Once the instruments have been developed, they will be piloted in at least three European cities. The stakeholder mapping report mapped European cities most involved in the citizen science ecosystem across the EU (Vivas Lalinde et al., 2021). Table 3 includes a summary of the number of cities involved directly or indirectly in citizen science per Member State. It thus provides insights on potential future CitiMeasure members and pilots. Throughout the establishment of the working groups, more than 30 additional European cities were contacted and invited to participate in the CitiMeasure working groups. These interactions were registered in a contact log and have been added as inputs to Table 3.

Despite the efforts to engage a diverse group of cities and organisations across Europe, countries such as Germany and France remain underrepresented. Further efforts will thus focus on diversifying members from Northern, Southern and Western member states, while specifically targeting cities and organisations in Eastern Europe.

¹ Link available here: <https://epanet.eea.europa.eu/reports-letters/epa-network-interest-group-on-citizen-science/epa-network-interest-group-on-citizen-science>

² Link available here: <https://ecsa.citizen-science.net/working-groups/empowerment-inclusiveness-equity/>

³ Link available here: <https://citizenscience.org/get-involved/working-groups/data-and-metadata-working-group/>

⁴ Link available here: <https://www.weobserve.eu/weobserve-cop3-interoperability-and-standards-for-citizen-observatories/>

Member State	N of cities involved in citizen science	Comments from the contact log
Austria	1	Vienna was invited on the 1 st of September
Belgium	9	Ongoing conversations with Antwerp. Brussels and Leuven have been invited to participate.
Bulgaria	3	Sofia was invited on the 1st of September.
Croatia	2	No interactions yet.
Cyprus	1	No interactions yet.
Czechia	3	No interactions yet.
Denmark	7	Aarhus was invited on the 31 st of August.
Estonia	1	No interactions yet.
Finland	9	Further engagement is foreseen
France	11	Ongoing conversations with Bordeaux. Paris and Grenoble to be invited soon.
Germany	14	Berlin, Cologne, Dresden, and Munich have been invited.
Greece	8	Athens and Thessaloniki have been invited.
Hungary	3	Well represented.
Ireland	2	Well represented.
Italy	12	Ongoing conversations with Genoa.
Netherlands	23	Rotterdam, Amsterdam, and Eindhoven have been invited. Follow-ups are planned.
Poland	3	Well represented.
Portugal	9	Lisbon was invited in September.
Romania	7	No interactions yet.
Slovakia	2	No interactions yet.
Slovenia	7	Well represented.
Spain	22	Madrid has been invited to participate. More cities will be invited soon.
Sweden	5	No interations yet.

Table 3: Insights from stakeholder mapping report and contact log

3.3 BROADER LANDSCAPE OF EU STAKEHOLDERS

EU institutions are foreseen as vehicles for dissemination and replication of the CitiMeasure results. The European Parliament and the European Commission have been tackling the topic of citizen science in different events⁵ and policy documents⁶. CitiMeasure will engage with the European Parliament in three main ways:

- The CitiMeasure team will work with the Eurocities policy team providing inputs to the policy-related work that is relevant to the instruments developed by the project and related to the

⁵ <https://ecsa.citizen-science.net/2016/09/21/summary-of-the-meps-briefing-on-citizen-science-at-the-european-parliament-brussels/>

⁶ https://ec.europa.eu/info/sites/default/files/research_and_innovation/research_by_area/documents/ec_rtd_swafs_report-citizen_science.pdf

topic of citizen science. More specifically, we will exchange information internally with policy advisors working on data governance, air pollution, digital inclusion, etc. to inform their policy and advocacy work with EU institutions.

- The CitiMeasure team aims to share the findings of the landscape review and other deliverables with the European Parliament Research Service (EPRS).
- The CitiMeasure team aims to organise an event at the European Parliament by the end of the project (2023) to present the co-designed instruments, and officially launch the European Knowledge Centre. Representatives from the European Parliament and the European Commission will be invited, as well as other representatives from the citizen science community.

This project is being funded by DG REFORM. The CitiMeasure team will foster connections with other DGs that are working on topics relevant for the instruments of the project, i.e., DG CONNECT and DG ENVI. This will be supported by Eurocities policy advisors. In addition, we are working closely with the Joint Research Centre to keep an ongoing exchange about our work.

The CitiMeasure team will also engage with organisations and projects such as RIVM, Living-in.EU, Dutch City Deal, Cities Coalition on Digital Rights (CCDR), Open and Agile Smart Cities (OASC), FIWARE, Smart Cities and Communities programme, the working groups mentioned in section 3.1, other relevant citizen science initiatives, and projects such as UserCentriCities, among others.

4 Stakeholder engagement and advocacy plan

4.1 ENVISIONED METHODS AND TOOLS FOR STAKEHOLDER ENGAGEMENT

We have envisioned nine specific methods and tools that will be applied for stakeholder engagement purposes throughout the project. This section provides a brief description of each method/tool.

1. *CitiMeasure social media channels (LinkedIn and Twitter)*

CitiMeasure has two main social media channels; a LinkedIn channel⁷ and the Twitter account (@CitiMeasure). Both accounts will be used to target cities, citizen science projects and practitioners, as well as the general public. Useful hashtags and tags for social media communications are identified and presented in Annex 1.

2. *CitiMeasure website*

The CitiMeasure website (available online by mid-November 2021), will be the main web-platform for sharing information and updates about the project. The website includes a description of the project, the challenges in focus of the project, the working groups, and updates (e.g., news or events). The website will also host the CitiMeasure Knowledge Centre, which includes the final instruments, guidelines and other materials that are added to the knowledge centre gradually.

3. *Eurocities website*

The Eurocities website has a dedicated page⁸ for the CitiMeasure project that includes the links to the project news and events.

⁷ <https://www.linkedin.com/company/citimeasure>

⁸ <https://eurocities.eu/projects/citimeasure/>

4. Presentations to Eurocities forums and working groups

Presentations of the project concept and results to the Eurocities network members is one of the main methods for engaging with a larger number of cities. There have already been multiple efforts to reach out to the Eurocities community by presenting the project at different forums (including Knowledge Society Forum, the Environment, and the Mobility forums), and working groups, i.e., Air Quality and Noise. This is an ongoing method that helps disseminate the project results and engage more cities in the process.

5. Presentations in events and conferences

Organising and presenting at events is one of the envisioned methods for broadening the reach and awareness of the project and CitiMeasure instruments. This is a continued method for outreach and stakeholder engagement. So far, CitiMeasure project has organised a joint workshop with the Dutch City Deal at the Dutch Data Week⁹ on the 28th of October. The CitiMeasure team will also be developing a calendar of upcoming events to prioritise those to target for speaking slots and sessions (e.g. European Week of Regions and Cities 2022, Smart Cities events, etc).

6. Communications to the Dutch City Deal Partners

The CitiMeasure project is organising monthly meetings with the Project Manager of the Dutch City Deal, and the Dutch Ministry of Interior and Kingdom Relations. In addition, the project updates are being shared with the Dutch City Deal partners through their contact management system, Dutch Mobility Innovations (DMI), and also of the City Deal WhatsApp group.

7. CitiMeasure mailing list and generic e-mails

Email is used as one of the main communication and outreach tools for CitiMeasure. This includes both communications with the members of the working groups via email lists (along with the online collaboration platform), and also bilateral communications via email with already engaged or interested organisations.

8. Targeted stakeholder engagement approach

Targeted stakeholder engagement efforts, e.g., identifying interested/interesting stakeholders identified at relevant events, or based on their participation in existing networks and initiatives is an approach that helps engaging more relevant stakeholders. The CitiMeasure team will reach out to key stakeholders identified to brief them on the project and ensure they are updated at important moments.

9. CitiMeasure collaboration platform

Eurocities has developed an online collaboration space for all its projects. This online platform uses SharePoint, a website-based collaboration system that uses workflow applications, “list” databases, and other web parts and security features to enable individuals and teams to work together. The CitiMeasure team created a site in Eurocities’ online platform for the members of the working groups so they can collaborate, share resources, and add documents to a repository (see Deliverable 4.1).

⁹ <https://dataweeknl.nl/programma-2021/donderdag-28-oktober/presentatie-city-deal-slimme-stad-zo-doe-je-dat/#kijkonline>

4.2 CITIMEASURE COMMUNICATION PLAN

The CitiMeasure communication plan has been developed according to the different phases of the project (see Figure 4). For each phase, a specific audience, draft messages, content and material that can inform the communications, and communication channels have been identified. This is a dynamic plan that will be updated based on the developments in the project.

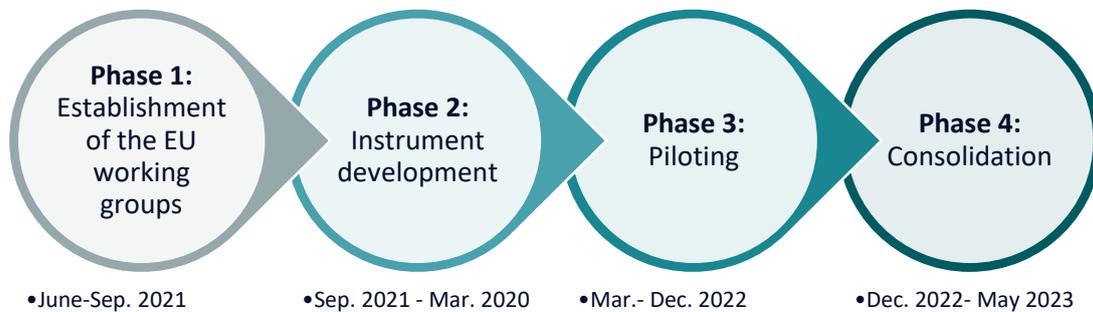


Figure 4: Phases and timeline of CitiMeasure

4.2.1 Phase 1: “Join a working group”

This is the phase in which the four working groups of the project were being established.

4.2.1.1 Audience

Cities, relevant organisations, and projects

- Level 1: cities that we already know are involved/interested in these topics through the forums and working groups of Eurocities, e.g., Knowledge Society Forum members, Environment Forum members, Mobility Forum members, cities involved in the UserCentriCities project¹⁰.
- Level 2: outreach through the Eurocities partner cities to reach out to their regional/national groups for upscaling. Eurocities provide communication tools like infographic and messages they can translate and use when reaching out.
- Level 3: Wider cities net: all Eurocities membership, Living-in.eu signatories¹¹, CC4DR¹² contacts, Open Agile Smart Cities¹³ contacts, and SCC01 (H2020 Smart Cities and Communities) cities.

4.2.1.2 Messages

“Join other European cities in creating a tool that will help compare the data collected by your citizens’ about their living environment – for example, air quality, temperature or noise – so that you and your citizens together can make your city a better place to live in.”

“The digital world has been here for a while, but is it for everyone? Join other European cities in improving digital inclusion in your and other cities.”

¹⁰ <https://www.usercentricities.eu/>

¹¹ <https://living-in.eu/>

¹² <https://citiesfordigitalrights.org/tags/cc4dr>

¹³ <https://oascities.org/>

“Do you believe in the power of citizen-generated information to change behaviours and local policies? Join other European cities in discussing how.”

4.2.1.3 Content and material

Use content, facts, examples from reports such as the Landscape review (D1.1), 4 case studies on good practice (D1.2) and Stakeholder mapping report (D1.3).

4.2.1.4 Channels

Direct mailing, informal digital coffee chats, LinkedIn, Twitter

4.2.2 Phase 2: “Citizen science is cool! stay tuned”

This is the phase in which the CitiMeasure working groups are developing their instruments.

4.2.2.1 Audience

General public, citizens of participating cities, other stakeholders (identified in stakeholder mapping)

4.2.2.2 Messages

“Look at *example*. CitiMeasure is working at improving and extending citizens science potential for creating more smart, sustainable, inclusive, and liveable cities. Stay tuned.”

“Citizens in *example*. We are working with them to make projects like these more accessible/successful/impactful throughout Europe.”

“What is citizens science? See *example*. Stay curious! We are working on making projects like these more accessible/successful/impactful throughout Europe.”

“*Example*. Keep following our work, a similar project might be coming soon in a city near you.”

4.2.2.3 Content and material

Using the content from the Landscape review (D1.1), 4 case studies on good practice (D1.2) and Stakeholder mapping report (D1.3). The vision and objectives of the working groups (D1.4), description of the type of instruments that are being developed and what potential effect they will have.

4.2.2.4 Channels

Direct mailing, informal digital coffee chats, LinkedIn, Twitter, Website

4.2.3 Phase 3: “Look at us, testing, testing, testing”

The piloting phase in which the developed instruments will be tested in at least 4 pilot cases.

4.2.3.1 Audience

General public, citizens of participating cities, other stakeholders (identified in stakeholder mapping)

4.2.3.2 Messages

“*Cities/initiatives* are testing the CitiMeasure *instruments*. What will work and what will need tweaking?”

“On the ground in *city*, ready to see *instrument* in action.”

“Learning every day when testing *instrument* in *city*.”

4.2.3.3 Content and material

Coverage of the pilots' progress. E.g., photos, quotes, 'visitors' videos. It is important to communicate well with pilot cities to get the material. Templates will be developed and used to share material on their channels.

4.2.3.4 Channels

Social media posts, events and conferences, website, articles towards the end when pilots almost complete.

4.2.4 Phase 4: "Here's what we did and learned. your turn now!"

This is the last phase of the project, in which the developed, tested and consolidated instrument and guidelines for their use have been developed. The focus of the communications in this phase is to broaden the uptake of the instruments.

4.2.4.1 Audience

Cities for scale-up, citizen science community and associations, citizens of participating cities and the general public, policy makers, EU bubble media, e.g. Politico, Euractiv etc.

4.2.4.2 Messages

"City did *example*. Here's how."

"Want to bring your city to the next level of citizen science? See the CitiMeasure journey."

"How can citizen science improve European cities? See *example*."

"Here's how to ensure all your citizens are included in your citizen science initiatives..."

"Things you should know citizen science for..."

"How can citizen measurements be used to inform policy improvements?"

4.2.4.3 Content and material

- Final Implementation Plan & instruments
- Tools/guidance to support the implementation of each of the three instruments
- A recommendation report on communication
- A final presentation with the technical overview of the project, defining context, approach, deliverables, activities, key findings, and lessons learned

4.2.4.4 Channels

Three webinars or online training sessions (1 per instrument), A training programme for the Instruments, events (online and/or physical), press and media activities, presentations to other groups, forums or projects, articles in story format for each piloting city, social media posts.

5 Concluding remarks

A thorough understanding of the landscape of stakeholders that are relevant for development and piloting of the CitiMeasure instruments is essential for the success of the project. Moreover, connecting to existing stakeholders and interest groups across Europe is needed for dissemination and uptake of the results produced by the CitiMeasure working groups. In this report we provided an overview of this landscape and described our envisioned stakeholder engagement and advocacy plan for connecting to those stakeholder. However, citizen science is a dynamic and evolving field and other organisations, networks and projects may be identified and become relevant during the course of the

project. It is therefore important to have an agile approach to stakeholder engagement and engage with relevant stakeholder as we move forward.

References

Vivas Lalinde, I., Gharesifard, M., Flanagan, B. (2021). D1.3: Summary of the stakeholder mapping. *Deliverable report of the CitiMeasure project (grant agreement No 101046124), Brussels, Belgium.*

Annex 1 – Useful hashtags and tags for social media

Twitter: always include

@Eurocities

@AgendaStad: The City Deal approach of the Ministry of Interior and Kingdom Relations

@CDSlimmeStad : Dutch City Deal

@EuCitSci : European Citizen Science Association

@EUCitSciProject : EU-Citizen.Science (online platform and learning space)

@oascities

#CitizenScience

#CitSci

#citydeal

Twitter: depending on context and theme

@ScienceMagazine : The world's leading outlet for cutting-edge research in all areas of science. UK based.

@oascities : Open and Agile Smart Cities

#CitizenParticipation

#SmartCities

#AirPollution

#AirQuality

#CleanAir

#ClimateChange

Twitter: use with restraint

@EU_ENV: The official account for EU_Commission Directorate-General for Environment (DG ENV). Rts and likes are not necessarily endorsements.

5.1.1 Twitter other citizen science initiatives

@AIRbezen : AIRbezen Oost-Vlaanderen, air quality measurement in schools

@captor_air : CAPTOR is a #CitizenScience project addressing ozone pollution in Europe.

@ClairCity : Largest ever EU citizen-led air pollution reduction project. 4 cities + 2 regions, 1000s of citizens

@Curieuze_Neuzen : The largest citizen survey in Flanders into heat and drought ever.



This project has received funding from the European Union's Technical Support Instrument (TSI) programme under grant agreement 101046124.

@ICARUSEU2020 : We develop innovative tools to improve the air quality and reduce the carbon footprint in 9 European cities.

@ISCAPEproject : Project, Improving the Smart Control of #AirPollution in Europe <https://>

@iSPEXnl : Twitter feed of the iSPEX project, managed by Frans Snik. Goal: to have 10,000 people measure particulate matter with their smartphone.

@aireasnl : A healthy city, with healthy air and healthy citizens is a shared responsibility of us all (government, citizens, business, science)

@dNOSES_EU : [#H2020](#) project tackling odour pollution at a global scale through [#citizenscience](#).

@Ibercivis : citizens science organisation running Vigilantes del cierzto project

@SCENT_EU : project enabling citizens to observe their environment & influence environmental policy making [#citizenscience](#)

@meetjestad : At citizen science project 'Meet je Stad!' residents of Amersfoort are conducting research into the consequences of climate change in their neighbourhood.

@HUSHCITYapp : The free app to empower people map & assess quiet places, and impact public policy

@samenmeten : RIVM supports citizen science, for example measuring air quality or noise by citizens.

@CleanSchoolAir : A group of parents and school representatives working together to reduce air pollution in schools in West London.

@UIA_HOPE : Urban Innovative Action Healthy Outdoor Premises for Everyone-hanke

@onzelucht : air quality measurement project

@SamenDuurzZeist : Together Sustainable Zeist is a movement of residents, entrepreneurs and the municipality. Do you have an idea that contributes to a sustainable, green and healthy Zeist? We help you!

@StadslabLKW : Open studio for integral improvement of air quality. Shares knowledge and offers a platform for residents, designers, entrepreneurs and the municipality.

@Scapeler : Creative with open data / open source for sustainability in a broad context. <http://>

@ApeldoornInData : ApeldoornInData.nl | Smart City | Burgerinitiatief | LoRaWan | The Things Network | Community