



## **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 2.3: 3 webinars or online training sessions**

Delivery Year: 2023



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

## DOCUMENT INFORMATION

<i>Project Number</i>	101046124	Acronym	CitiMeasure
<i>Full title</i>	CitiMeasure - using citizen measurements to create smart, sustainable, and inclusive cities		
<i>Project URL</i>	<a href="https://eurocities.eu/projects/citimeasure/">https://eurocities.eu/projects/citimeasure/</a>		
<i>EU Project officer</i>	Aleksandra Marchewka		
<i>Deliverable Number</i>	D2.3	Title	Three webinars or online training sessions
<i>Work package Number</i>	2	Title	Knowledge Centre
<i>Date of delivery</i>	Contractual	Month 24 May 2023	Actual Month 24 May 2023
<i>Dissemination Level</i>	Public		
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<i>Abstract (for dissemination)</i>	This report includes information about the webinars where the CitiMeasure instruments were presented.		
<i>Keywords</i>	Online training, webinar, CitiMeasure instruments		
<b>Version Log</b>			
<i>Version as date</i>	Author	Partner	Change
2023_02_15	Irene Vivas	Eurocities	Initial document creation and content inputs
2023_02_27	Mohammad Gharesifard	Eurocities	Initial review
2023_05_09	Loe Guthmann	Eurocities	Inputs to different sections of the document
2023_05_12	Brooke Flanagan	Eurocities	Final internal review
2023_05_26	Farida Polsbroek	BZK	External review

To cite this document:

Vivas Lalinde, I., Gharesifard, M., Guthmann, L., Flanagan, B. (2023). D2.3: Three webinars or online training sessions. *Deliverable report of the CitiMeasure project (grant agreement No 101046124), Brussels, Belgium.*

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# Acronyms

<b>BZK</b>	Ministry of the Interior and Kingdom Relations of Netherlands
<b>EU</b>	European Union
<b>WG</b>	Working Group

## 1 Executive Summary

This report includes information about the webinars or online training sessions (two in total) organised to introduce the final version of the three CitiMeasure instruments to the public. The CitiAIR tool was presented in February 2023 and the CitiMeasure guidelines were launched in May 2023. These webinars were recorded and will be available in the CitiMeasure website. The current report can also serve as inspiration for how to use the guidelines and encourage knowledge exchange.

## 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 the measurement and monitoring of indicators on air quality, temperature, soil moisture, biodiversity, or risk management, among many other environmental areas. Citizen measurement initiatives can also strengthen collaboration between different stakeholders and contribute to the democratisation of science and policy. The CitiMeasure project (2021-2023) aimed to bring together the experiences and expertise of European cities, organisations and networks in implementing citizen science initiatives (in the form of guidelines, toolboxes, online platforms, apps, etc.). The project built upon the lessons learnt from the Dutch City Deal WGs, a network of stakeholders working on the broader area of smart cities, including citizen measurement initiatives. The City Deals are an instrument of the Dutch Ministry of Interior Affairs and Kingdom Relations. CitiMeasure has used these experiences to inform the development of three outputs:

1. [Guidelines on Behaviour & Policy Change](#)
2. [Guidelines on Competencies for Digital Inclusion](#)
3. [CitiAIR](#), a comparability tool for participatory air quality monitoring initiatives in Europe

A fourth WG, Strategy and Oversight, focused on providing strategic direction and ensuring cohesion of activities across the three Instrument Sub-Groups and the project in general. CitiMeasure has also raised awareness of the importance of citizen science initiatives and capitalised on the results and tools of similar projects by creating an online European Knowledge Centre with a repository of good practices.

### 2.2 PURPOSE OF THIS REPORT

This report aims to capture details about the context, dissemination and main outputs of the two webinars organised to present the three main outputs of the CitiMeasure project, namely the comparability tool CitiAIR, the Guidelines on Behaviour & Policy Change and the Guidelines on Competencies for Digital Inclusion.

## 2.3 STRUCTURE OF THE REPORT

This report is structured as follows: Section 3 presents information about the context, description, dissemination, and outputs of both webinars. Sub-section 3.1 includes details about the CitiAIR webinar and section 3.2 about the Joint Webinar where the two sets of guidelines were launched. Section 4 includes some final remarks.

# 3 Three webinars or online training sessions

After completion of the final version of the instruments, two online webinars were organised with three main overarching aims: 1) disseminate the final version of the instruments; 2) inform about how to use the guideline; 3) share best practices. The Behaviour & Policy and the Digital Inclusion working groups shared many members and pilots’ cases, so it was decided to merge their webinars into a joint session with two main dedicated parts for each of the instruments. The CitiAIR webinar was organised in February 2023 as the tool was finalised earlier.

## 3.1 CITIAIR WEBINAR

CitiAIR is an interactive tool collecting information about citizen science initiatives on air quality. The tool was finalised and refined throughout the pilot phase (May – December 2022). This online webinar took place on February 8, 2023, given that the product was finalised earlier than the other two instruments.

### 3.1.1 Context

The main aim of this webinar was to disseminate the CitiAIR tool and explain the different ways it can be used, including adding new initiatives and exploring added initiatives. For that, specific examples were prepared to illustrate the different potential uses of the tool.

A panel discussion “Untapping the potential of citizen science on air quality” was organised to discuss how citizen science can contribute to better air quality, and the challenges and opportunities to influence the new EU Air Quality Directive. Three experts from different levels (from European to local) were invited to participate.

The registration was open to the public and 73 people registered, 47 of whom joined the session. You can see the details about the profile of the registered people in Figure 1:



Figure 1: CitiAIR webinar – Number of registered people per type of organisation

### 3.1.2 Short description

The session was opened by the Project Coordinator, Mohammad Gharesifard, who briefly introduced the speakers and the moderator: Brooke Flanagan, Eurocities Head of Climate Neutrality (see detailed programme in Figure 2). Brooke moderated a panel of three experts on the topic of citizen science and air quality. Anke Lükewille, senior air pollution expert at the European Environment Agency, Valerie de Prycker, policy officer at the city of Ghent and Hester Volten, air quality scientist at the Dutch National Institute for Public Health and the Environment. These three women provided a multi-level perspective on the topic of the panel and brought their knowledge about the challenges and opportunities of citizen science on air quality. In a first round, they all shared their background and connected their work to the overarching goal to have cleaner air in Europe. Then they shared reflections about the challenges of citizen science on topics such as accuracy of the methods and quality of data collected by citizens, engagement of citizens and acceptance for the data uptake. Finally, they also shared some opportunities in the field and answered questions from the participants orally and in written.

After the panel discussion, the CitiAIR tool was presented from two perspectives: users who will add initiatives and users who want to learn more about the initiatives which have already been added. More details and background about the CitiMeasure project were also introduced. In addition, three specific examples about potential uses of the search function were also presented.

Agenda item	Duration
<b>Welcome &amp; opening by Mohammad Gharesifard</b>	5 minutes
<b>Panel discussion moderated by Brooke Flanagan with:</b> <ul style="list-style-type: none"> <li>- Anke Lükewille - senior air pollution expert at the European Environment Agency</li> <li>- Valerie de Prycker - policy officer at the city of Ghent</li> <li>- Hester Volten - air quality scientist at the Dutch National Institute for Public Health and the Environment</li> </ul>	40 minutes
<b>Presentation of CitiAIR by Mohammad</b>	25 minutes
<b>How to use the tool? By Irene Vivas Lalinde</b>	15 minutes
<b>Closing</b>	5 minutes

Figure 2: Agenda of the CitiAIR webinar

### 3.1.3 Dissemination and communication

This online webinar was an opportunity to introduce CitiAIR but also to discuss a relevant topic such as the role of citizen science approaches in the field of air quality. For that, the session was designed with a panel including three external experts to engage the public and Eurocities members beyond the CitiMeasure working groups. The session was organised in Teams and was widely disseminated. Several communication channels were used for the dissemination:

- General e-mails to the CitiMeasure working group members
- Eurocities weekly newsletters

- Reminders in the working group meetings
- LinkedIn and Twitter posts, both in the CitiMeasure and Eurocities channels (see Figures 6-7)
- Other networks such as the City Deal and the Citizen Science network in the Netherlands

For the dissemination of the webinar, a visual banner was designed with the pictures of the speakers (see Figure 3).



Figure 3: Banner used to advertise the launch webinar for CitiAIR

For the dissemination of the tool itself, two infographics and a promotional video built the foundation. The communications infographics included (1) an infographic showcasing the benefits of adding initiatives (aimed at organisations) (see Figure 4); and (2) an infographic showcasing the benefits of using the tool (aimed at individual users) (see Figure 5). The [promotional video](#) displayed the CitiAIR inventory in numbers, including CitiAIR “members,” participants reached, and project cities.



Figure 4: CitiAIR infographic 1 – Benefits of adding an initiative



Figure 5: CitiAIR infographic 2 – Benefits of using the tool

The CitiMeasure team also wrote articles on the [visualisation of air quality data collected by communities](#) (March 2023), and on [lower-cost air quality monitoring using diffusion tubes and sensors](#) (April 2023). These were published on the Eurocities website for greater reach.





Figure 6: Examples of CitiMeasure social media campaigns on LinkedIn and Twitter

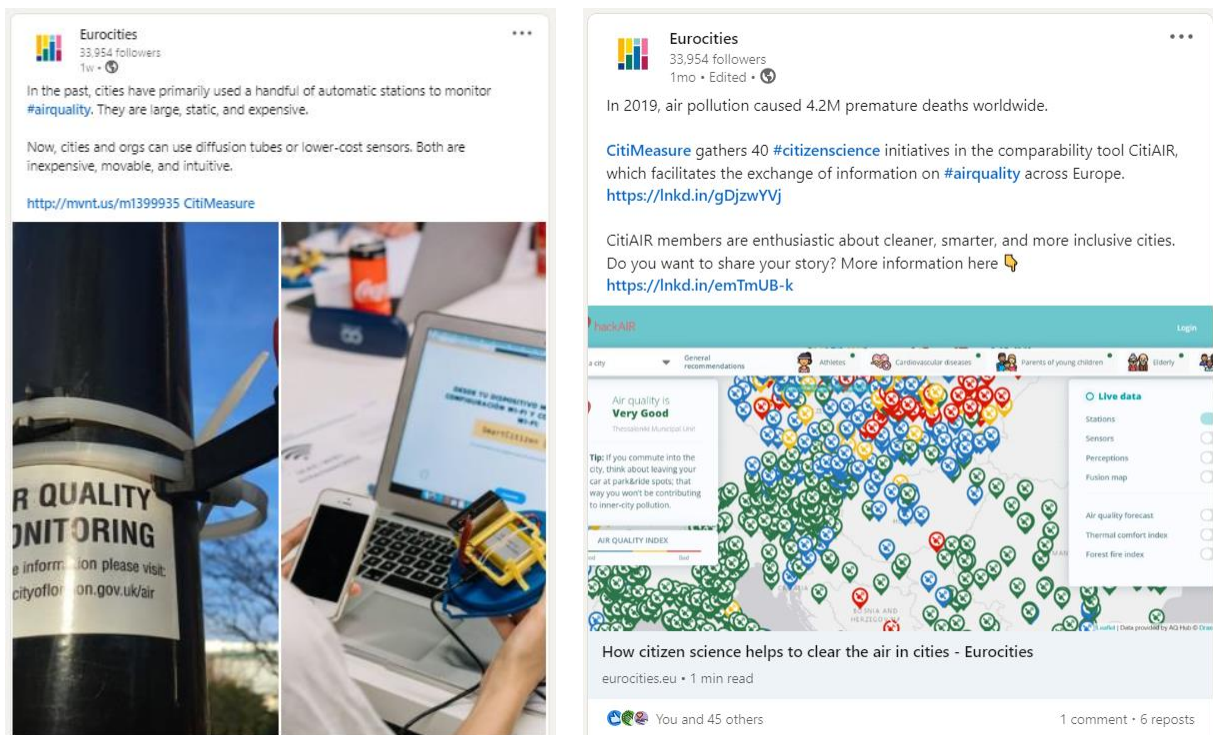


Figure 7: Examples of Eurocities posts about website articles on low-cost sensors and visualisation of air quality data

### 3.1.4 Outputs and conclusions

This webinar was an opportunity to present the CitiMeasure comparability tool: CitiAIR and how to use it. It also served to disseminate the tool and, as a result, more initiatives were added to the inventory. The CitiMeasure team had been cooperating closely with the Eurocities Air Quality working group, and some of its members joined the webinar. It was an opportunity to advocate for two specific amendments to the new EU air quality regulation. It thus became a good example of project/policy collaboration in the context of Eurocities.

More generally, the webinar provided an opportunity to have a balanced and fruitful discussion about the challenges and opportunities of citizen science to contribute to air quality.

## 3.2 JOINT WEBINAR ABOUT THE CITIMEASURE GUIDELINES

The Guidelines on Behaviour & Policy Change aim to guide those interested in identifying, understanding, and enhancing policy and behavioural changes resulting from citizen science initiatives. The Guidelines on Competencies for Digital Inclusion unpack the issue of competencies by identifying skills, knowledge, and attitudes that may be required for the inclusion of citizens in citizen science initiatives and those needed by project initiators to establish and run such initiatives.

### 3.2.1 Context

This webinar officially launched the Guidelines on (1) Behaviour & Policy Change and (2) Competencies for Digital Inclusion. Though they were designed to be as user-friendly and easily digestible as possible, the CitiMeasure team aimed to present use instructions and explain the thinking behind the development of the guidelines. The team thus provided participants with background information and a demonstration of the interactive website created for the guidelines. This was accompanied by a panel discussion with experts on behaviour and policy change as well as digital inclusion in citizen science.

Ultimately, the main objective was to 'spread the word' about the guidelines and to get cities, citizen science initiatives, project initiators, and information professionals to use them in their work.

Of 60 people registered, 39 participants attended the launch of the guidelines.

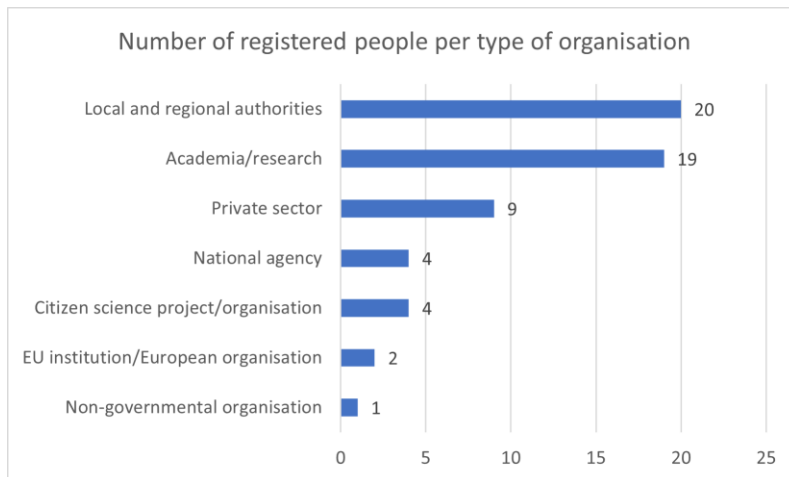


Figure 8: Joint guidelines webinar – Number of registered people per type of organisation<sup>1</sup>

### 3.2.2 Short description

The session was opened and moderated by Brooke Flanagan (Head of Climate Neutrality at Eurocities). She was joined by Irene Vivas Lalinde (CitiMeasure Project Officer) and Loe Guthmann (CitiMeasure Project Support Officer). The panellists included Sven Schade (Scientific Policy Officer at the Joint Research Centre of the European Commission), Sarah West (Centre Director at the Stockholm Environment Institute, York), and Peter van Waart (Smart & Social City Coordinator at the RDM Centre of Expertise).

Two parts formed the framework of the webinar: (1) an explanation and demonstration of the online guidelines, and (2) a panel discussion with the three experts (see Figure 10 with a detailed agenda). First, the Guidelines on Behaviour & Policy Change were launched, and it was demonstrated how they could be used for training. This was followed by a short, moderated conversation between the panellists. Afterwards, the Guidelines on Competencies for Digital Inclusion were presented, including a short description of the training material the CitiMeasure team developed, which again was followed by a short discussion.

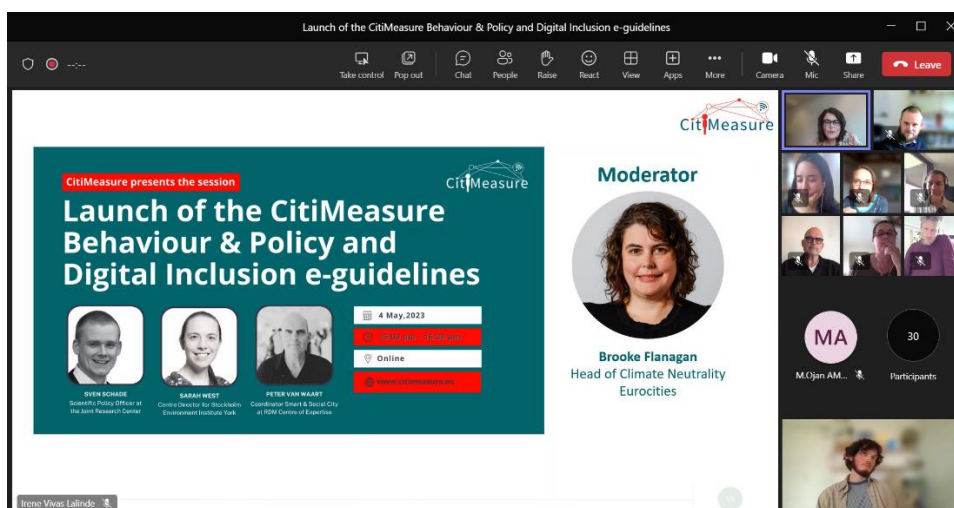


Figure 9: The panel discussion

<sup>1</sup> One registered individual did not provide any organisational affiliation.

The experts covered different ground in a free-flowing conversation. In essence, they discussed ways in which citizen science could be mainstreamed without leaving anyone behind in the process. Sven Schade suggested that for citizen science to work, projects must not be imposed upon communities. Instead, participatory methods should help inform the project design. Sarah West argued that we often think of policy-makers as hard-to-reach individuals, a myth that ought to be debunked for citizen science to be included in city programming. Peter van Waart put forward that inclusive methods, though time-consuming, are crucial in citizen science projects and beyond. He mentioned De Luchtclub, a citizen-based air quality monitoring initiative established in Rotterdam, as an exemplary initiative for digital inclusion.

When the floor was opened to questions, a particular interest was expressed in funding opportunities: cities, it was suggested, are often keen to implement citizen science projects but lack resources. Calls from the European Citizen Science Association (ESCA), Impetus, and Horizon Europe were referenced as potential sources of funding.

At the end, the CitiMeasure team issued an invitation to the final webinar on 16 May.

Time	Agenda
15:00 – 15:10	Opening by Brooke Flanagan, Head of Climate Neutrality at Eurocities
15:10 – 15:25	Launch of Guidelines on Competencies for Digital Inclusion
15:25 – 15:45	(First) mini-panel discussion on competencies (skills, knowledge, and attitudes) for (digital) inclusion in citizen science
15:45 – 16:00	Launch of the Guidelines on Behaviour and Policy Change
16:00 – 16:20	(Second) mini-panel discussion on behaviour and policy related aspects
16:20 – 16:30	Closing

Figure 10: Agenda of the Joint Webinar

### 3.2.3 Dissemination and communication

The official launch of the guidelines, at a webinar on 4 May, was advertised on social media using banners and infographics (see Figures 11-13).



The banner features a dark teal background with the CitiMeasure logo in the top right. A red banner at the top left reads "CitiMeasure presents the session". The main title is "Launch of the CitiMeasure Behaviour & Policy and Digital Inclusion e-guidelines". Below the title are three circular portraits of the speakers: Sven Schade, Sarah West, and Peter van Waart. To the right of the portraits is a white box with a red border containing the date "4 May, 2023", the time "15:00 pm - 16:30 pm", the location "Online", and the website "www.citimasure.eu".

Figure 11: Banner used to advertise the launch webinar

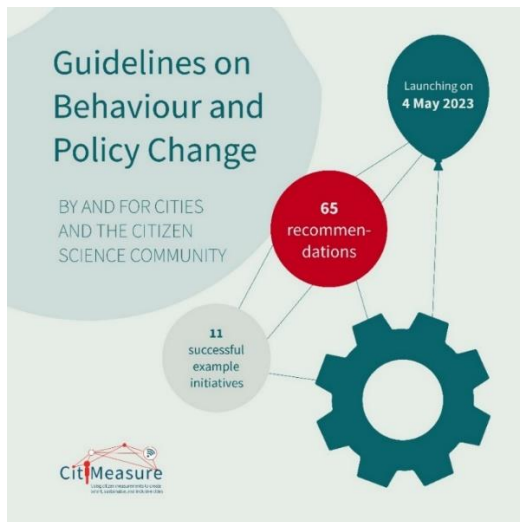


Figure 12: An infographic about the launch of the Guidelines on Behaviour & Policy Change

Just like their counterpart, the Guidelines on Competencies for Digital Inclusion were also distributed through banners and infographics on social media.



Figure 13: An infographic about the launch of the Guidelines on Competencies for Digital Inclusion

The joint webinar was also disseminated through emails to CitiMeasure working group members, Eurocities weekly newsletters, as well as other networks such as the City Deal and the Citizen Science network in the Netherlands.

### 3.2.4 Outputs and conclusions

The webinar helped launch the guidelines to a greater public. The objective was to explain the value of the guidelines and how, using the CitiMeasure training material, they could be implemented in practice by cities, citizen science initiatives, and other relevant stakeholders. The live demonstration of the interactive websites showcased their various functions.

The panel discussion demonstrated the interlinkages between behaviour/policy change and inclusion. In every (citizen science) project, the panellists agreed, inclusive thinking must be embedded from the very beginning. Inclusivity is both process and output, and must be respected in every project phase. Only then, systemic change – at the individual and policy level – becomes possible.

There is little doubt that citizen science can make a difference in urban areas; it can lead to better policy-making and create more liveable cities. While barriers for greater uptake of citizen science are still numerous, the guidelines presented in the webinar contribute towards providing fit-for-purpose approaches.

## 4 Concluding remarks and next steps

This report includes information about the two webinars that disseminated the three CitiMeasure instruments. The first online event “Untapping the potential of citizen science on air quality” was organised on 8 February 2023 with 47 participants and three guests representing the European Environment Agency, the city of Ghent and the Dutch National Institute for Public Health and the Environment. The second online event was a joint webinar to launch the two sets of CitiMeasure guidelines. It was organised on 4 May 2023 with 39 participants and three guests from Stockholm Environment Institute, the Joint Research Centre and the Rotterdam University of Applied Sciences.

Both events were an opportunity to present the instruments to the public, share potential future uses and gather experts to discuss the relevance of the instruments to tackle some societal challenges as well as those challenges faced by the citizen science community.

The recordings of both webinars will be available in the Training Material sections of the [CitiMeasure Knowledge Centre](#) in the project’s website.