



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

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Acronyms

BZK	Ministry of the Interior and Kingdom Relations of Netherlands
D	Deliverable
D-NOSES	Distributed Network for Odour Sensing Empowerment and Sustainability
EEF	Eurocities Environment Forum
EU	European Union
NGO	Non-Governmental Organisation
NL	The Netherlands
WG	Working Group

1 Executive Summary

This report presents the landscape of relevant communication and dissemination activities for CitiMeasure. This includes an overview of the communication strategy and more concrete activities of the project, gathering examples with the objective of sharing and disseminating CitiMeasure's work through the two years of the project. The report also provides an overview of the results and digital data.

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. One of these is the City Deal 'A smart city'. 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 gathers the communication objectives of the project, as well as the activities, some examples of content shared, and our dissemination of activities and publications which the team has worked on for the past two years (June 2021 – May 2023).

2.3 STRUCTURE OF THIS REPORT

Section 3 of this report covers the communication and dissemination material. In the introduction, we present the websites and the social media profiles used for dissemination. Articles (3.1) are split

between those covering the project (3.1.1), those introducing the work done by the pilot projects and other municipalities (3.1.2), and those pieces talking about the CitiAIR tool (3.1.3).

Interviews (3.2) are presented in a separate section in which we mention who was interviewed and the topics addressed. A whole section for dissemination through social media (3.3) has been envisioned to give examples of digital coverage. For example, the CitiAIR campaign (3.3.1), the promotion of webinars and other events (3.3.2) and the launch of the CitiMeasure guidelines (3.3.3).

This report concludes with final remarks (section 4) to summarise the communication activities.

3 Communications and dissemination material

The CitiMeasure communication strategy envisioned different phases. For each phase, a specific audience, content and material informing the communications, and communication channels were identified.

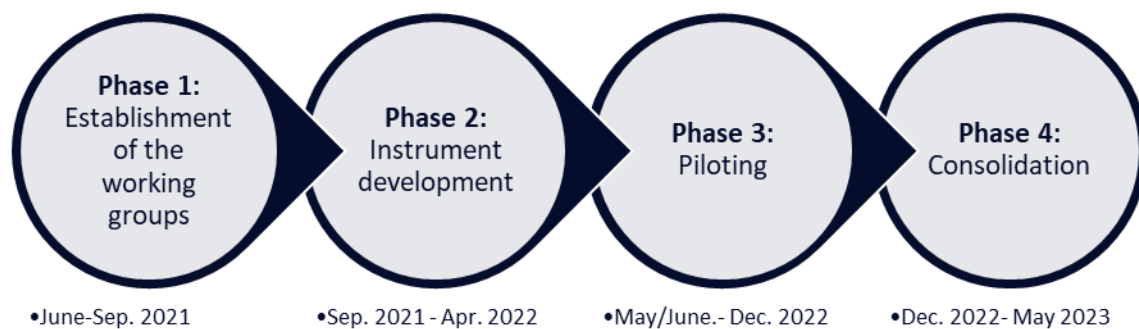


Figure 1: Phases of the CitiMeasure communications plan

In the first phase, the team focused on raising awareness of citizen science and informing about the four working groups of the project. In the second phase, the CitiMeasure team published the instruments that the working groups were developing, which were tested in four pilot cases promoted in the third phase. The last phase focused on promoting the guidelines, instruments and the CitiAIR tool.

The CitiMeasure communication and dissemination activities started with developing a visual identity of the CitiMeasure project, including a project logo inspired by the Dutch City Deal logo, colour pallet, fonts, and templates (for details see [Deliverable 3.1: Brand and visual identity based on NL City Deal](#)).

A mapping exercise was conducted to identify the landscape of relevant stakeholders for CitiMeasure. This included an overview of the cities and organisations already engaged with the project and those we planned to engage with for the development and piloting of the instruments and dissemination of the project results. Linked to the mapping exercise, a list of specific methods and tools for stakeholder engagement was identified and included in the project communication plan. The results are summarised and presented in [Deliverable 3.2: Stakeholder Engagement and Advocacy Plan, the objective of which was](#) to strengthen communication and dissemination activities with key European stakeholders.

Eurocities, as the leading organisation in the CitiMeasure project, has ensured communication and dissemination of bottom-up information through researchers and citizen science initiatives. The idea

was to showcase and raise awareness of citizen engagement and participation, the protection of the environment (particularly air quality), and the use of digital tools. Eurocities has promoted and disseminated challenges and tools acting as solutions, good practices from municipalities and citizen science projects, publications and recommendations, and webinars and events.

The website <https://citimeasure.eu/> is now referred to as the primary source of information regarding the dissemination of cities' initiatives, while www.eurocities.eu is used to support the project communication and dissemination activities (see Figure 2 and 3).

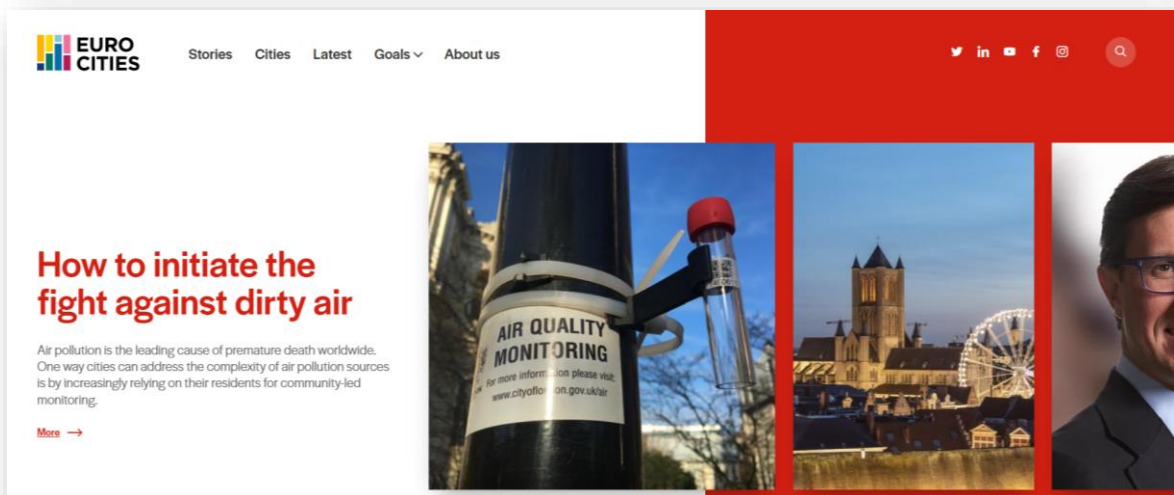


Figure 2: CitiMeasure article published on Eurocities website

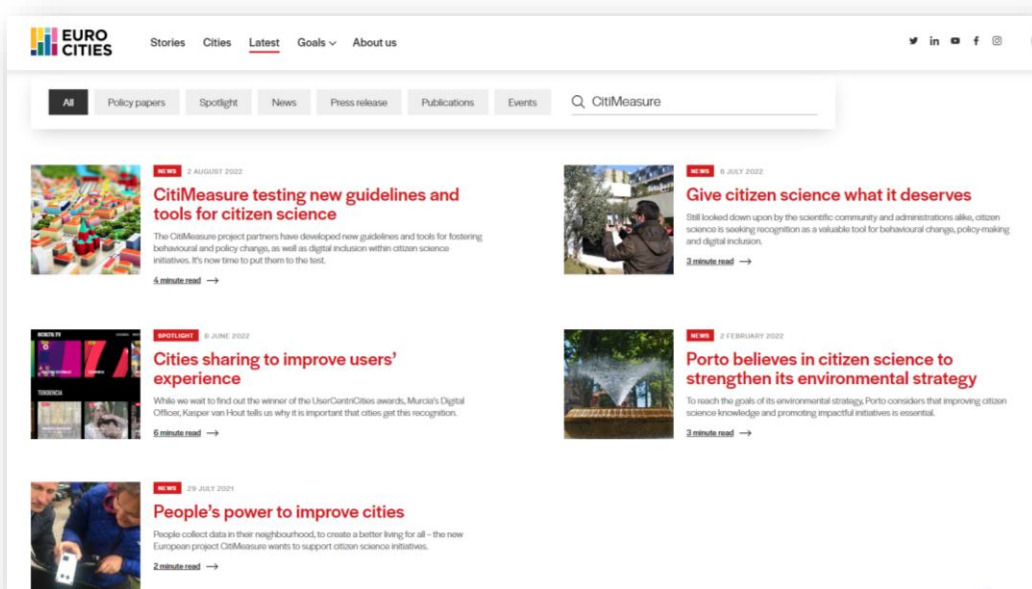


Figure 3: Other articles published on Eurocities website

The CitiMeasure project website, which is also the home for the European Knowledge Centre, has been available online since November 2021. The website was developed by KARMA and based on the

requirements from the project team. Since its first launch, the content of the website and the European Knowledge Centre has been updated on multiple occasions. [The Deliverable 2.1: Knowledge Centre Website](#) contains details about the main sections of the CitiMeasure website and the European Knowledge Centre.

The CitiMeasure website and the project-specific social media channels, a LinkedIn channel¹ and the Twitter account (@CitiMeasure) were used to communicate the project updates and results with the working group members and wider audience. Both accounts were used to target cities, urban-related organisations, citizen science projects and practitioners, research experts, as well as the general public.

Additionally, the most important dissemination work and promotional campaigns have been shared via the Eurocities LinkedIn and Twitter accounts for greater impact. Posts for Eurocities social media channels are constantly created and launched on Twitter (29k followers), LinkedIn (34k followers), and Facebook (4k followers). Webinars are also shared on the Eurocities YouTube channel (over 1k subscribers).

In summary, the following communication outputs were produced:

- **13** news items were shared on eurocities.eu, and **20** on the CitiMeasure site. All items were shared on the Eurocities LinkedIn (x1/item), Facebook (x1/item) and Twitter accounts (approximately x3/item).
- **29** news items on the monthly Eurocities newsletter ‘Flash’ reaching out to 4,217 contacts from European cities
- Weekly updates on the Eurocities Digital Forum weekly newsletter reaching out to 696 contacts from European cities
- Weekly updates on the Eurocities Environment Forum mailing list reaching out to 1,218 contacts from European cities

Table 1 showcases the complete list with all the articles published in both websites and the visits to the websites.

	CitiMeasure https://citimeasure.eu/	
Published articles and interviews	19	<ul style="list-style-type: none"> • Closing the gap: how cities are ensuring digital inclusion • Funding our way out of the air pollution crisis • How can better data visualisation contribute to better air in our cities • Capturing the rain • Learning about air quality at an early age • Teamwork • Citizen science shaping EU policy and regulations • Testing new guidelines and tools for citizens science • Give citizen science what it deserves • Sensor2school • Not all data is comparable • Citizen science for everyone • Linking citizen scientists to policy makers

¹ <https://www.linkedin.com/company/citimeasure>

	<ul style="list-style-type: none"> • Citizen science for a just transition • https://citimeasure.eu/how-to-win-court-cases-by-leveraging-citizen-science-data/ • Become a pilot for the CitiMeasure instruments • Porto believes in citizen science to strengthen its environmental strategy • Citizens count traffic to change their street • How to make citizen science count 	
	Eurocities www.eurocities.eu	Visits 2,018
Published articles and interviews	13 [+1 to be published in June] <ul style="list-style-type: none"> • More impactful and inclusive citizen science is possible with the three CitiMeasure instruments [to be published in June] • How to initiate the fight against dirty air • How data visualisation contributes to cleaner air in our cities • The power of citizen science to tackle the pollution crisis • CitiMeasure testing new guidelines and tools for citizen science • Give citizen science what it deserves • Porto believes in citizen science to strengthen its environmental strategy • People’s power to improve cities • Capturing the rain 	

Table 1: List with all the published articles

3.1 PUBLISHED ARTICLES

The CitiMeasure website is the main 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).

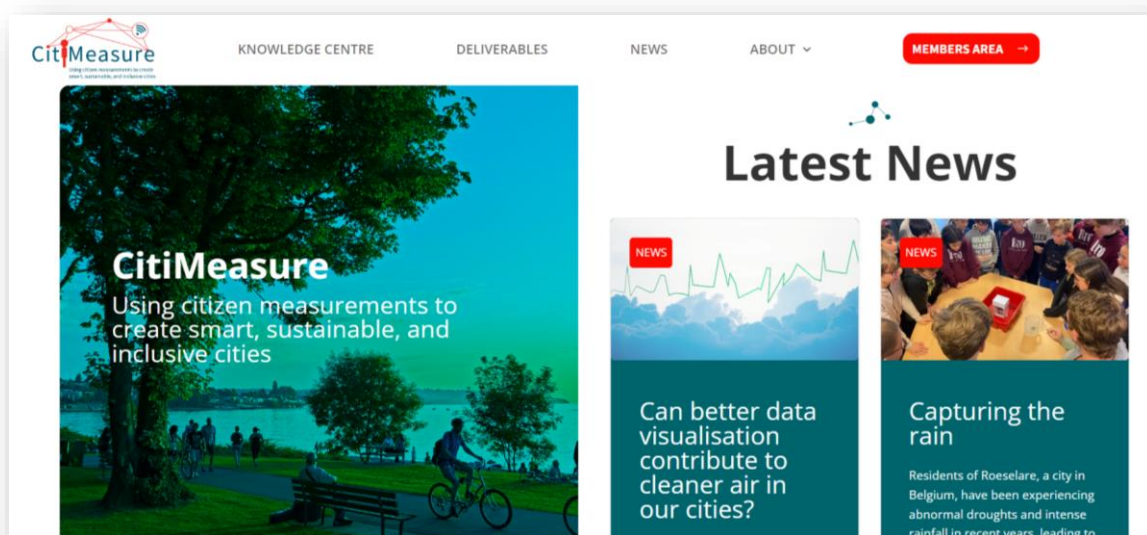


Figure 4: Frontpage of the CitiMeasure website

The website also provides [news about the project](#), which is regularly shared to the Eurocities site. A series of articles and news was published from June 2021 to May 2023 to announce dates and give details of CitiMeasure project activities and beyond. 17 news items have been published on citimeasure.eu, 13 on eurocities.eu.

3.1.1 About the CitiMeasure project

The first [article](#) published introduced the CitiMeasure project in July 2021. It outlined how CitiMeasure would develop and test tools to address common challenges of citizen science initiatives. It added that the project would compile an analysis of European trends and build knowledge necessary to create new methodologies in citizen science.

In December 2022, Eurocities published an [article](#) on the then newly proposed [EU Air Quality Directive](#), which aims to align rules with science by following the latest World Health Organisation air quality guidelines. CitiMeasure recommended that the Directive include people as part of the solution. It also stated in the text that given the existing deficiencies in the governance of our air quality, innovative and participatory approaches are crucial.

After months of intense discussions, the [CitiMeasure project](#) partners put together the first version of two sets of guidelines for citizen science in June 2022. The outputs covered behavioural change and policy-making, and digital inclusion, as well as CitiAIR, the tool for inventorying and comparing air quality monitoring initiatives. An [article](#) was published on the Eurocities website showcasing how the municipalities of Barcelona and Roeselare were testing the guidelines. It was also posted on the [CitiMeasure website](#).

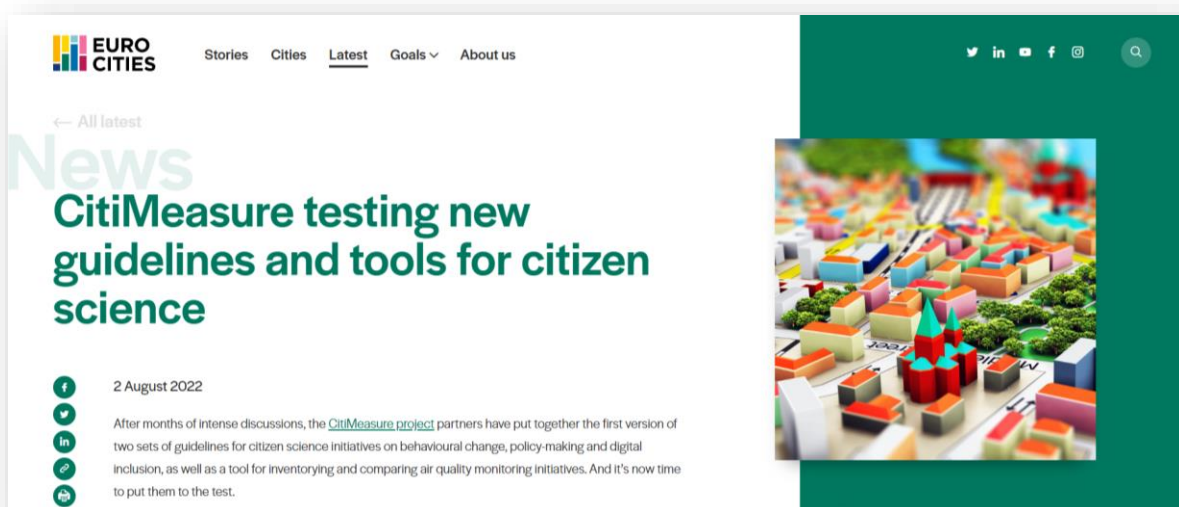


Figure 5: Article published on Eurocities' website

3.1.2 City examples and pilot projects

Many cities run citizen science initiatives or collaborate with organisations that do. CitiMeasure gathered some examples and disseminated its work and findings within municipalities. For instance, [the first citizen science project promoted by Porto](#), which observes seagulls in the urban environment, allows citizens to upload information about nesting sites, observations, and relevant data about the birds.

Another showcased example was Barcelona. [The city collaborates with different citizen science projects](#), including a citizen science initiative to get suggestions on the least allergy-inducing route to take through an app, and a student-led project to analyse the elements of contamination or waste in and around the two city rivers.

[Roeselare also coordinated its first citizen science initiative](#): Smartwaterland, after having experienced abnormal droughts and intense rainfall in recent years which has led to catastrophic floods. Smartwaterland works with students to collect precipitation data via a network of pluviometers. The information is then used to devise a more innovative water management system and help tackle the consequences of climate change. The [article](#) was also published on the CitiMeasure website.



Figure 6: Article published on CitiMeasure website

Prague too implemented citizen science initiatives. Much like other European cities, the capital of the Czech Republic is facing air quality problems. Thanks to a successful citizen science project led by the NGO [Senzorvzduchu, z.s.](#), residents and students can now measure the air quality around them. A summary of the project was published in an [article](#) on the CitiMeasure website.

3.1.3 CitiAIR and other tools

To promote the use of the CitiAIR tool and engage more organisations and projects in registering their initiatives, an article was published on both [Eurocities](#) and [CitiMeasure websites](#). The text explained how citizen science help cities to improve the air we breathe, but also how important gathering data and generating maps on, for example, air quality, is.

Another example of citizen science tools are the tubes and sensors used to measure air quality. Most initiatives included in the [CitiAIR inventory](#) use diffusion tubes or lower-cost sensors. Nowadays, both are small, inexpensive, movable, and intuitive. An [article](#) was published explaining their advantages and main features.

3.1.4 Flash articles

Additionally, information on events, news about the progress of the project, and publications were shared with the more than 200 Eurocities members through Flash. Flash is an internal newsletter that gathers essential urban-related news. A total of 29 articles were shared with members through Flash.

In addition, detailed information on CitiMeasure events was channelled through the Eurocities Environment and Digital Forums newsletters.

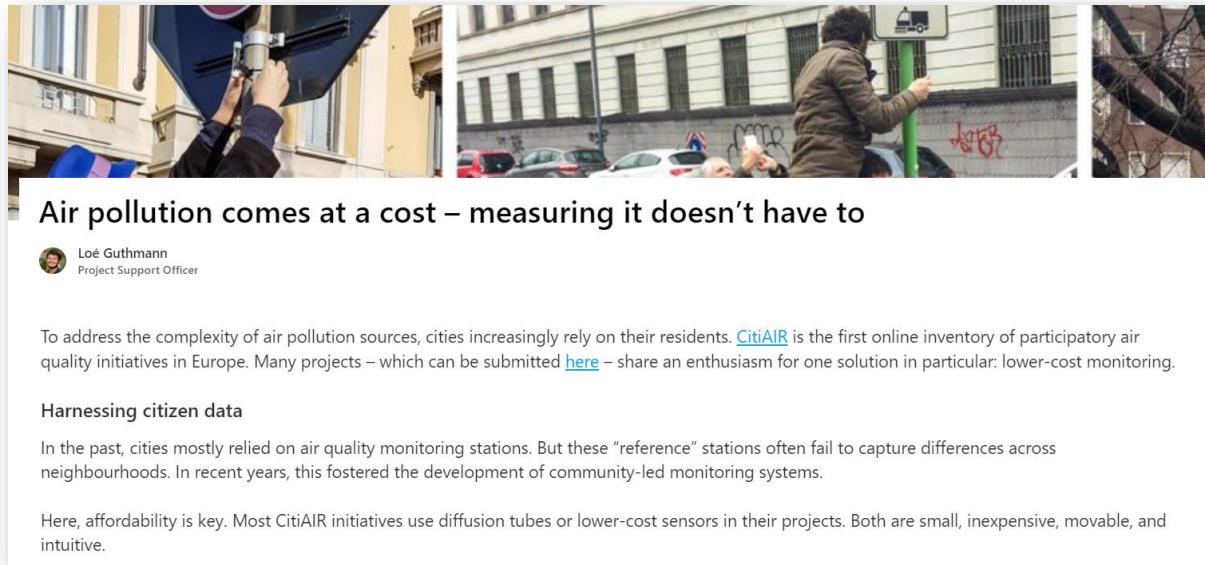


Figure 7: CitiMeasure article published in Flash

3.2 INTERVIEWS

To help inform articles and gather experiences from cities and experts, several interviews were conducted – for example, with Ana Chaves, Senior Technician at the City of Porto, and Júlia Miralles, Delegate for Science and University at the Barcelona City Council.

Additionally, to write a more extensive report on the CitiMeasure pilot projects, representatives from Barcelona, Roeselare and the NGO [Senzorvzduchu, z.s.](#) in Prague were interviewed. This included Michael Lažan, the founder of Senzorvzduchu, z.s., and Jasmin Wellens, Project Leader in Innovation and Digitalisation at the City of Roeselare. The latter was also [interviewed](#) separately to talk about the project.

Interviews with pilot cities were published on the website and disseminated to our network.

In the summer of 2022, we [interviewed Rosa Arias](#), coordinator of Distributed Network for Odour Sensing Empowerment and Sustainability (D-NOSES). She shared various achievements of the initiative, including an increased availability of open and affordable technologies, and stronger digital cooperation among new and existing partners.

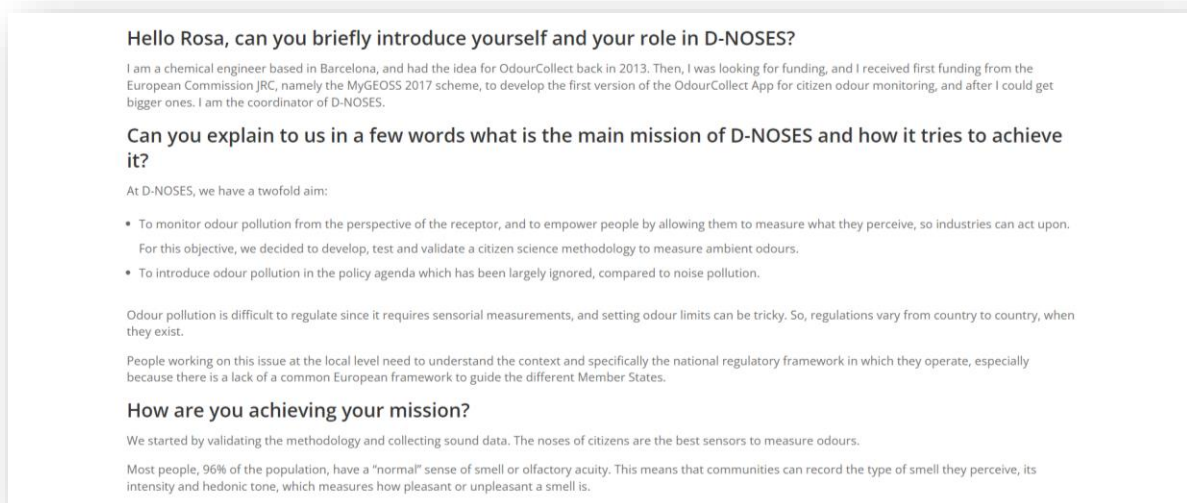


Figure 8: Interview published on CitiMeasure website

3.3 SOCIAL MEDIA

The CitiMeasure social media channels have been used for a broader dissemination of the information above, trying to make it more engaging through the use of emojis, photos, event banners, infographics or inserting videos.

All the articles shared in this report were also disseminated through the CitiMeasure and Eurocities social media accounts.

MAY 2023 SUMMARY	
Tweets	Tweet impressions
8	5,646
Profile visits	Mentions
949	12
New followers	
3	

The [CitiMeasure twitter account](#) has 167 followers². Since August 2021, we have published approximately 10 tweets per month with an average of 2k tweets impressions monthly.

The CitiMeasure LinkedIn page has 282 followers³. 196 posts were shared on the page since September 2021, and the page was visited 734 times by 298 individual visitors during this reporting period.

² Checked on 30/05/2023

³ Checked on 30/05/2023

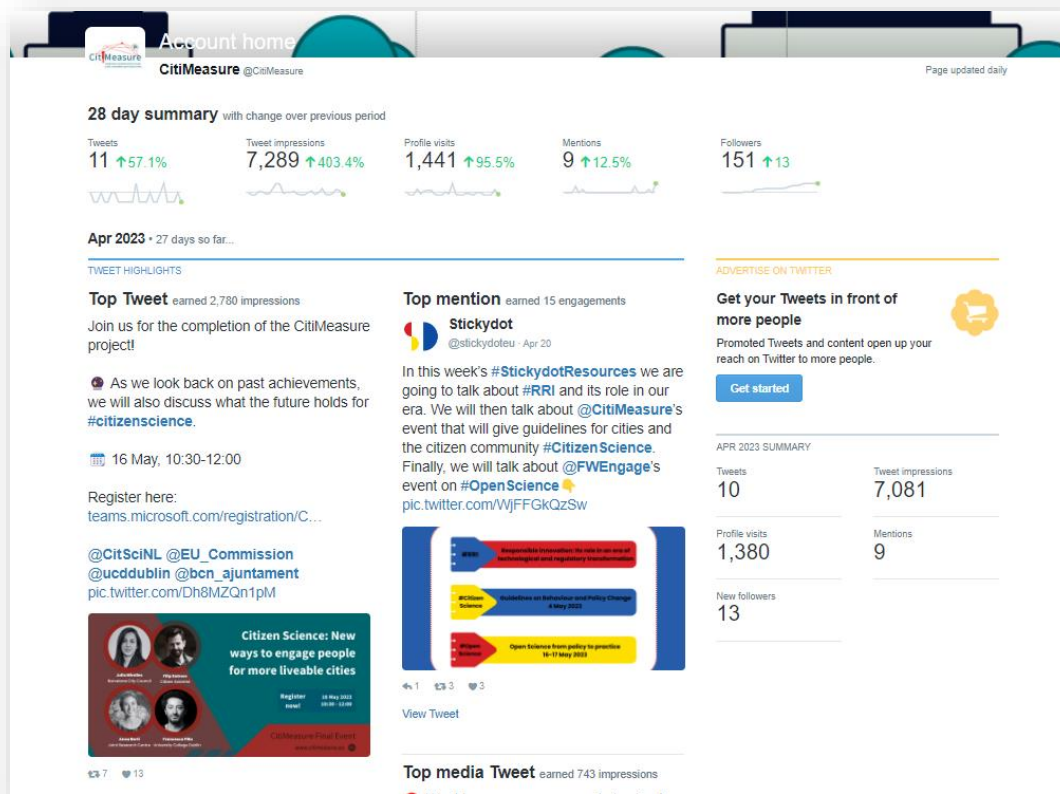


Figure 9: Summary of activity on Twitter (April 2023)

3.3.1 CitiAIR campaign

As part of the campaign to achieve 50 initiatives registered in the CitiAIR inventory and engage potential projects and interested audiences, social media posts were shared in the CitiMeasure Twitter and LinkedIn channels.

Images and infographics were designed to promote the tool, and a [video](#) was produced with the aim of highlighting the achievements of the inventory.



Figure 10: Screenshot of the CitiAIR promotional video

The video got 123 views and 633 impressions.



Figure 11: Screenshots of the tweets to promote CitiAIR

3.3.2 Promotion of the webinars and the other events

As part of the promotion of the events and online sessions organised by CitiMeasure, and with the objective of reaching potential audiences that would register, the information about them was disseminated through social media.

For example, CitiMeasure took part in the Eurocities Environment Forum (EEF) that took place from 6-8 April 2022. The dissemination of the event was done through the Eurocities social media channels. The Eurocities team promoted the workshops through our social media channels on Twitter and LinkedIn. The invited speakers also helped with disseminating the session content and outcomes through their own social media channels.

Additionally, event banners were designed to present the main details in an attractive and simple yet visual way. The images present the main information about the session (topic, data and time) as well as the speakers that shared their insights, experiences and recommendations.



Figure 12: Banner to promote the CitiAIR webinar

Eurocities [supported the dissemination](#) through its social media accounts, especially Twitter and LinkedIn. The promotion of our events helped engage external stakeholders, such as experts or citizen science associations, as shown in the screenshots below.

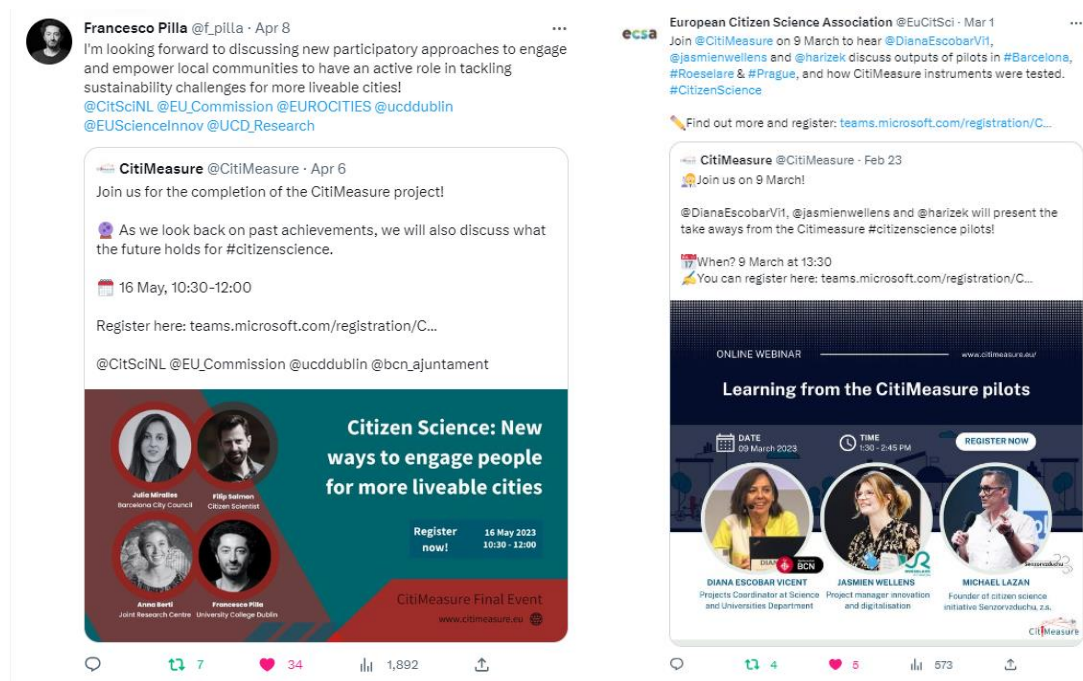


Figure 13: Screenshots of tweets made by externals to promote our events

3.3.3 Guidelines launch

The launch of the CitiMeasure Guidelines on (1) Behaviour and Policy Change and (2) Competencies for Digital Inclusion was advertised on the CitiMeasure social media channels. The guidelines were launched and demonstrated during a webinar on 4 May 2023. To generate suspense and curiosity, the main characteristics of both publications were presented using infographics.



Figure 14: Infographics to disseminate the launch of the CitiMeasure guidelines



Figure 15: Tweet to promote the launch of the CitiMeasure guidelines

4 Concluding remarks

In summary, all planned communication and dissemination activities have been realised, using a wide variety of channels (internal and external) and formats (written, visual, audio-visual, training material and events).

Social media has proven to be a useful tool to both inform of CitiMeasure activities and events and disseminate the work of the team and other citizen science initiatives. Moreover, banners and infographics helped disseminate and promote the events. This is an improvement that we gradually included throughout the project period.

Also, having two different websites on which to publish pieces of news and updates has been beneficial. On the CitiMeasure site, all material and updates can be found, whereas the articles posted on the Eurocities website reach a broader and bigger audience.

The main objective of the dissemination of all the information detailed above was to raise awareness of CitiMeasure, promote the visibility of citizen science initiatives and emphasise their importance as a citizen engagement approach and environmental protection method.