



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

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# Acronyms

<b>BZK</b>	Ministry of the Interior and Kingdom Relations of Netherlands
<b>CS</b>	Citizen Science
<b>D</b>	Deliverable
<b>DF</b>	Digital Forum
<b>EEF</b>	Eurocities Environment Forum
<b>EU</b>	European Union
<b>WG</b>	Working Group

# 1 Executive Summary

This report focuses on recommendations derived from the communications strategy implemented throughout the CitiMeasure project. It suggests that its overall objective of reaching the target audience – the citizen science (CS) community and cities – was achieved successfully. While LinkedIn and Twitter were appropriate social media channels for realising the strategy, other platforms, including TikTok and Instagram, might be considered for exploration in future projects – not only to reach more people but also to get in contact with traditionally ‘hard-to-reach’ groups in CS projects (e.g., younger people). To realise the untapped potential of CS, it is crucial to repeatedly explain and present the concept itself, which still remains unknown to many. Here, visually engaging graphics are particularly useful to excite new people for science and shaping their city. A consistent social media voice, clear handover protocols, and established internal communications channels will help establish the basis for a strong communications strategy.

## 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 also can foster communications and interactions among 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, toolbox, web-platform, Apps, etc.). The project built upon the lessons learned 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 working group, 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 also raised awareness of the importance of citizen measurement initiatives and capitalised 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 primary purpose of this report is to present the communications strategy used throughout the project, updating on D3.2 Stakeholder engagement and advocacy plan, and provide numerous recommendations and lessons learnt following its implementation. More information about the project’s communication efforts can be found in D3.4 Press and media activities.

## 2.3 STRUCTURE OF THIS REPORT

The following section (section 3) contains the key points from the communications strategy, its implementation, as well as seven different recommendations and lessons learnt. Annex 1 includes a selection of relevant social media posts and can be complemented with D3.4 where all the media activities are described. Annex 2 includes a selection of media material (infographics and social media banners) as well as photos from different events and presentations.

# 3 Report on communication

The CitiMeasure project followed a communication strategy that is detailed in D3.2 Stakeholder engagement and advocacy plan. The plan focused on raising awareness of citizen science, announcing the instruments that the working groups were developing, as well as promoting the guidelines and instruments that were developed by the project, such as the CitiAIR tool.

The main communication channels for CitiMeasure were LinkedIn and Twitter. They were used for communicating project results and announcing webinars and other events. The chosen channels appear to be the main media used by the citizen science community, which ensured that the CitiMeasure project reached its target audience.

Overall, the communications strategy effectively disseminated the project results and outputs. It also raised greater awareness of citizen science and the importance of institutionalising the concept in cities. More information about the project's communication efforts can be found in D3.4 Press and media activities.

## 3.1 RECOMMENDATIONS ON COMMUNICATIONS

By the end of the project, the CitiMeasure team developed the following recommendations and lessons learnt:

### 1. Design banners, infographics, and other visuals from the very beginning

Citizen science is still a niche concept and little known in many circles. Therefore, extra efforts must be made to explain not only CitiMeasure but also the benefits of citizen science. Graphics can go a long way here. A communications specialist joined the team in the last quarter of the project and a new team member with graphic design skills was hired in the last four months. A stronger focus on communications from the beginning of the project could have attracted a bigger audience of content consumers.

### 2. Regularly track social media posts

To aim for a higher impact, more attention could have been paid to social media analytics. Leaving it to the end of the project will result in fewer insights.

### 3. Regularly post on social media

Related to Recommendation 2, a more thorough tracking of your social media activity will also enable you to establish greater regularity in posting. Here, understanding the target audience will help. The better you understand the users interacting with your posts, the easier the content creation.

### 4. Strengthen internal communication efforts (beyond EEF and DF)

CitiMeasure was regularly promoted in the Eurocities Environment Forum (EEF) and Digital Forum (DF), particularly in the early stages of the project in order to build momentum and create a community of cities who were interested in citizen science and CitiMeasure. In hindsight, a broader focus on promoting the project and its work could have been taken. Still, the project and its results were presented internally on several occasions, including at a staff meeting in March 2023, and the final results will be presented at a lunch teaser. By the end of the project, regular contributions were made to Flash, a newsletter magazine sent out to Eurocities members.

**5. Anticipate potential changes in the structure of the team**

The communications specialists working on the project changed over time. While this is not a problem per se, it is important to anticipate these changes and ensure enough time to hand over tasks and responsibilities to ensure continuity.

**6. Find a consistent social media voice**

Because of the changes mentioned in Recommendation 5, multiple team members have been involved in the social media content creation of the project. It is crucial to define a common strategy and ensure that all posts have a standard 'voice' (which includes, for instance, the choice of emojis).

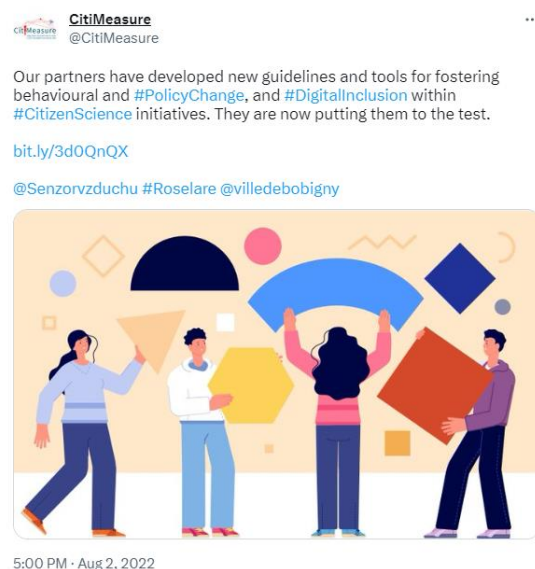
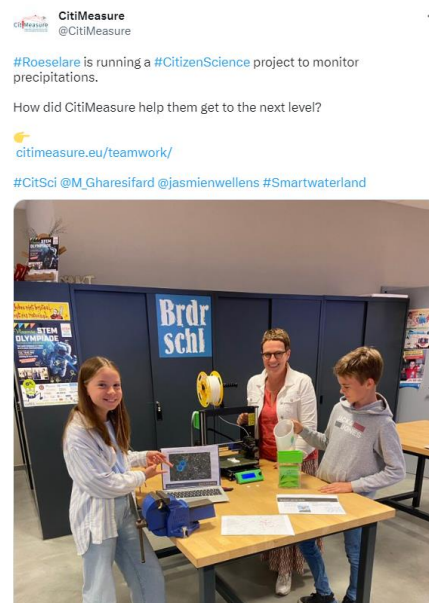
**7. Innovate when organising online events (where possible)**

Microsoft Teams is the cooperation platform used by Eurocities. It was, therefore, logical to organise webinars on Teams. However, other platforms could be explored in the future to enable more immersive webinar experiences. Moreover, polling platforms or visual collaboration software can be used for better interaction. Slido, for instance, turned out to be a particularly effective tool for breaking the ice and engaging participants. Miro was also used effectively for online co-design and collaboration.

## Annex 1 – Social media posts

The CitiMeasure team has been posting social media texts to celebrate milestones, including the launch of the Guidelines on Behaviour & Policy Change and on Competencies for Digital Inclusion, how the project helped cities and initiatives in their citizen science goals, or how many projects were included in the CitiAIR tool. You can find some examples in the following page and additional information about the CitiMeasure communication efforts in D 3.4 Press and media activities.

The results of the CitiMeasure project are summarized in the following [video](#).



## Annex 2 – Visual material

This Annex includes different photos of events and graphic materials to disseminate the project. Below you can find a list of the images that appear in the following pages:

- CitiMeasure project infographic
- CitiMeasure social media banner
- Photo from the Digital Forum 2022
- Photo from the Living Knowledge Conference 2022
- Learning from the CitiMeasure pilots – online webinar banner
- CitiAIR webinar banner
- CitiAIR infographic (steps)
- CitiAIR infographic (added value)
- CitiAIR infographic (promotion)
- CitiMeasure Final Event banner
- Guidelines webinar banner

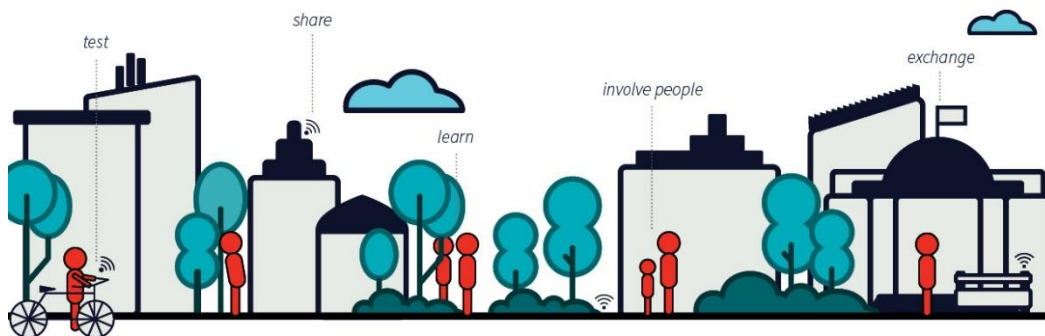


- Photo from City Biennial conference
- Photo from the seminar in Barcelona (pilot case)
- Photo from the City Deal day
- Digital Inclusion guidelines banner
- Behaviour & Policy guidelines banner

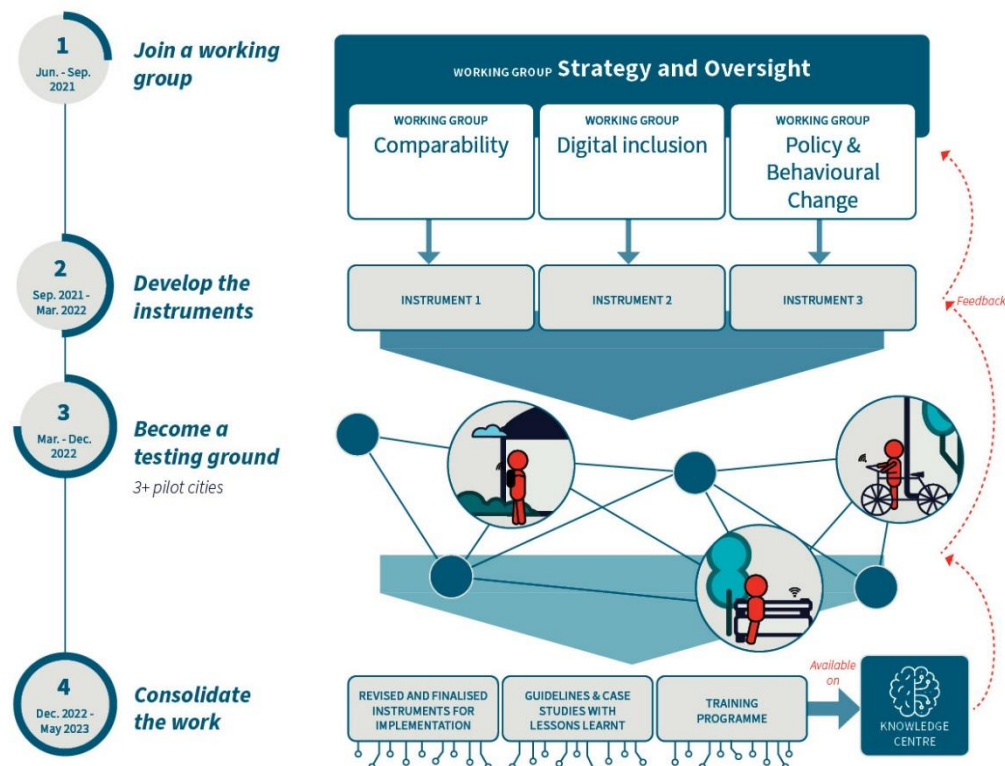
## Why join CitiMeasure?



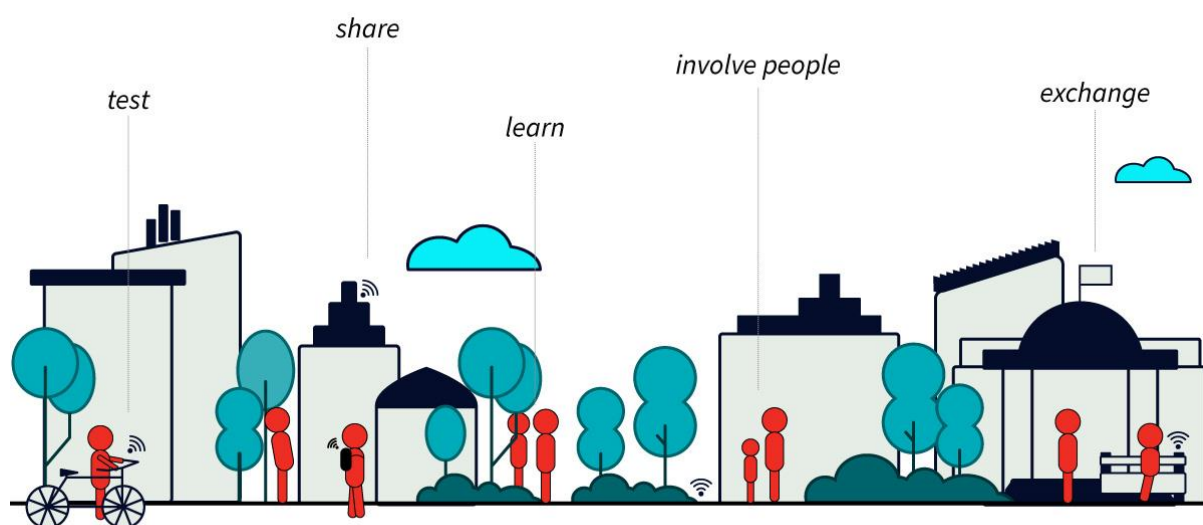
We aim to make more sustainable and inclusive cities with and for people.



## HOW AND WHEN TO GET INVOLVED









ONLINE WEBINAR [www.citimeasure.eu/](http://www.citimeasure.eu/)

## Learning from the CitiMeasure pilots



**DATE**  
09 March 2023



**TIME**  
1:30 - 2:45 PM

**REGISTER NOW**



**DIANA ESCOBAR VICENT**  
Projects Coordinator at Science and Universities Department



**JASMIËN WELLENS**  
Project manager innovation and digitalisation



**MICHAEL LAZAN**  
Founder of citizen science initiative Senzorvzduchu, z.s.





ONLINE WEBINAR

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

## CitiAIR, untapping the potential of Citizens Science on air quality

 **DATE**  
08 February 2023

 **TIME**  
2:30 - 4:00 PM

[REGISTER NOW](#)



**ANKE LÜKEWILLE**  
Senior Air Pollution Expert at  
European Environment Agency



**VALÉRIE DE PRYCKER**  
Policy officer at the  
city of Ghent



**HESTER VOLTEN**  
Air quality scientist at the Dutch  
National Institute for Public  
Health and the Environment



## CitiAIR

Share your citizen science air quality story



1

**Fill in information about your organisation.** Please include a real address so the map can find you!



2

**Add information about your citizen science initiative on air quality.** Please share your best estimates with the community!



3

**Add technical details about the equipment used in your initiative.** If there are multiple devices, please repeat this step as often as necessary.



4

**Fill in information about your data platform and lessons learnt.** Think about what you want to share.



Fill-in time: 30 minutes



So many **CitiAIR** projects  
waiting to be discovered.



**Julia Miralles**  
Barcelona City Council



**Filip Salmon**  
Citizen Scientist



**Anna Berti Suman**  
Joint Research Centre



**Francesco Pilla**  
University College Dublin

## Citizen Science: New ways to engage people for more liveable cities

**Register  
now!**

**16 May 2023  
10:30 - 12:00**

**CitiMeasure Final Event**

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



CitiMeasure presents the session



# Launch of the CitiMeasure Behaviour & Policy and Digital Inclusion e-guidelines



**SVEN SCHADE**  
Scientific Policy Officer at  
the Joint Research Center



**SARAH WEST**  
Centre Director for Stockholm  
Environment Institute York



**PETER VAN WAART**  
Coordinator Smart & Social City  
at RDM Centre of Expertise

4 May, 2023

15:00 pm - 16:30 pm

Online

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







