19th EUROPEAN WEEK of REGIONS and CITIES 11 - 14 OCT 2021

Together for Recovery

ClairCity received funding for the European Union's Horizon 2020 research and innovation programme under grant No. 689289.

WeCount has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 872743.

Inform, Involve, Empower – experiences of citizen engagement from ClairCity and WeCount

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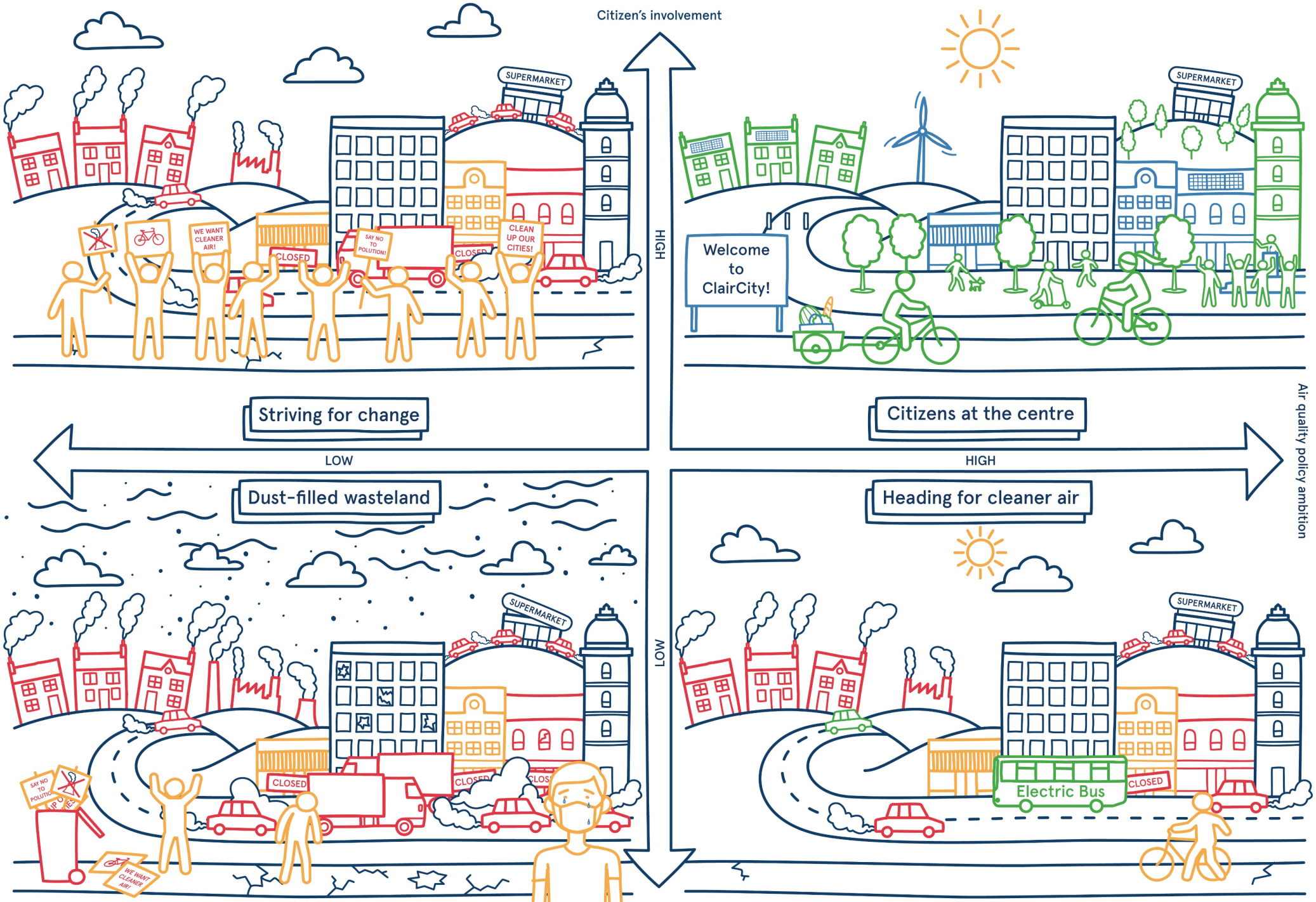
ClairCity

WECOUNT

DIGITAL ENGINEERING TECHNOLOGY & INNOVATION

Which future do you want to help create?



How to engage: the Community Engagement Continuum

Inform	Consult	Involve	Collaborate	Empower
To provide stakeholders with balanced and objective information to assist them in understanding the problem, alternatives and solutions.	To obtain stakeholder feedback on analysis, alternatives and/or decisions.	To work directly with stakeholders throughout the process to ensure that their concerns and aspirations are consistently understood.	To partner with stakeholders in each aspect of the decision from development to solution.	Shared leadership of community-led projects with final decision-making at the community level
"Here's what's happening"	"Here are some options, what do you think?"	"Here's a problem, what ideas do you have?"	"Let's work together to solve the problem"	"You care about this issue and are leading an initiative, how can we support you?"

Ways to engage

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Website, leaflets, talks, videos, Infographics, social media, advertising, media, presentations, exhibitions	Polls, voting, online consultations, paper surveys, interviews, focus groups, online forums, Social media discussions, Workshops, door-to-door,	Crowdsourcing Ideas, community mapping, digital storytelling, design charette, mind mapping, visioning	Large group meetings, document co-creation, online communities, open space, working groups	Decision-making platform, public advisory committee, citizen juries, citizen communities , community indicator projects, Asset-based

ClairCity ClairCity ClairCity

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Inform: Citizen-led air pollution reduction in cities

Everyday, air pollution and carbon emissions are produced by our commutes to work, by heating our homes, or through our daily lifestyles.

The ClairCity aim was to create a major shift in public understanding towards the causes of poor air quality, inviting citizens to give their opinions on air pollution and carbon reduction to shape the cities of the future.

WHAT IS AIR POLLUTION AND HOW DOES IT AFFECT US?

ClairCity

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

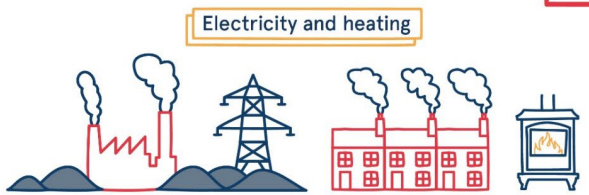
It's Your Health

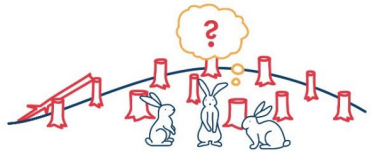
Breathing polluted air raises the chances of heart attacks, strokes, and lung cancer. It makes respiratory conditions like asthma or bronchitis worse.

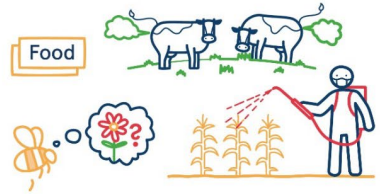
1 in 8 Deaths

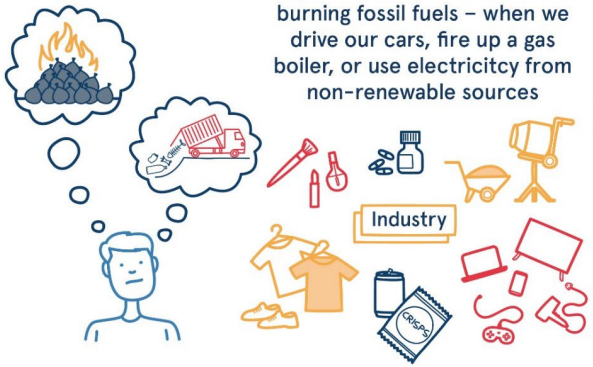
Air Pollution causes one in every eight premature deaths worldwide.

Climate change – what's it all about?



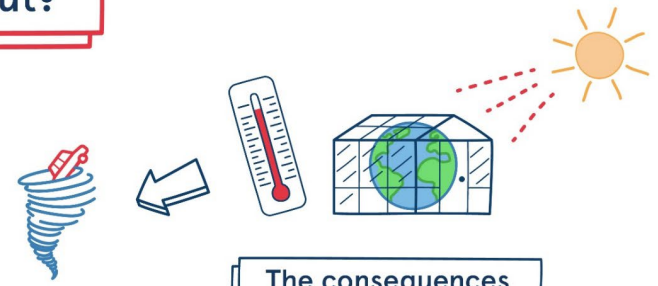






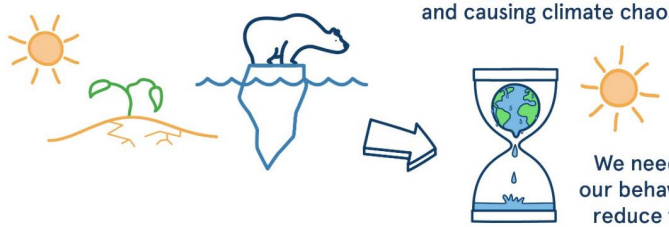
Our actions

Many of our daily actions result in burning fossil fuels – when we drive our cars, fire up a gas boiler, or use electricitcy from non-renewable sources



The consequences

These activities produce greenhouse gases like carbon emissions and methane. The gases form a layer which traps heat, increasing global temperatures and causing climate chaos



We need to change our behaviours now to reduce the impacts

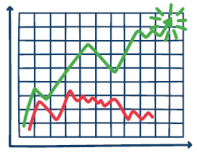
A better future is possible - how will you play your part?

How the ClairCity process engages with a city & its citizens

Phase 1: Establish the Baseline Evidence

Benchmarking behaviour

Quantify the baseline



Assessment of policy

Phase 2: Citizen and Stakeholder Engagement & Co-creation of Scenarios

The GreenAnt app

City Events

Public engagement and awareness

Community films

Schools Engagement: My City, School, & Home

ClairCity Skylines Game

Mutual Learning Workshop

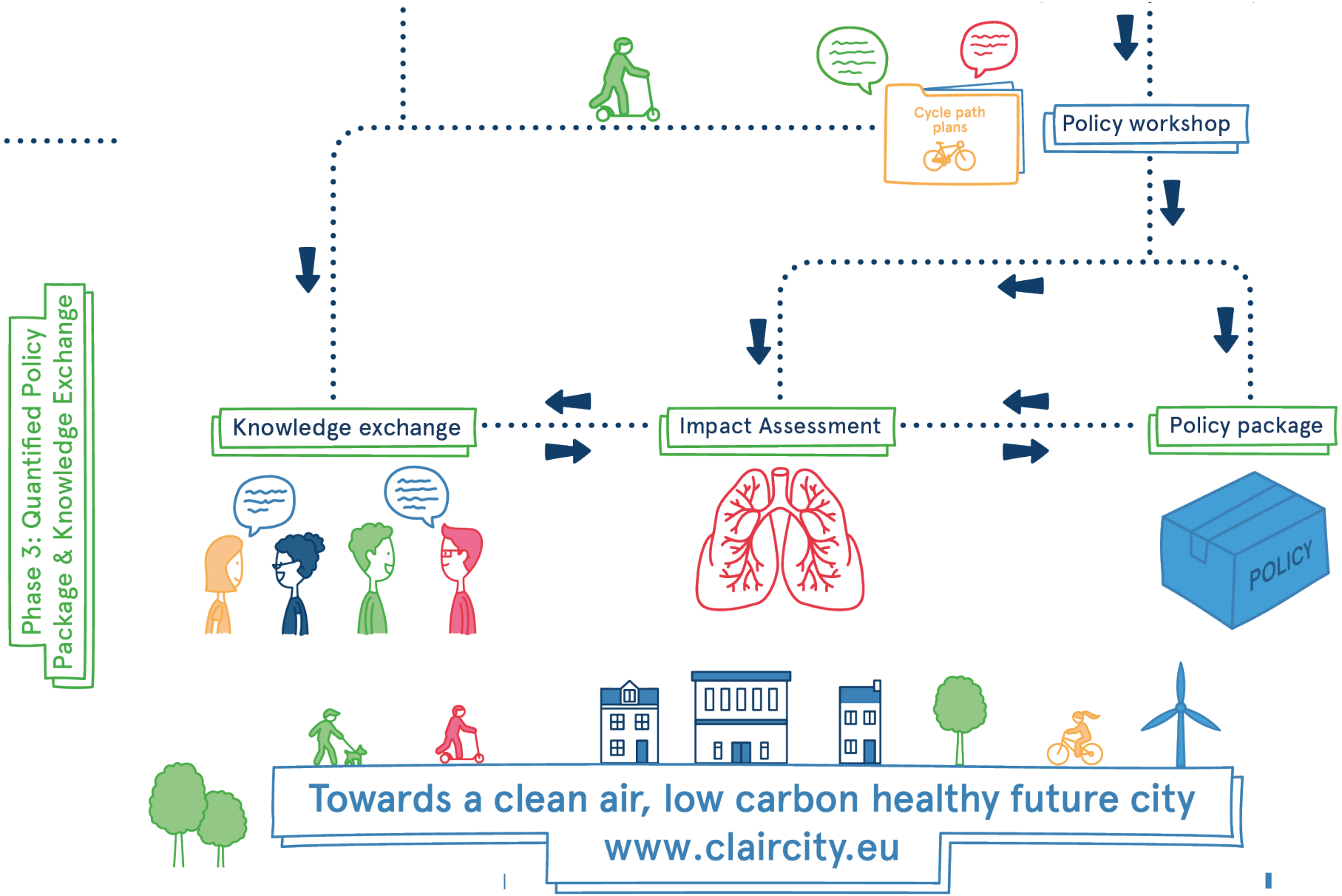
Citizen and Stakeholder Engagement & Co-creation of Scenarios

Delphi Method

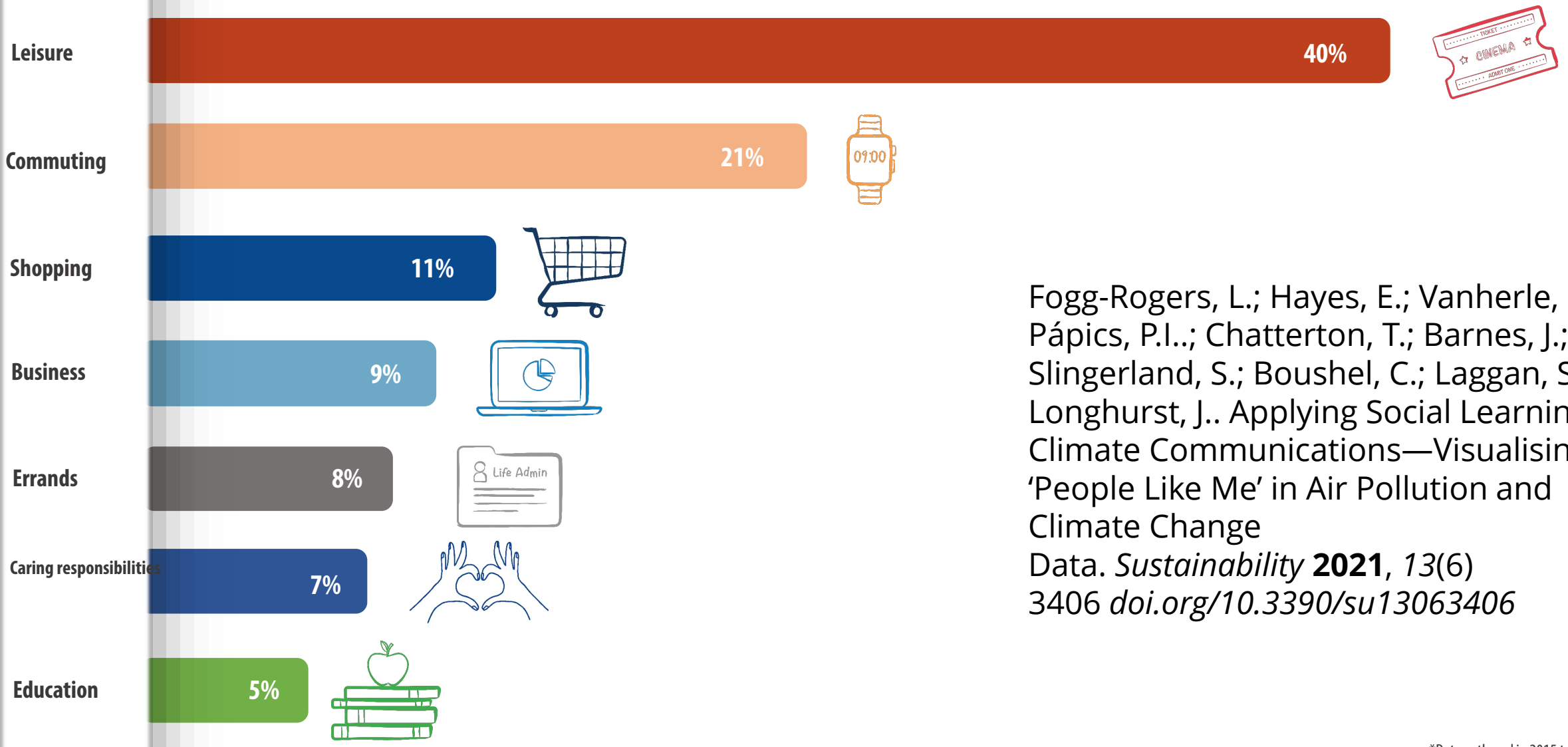
Stakeholder dialogue

How the ClairCity process engages with a city & its citizens

Phase 3: Quantified Policy Package & Knowledge Exchange



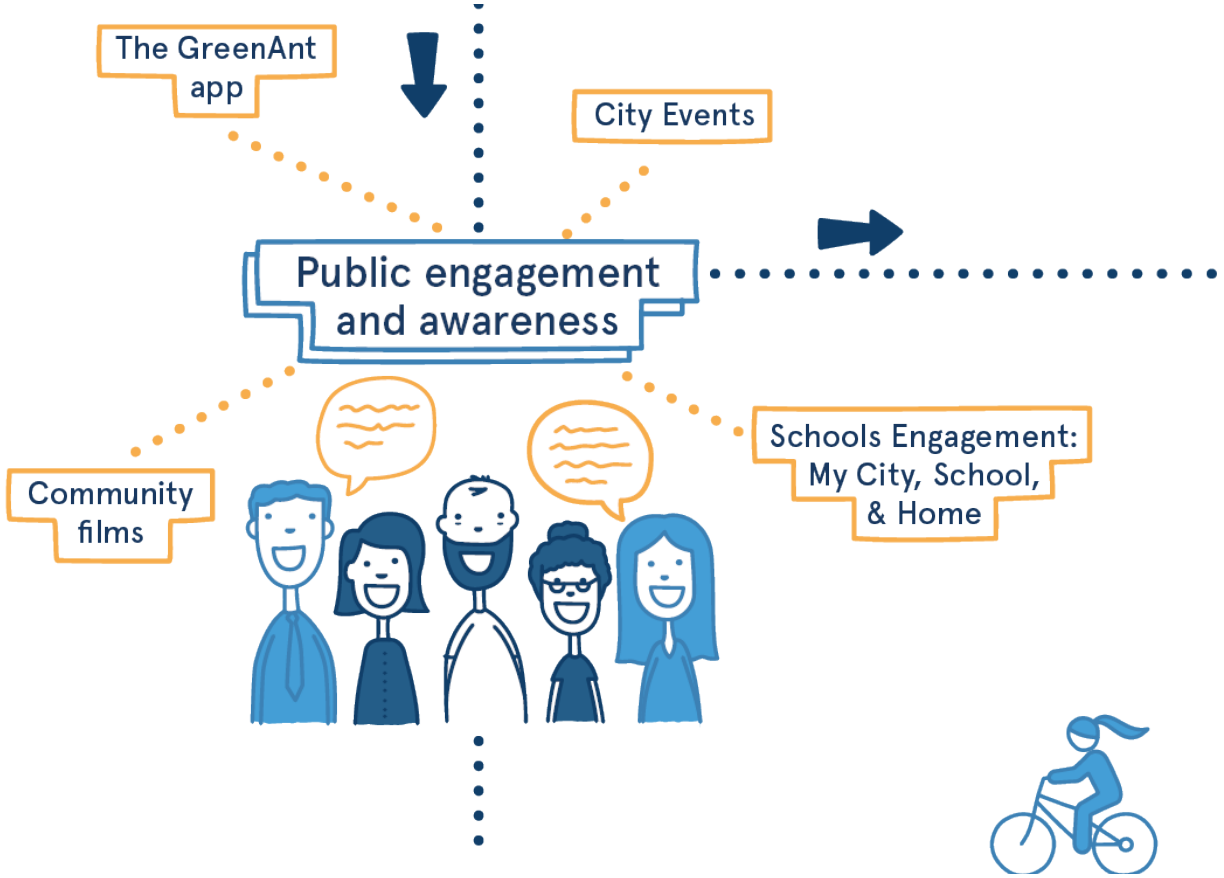
Baseline reports e.g. why we travel… relative distance contribution of our travel activities in Bristol



Fogg-Rogers, L.; Hayes, E.; Vanherle, K.; Pápics, P.I..; Chatterton, T.; Barnes, J.; Slingerland, S.; Boushel, C.; Laggan, S.; Longhurst, J.. Applying Social Learning to Climate Communications—Visualising 'People Like Me' in Air Pollution and Climate Change Data. *Sustainability* **2021**, *13*(6) 3406 *doi.org/10.3390/su13063406*

*Data gathered in 2015 to show baseline behaviours (% rounded)

Consult and Involve



Community films

Schools Engagement:

City Events

Engagement tools

ClairCity Skylines

Delphi Method

Mutual Learning Workshop

ClairCity Skylines Game

Mutual Learning Workshop

Citizen and Stakeholder Engagement & Co-creation of Scenarios

Delphi Method

ClairCity results

770,253 Twitter impressions

5,801 YouTube video views

1,418 Facebook followers

33,678 Website visitors

818,736 citizens involved across 6 cities and regions

82 Policy makers consulted

132 stakeholders involved in Mutual Learning Workshop

4887 citizens involved in Delphi process

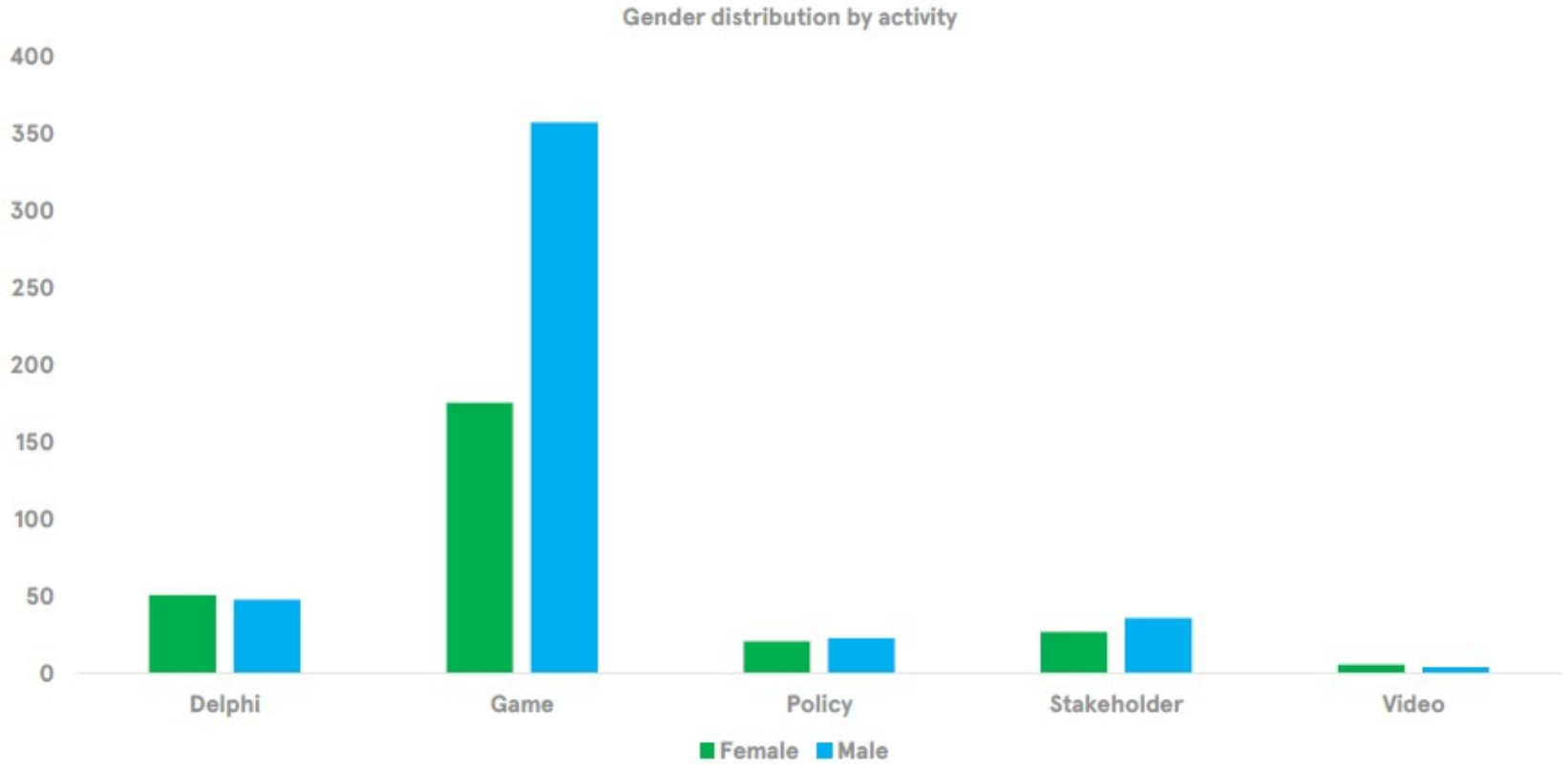
65 Older people filmed

8302 direct engagements

>1000 children engaged in public events and lessons

447 school children engaged in My School, My City, My Home competition

Different activities needed to appeal to different ages, genders, and communities



- **the more participants understanding had improved, the more likely they were to change their behaviour**
- **the more participants enjoyed the activity, the more their understanding of air quality improved**
- **the younger the participants, the more likely they were to say that they enjoyed the activity**

M. Sardo, S. Laggan, C. Boushel, and L. Fogg Rogers, “Citizen-led air pollution reduction in cities (ClairCity) Final evaluation report,” 2020. https://uwe-repository.worktribe.com/output/6017473/citizen-led-air-pollution-reduction-in-cities-claircity-final-evaluation-report

Collaborate – citizens want ambitious policies designed with their needs in mind

Bristol's top five

Citizen-led clean air policies

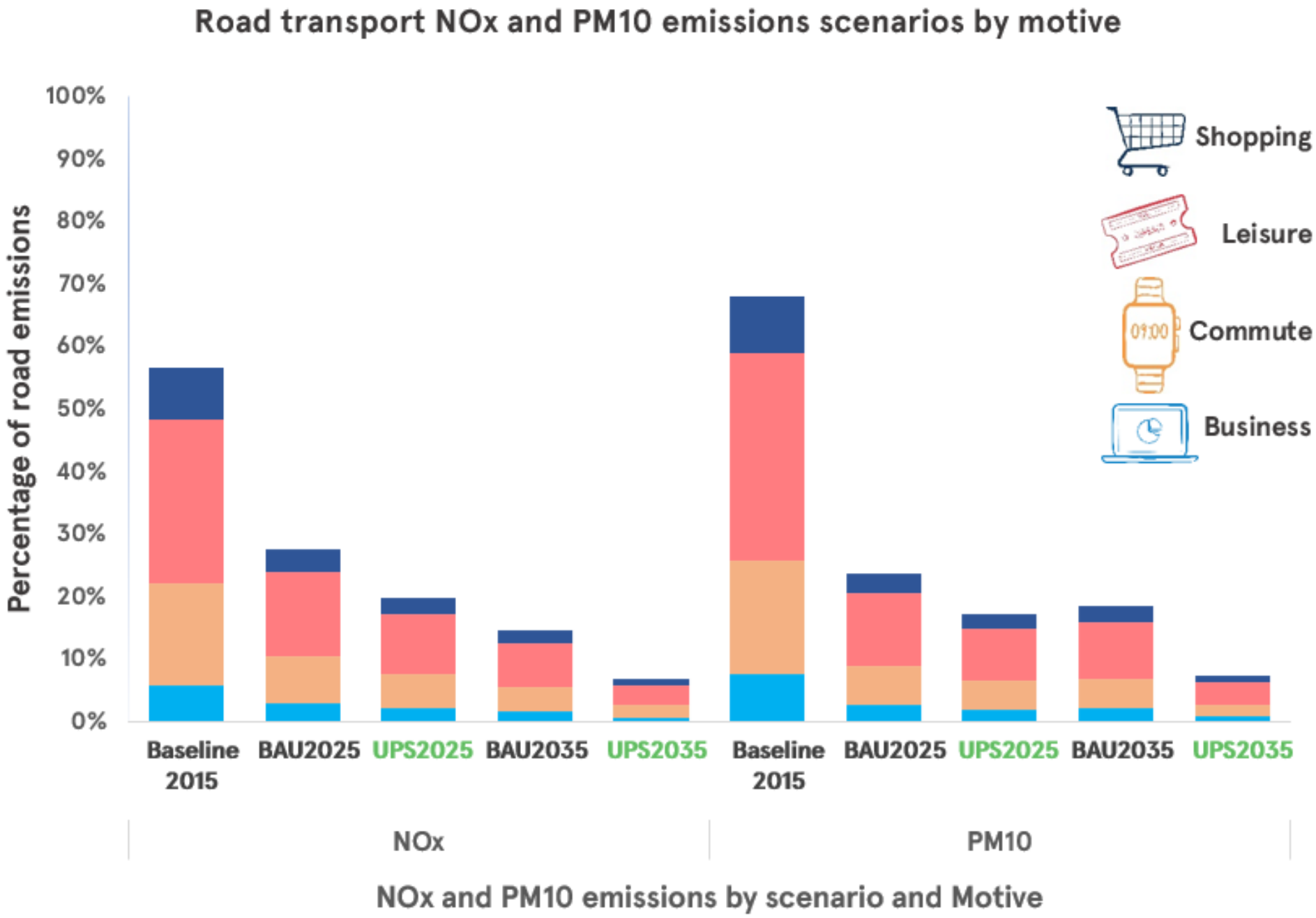
1. Ban/phase out polluting vehicles

2. Make buses greener and cleaner

3. Make public transport more affordable

4. Create alternatives to car use through better walking and cycling infrastructure

5. Reduce vehicle road space and increase public transport space



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Citizens were more ambitious than Business as Usual

Community resources

www.claircity.eu/take-action/community-activator

@Claircity
@WecountH

www.claircity.eu/take-action/educator

http://www.claircity.eu/take-action/science-communicator/

Collaborate and Empower

What is WeCount?

- Road traffic and urban mobility is a hot topic with plenty opinionated and even militant citizens already engaged. Although the younger voice is often not heard.
- The aim is **work with citizens to quantify local road transport, produce new knowledge on local mobility, and co-create informed solutions to tackle various urban mobility challenges** such as speeding, rat-running, peak episodes, air pollution, active travel etc.
- The WeCount project will carry out five different pilot studies in six EU cities / regions:
  - Leuven, Belgium;
  - Madrid / Barcelona, Spain;
  - Ljubljana, Slovenia;
  - Dublin, Ireland; and
  - Cardiff, UK.

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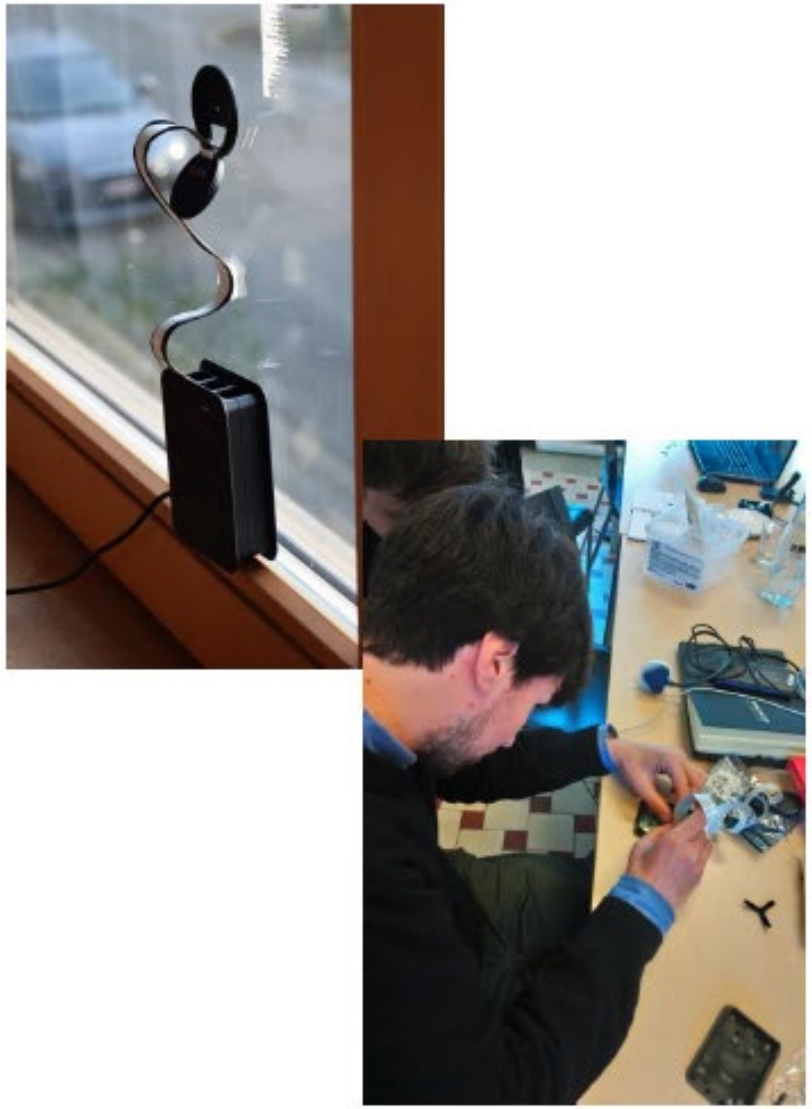
Community traffic sensing



- A Telraam sensor is placed in an upstairs window with a clear view of the road. www.telraam.net
- The sensor, via an algorithm in a Raspberry Pi, counts cars, large vehicles, cyclists, pedestrians and can also assess car speeds.
- The data is open access and can be viewed on the sensor data dashboard.
- We work with local communities to establish these sensor networks in their neighbourhoods.
- We facilitate local workshops and discussions to utilise this data and local knowledge to address the key challenge(s) that the community is interested in.

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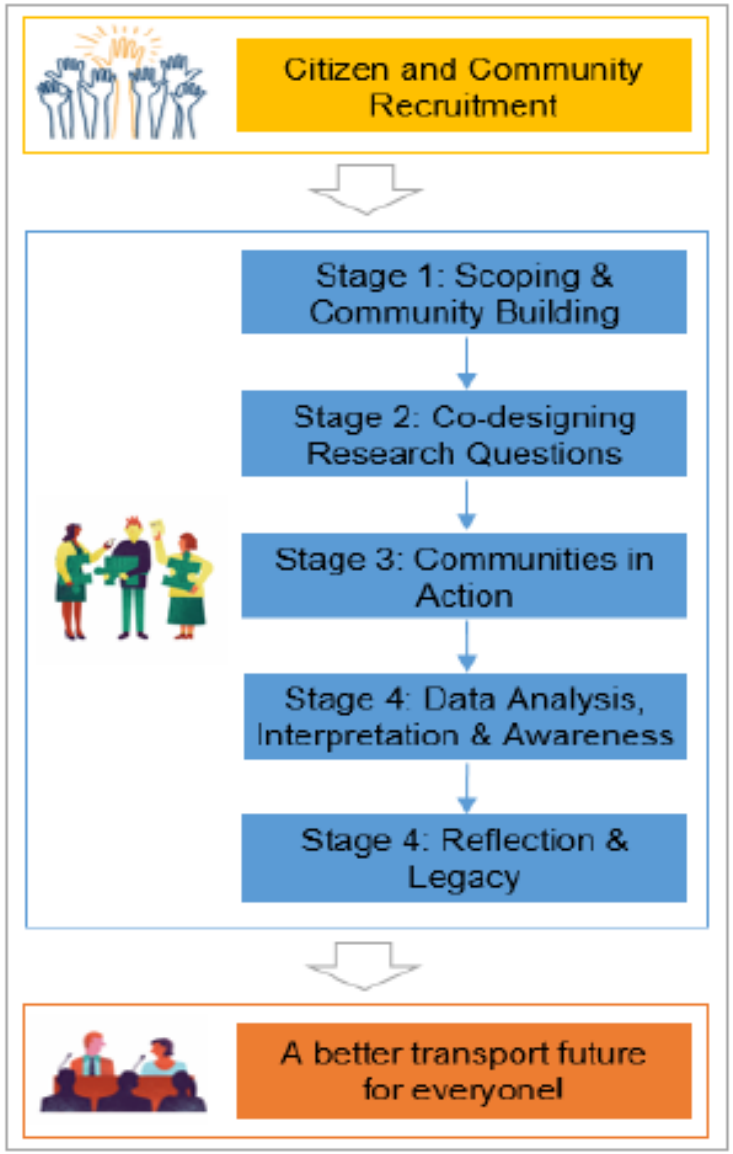

What is the role of the citizen in the process?

- ***Stage 1:*** Bringing communities together.
- ***Stage 2:*** How can WeCount help answer my local transport problem?
- ***Stage 3:*** Communities in Action
- ***Stage 4:*** Analyse and discuss among stakeholders to identify areas for action and impact.
- ***Stage 5:*** Did we achieve our goals? What transferrable lessons? What are the next steps?

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“WeCount, WeAnalyse, WeAdvocate”

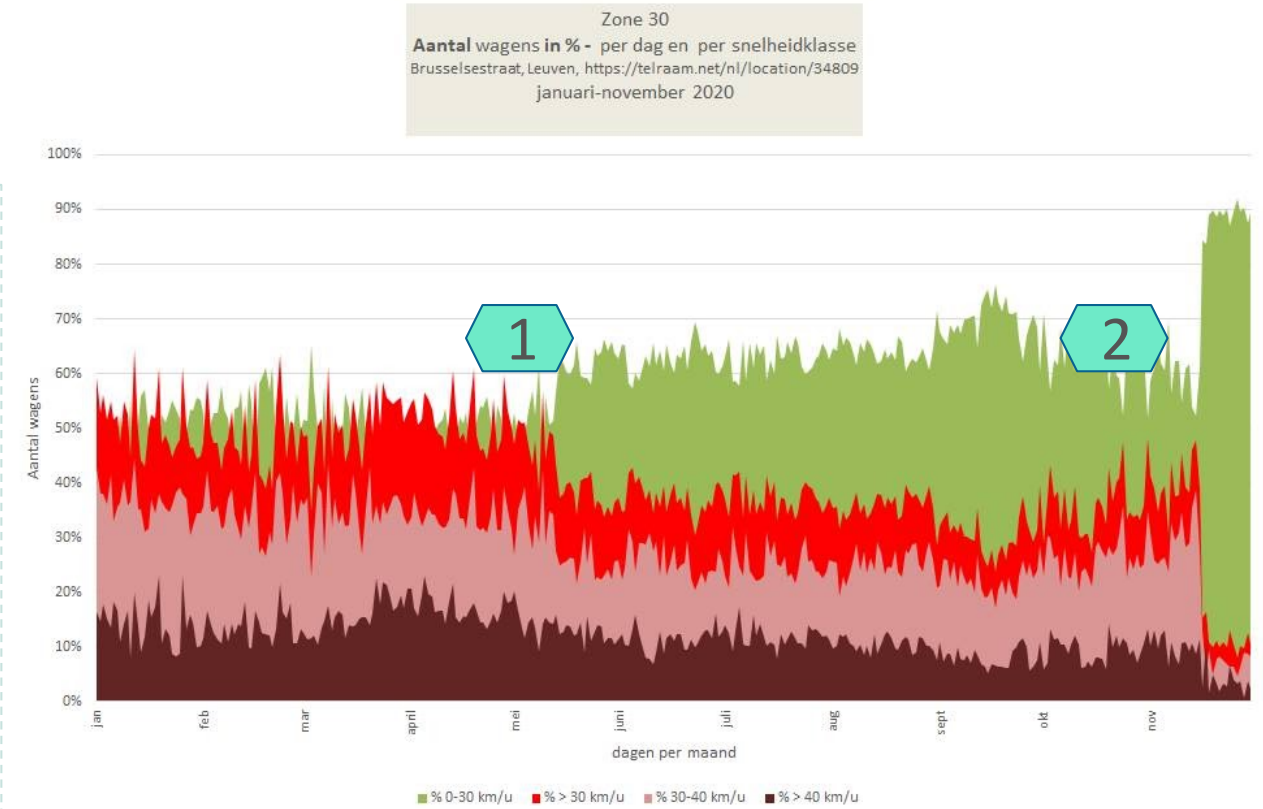
Success story

Speed analysis and policy change by participating citizen

⇒ Citizen installed a device to monitor non-compliance of speed limit and used data to convince the local authority to do an intervention to lower the speed of passing cars

⇒ 2 interventions: digital speed sign [1] & a speed bump [2], both had significant impact on the speed, as observed by the sensor

⇒ Analysis done by a second participating citizen (!)

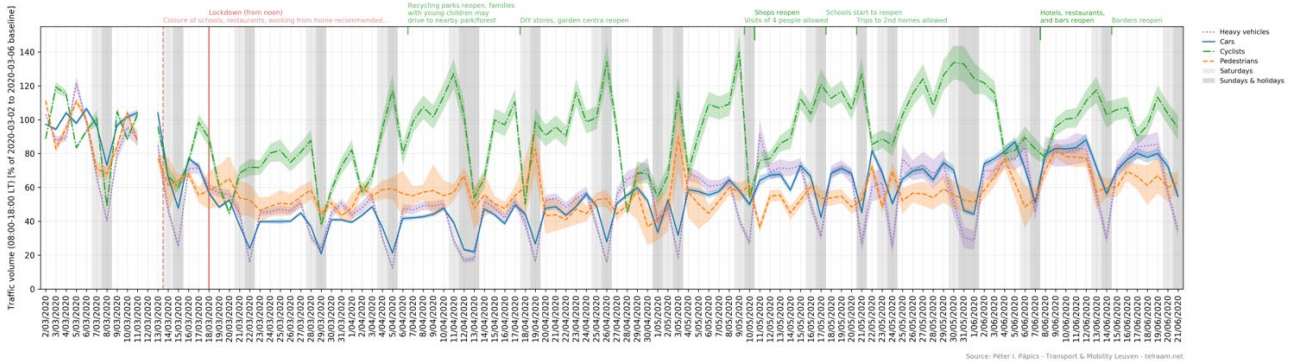


“Covid-Tracker”

⇒ Monitoring the impact of Covid-19 on our mobility, using citizen science data

⇒ confirming findings by Google Mobility etc.

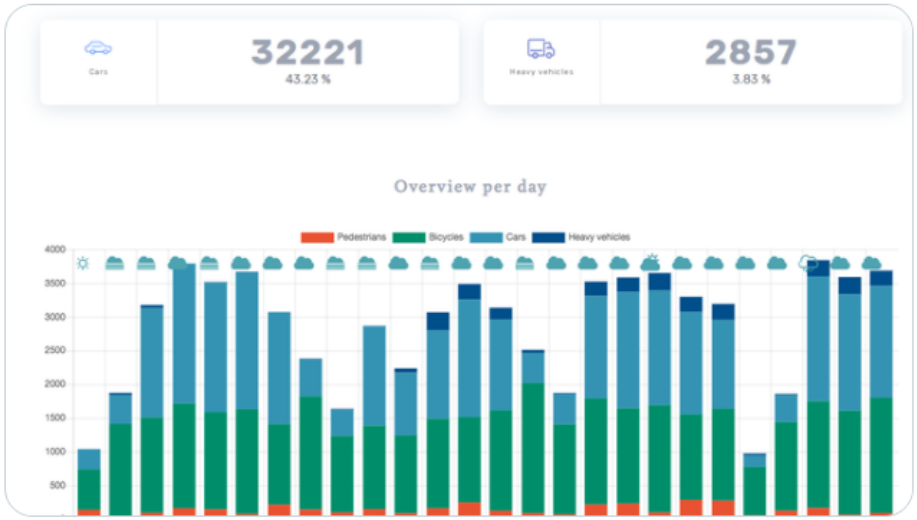
⇒ adding interesting observations on the use of active travel



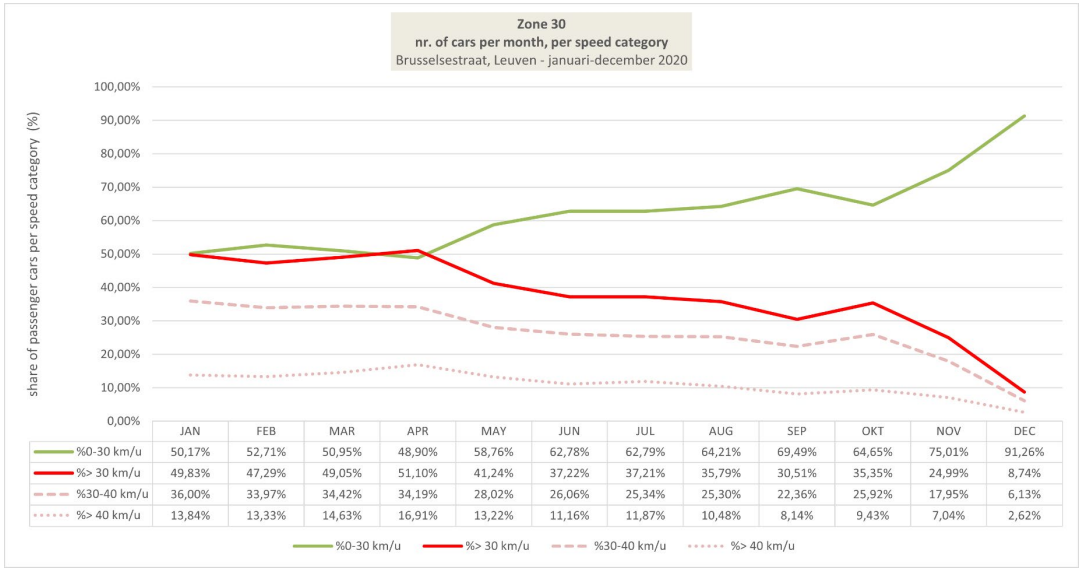
Impact stories

Fumuts Ros de Olano @fumutsrosolano · 28 Dec 2020

Cada mes que passa sense pacificació real a RosDeOlano és un mes amb 32.000 cotxes i 2.850 camions per davant les nostres finestres. És un altre mes amb petits i grans caminant fumuts i eixordats per les voreres de metre d'ample. És un altre mes sense que @Bcn_Gracia ho solucioni



https://we-count.net//news

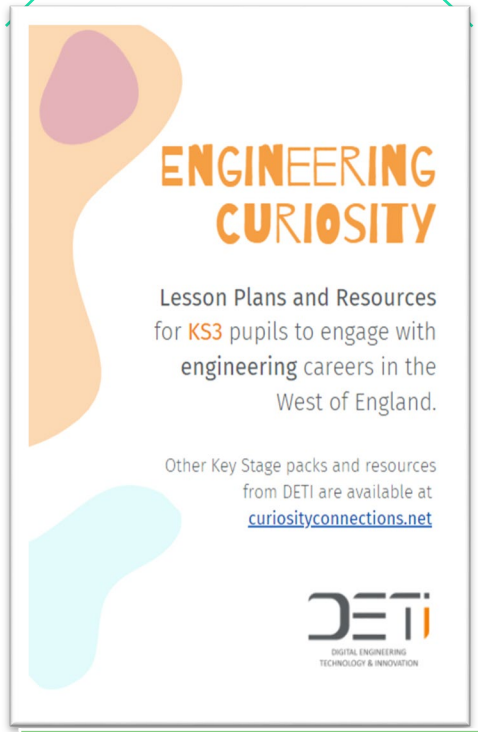


	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OKT	NOV	DEC
%0-30 km/u	50,17%	52,71%	50,95%	48,90%	58,76%	62,78%	62,79%	64,21%	69,49%	64,65%	75,01%	91,26%
%> 30 km/u	49,83%	47,29%	49,05%	51,10%	41,24%	37,22%	37,21%	35,79%	30,51%	35,35%	24,99%	8,74%
%30-40 km/u	36,00%	33,97%	34,42%	34,19%	28,02%	26,06%	25,34%	25,30%	22,36%	25,92%	17,95%	6,13%
%> 40 km/u	13,84%	13,33%	14,63%	16,91%	13,22%	11,16%	11,87%	10,48%	8,14%	9,43%	7,04%	2,62%

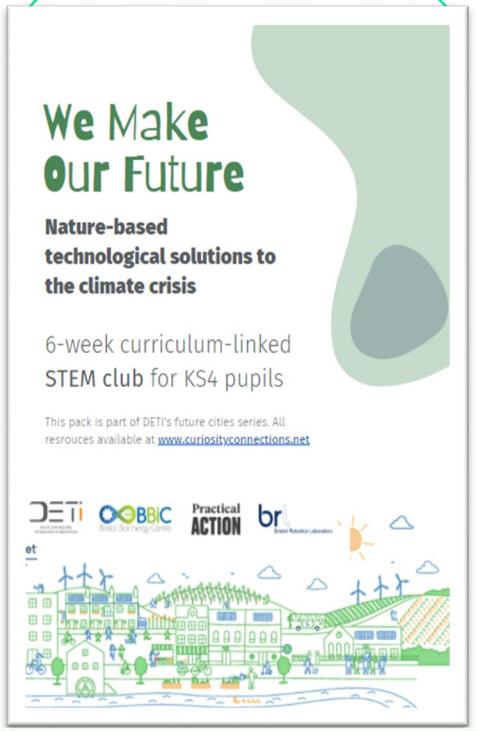
%0-30 km/u %> 30 km/u %30-40 km/u %> 40 km/u

Sustainable futures series

DIGITAL ENGINEERING
TECHNOLOGY & INNOVATION



KS2 & 3
Science, Math, D&T, English



KS2 & 3
Science, D&T, English, Geography

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KS2 & KS4
Science, D&T, English, Geography, IT, Maths

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