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## Deliverable D 9.7

### Plan for conferences with stakeholder participation

**Work Package 9**

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## Executive Summary

The objectives of the CITI-SENSE conferences with stakeholder participation include:

- Collaboration with the four sister Citizens' Observatories projects (OmniScientis, Citclops, CobWeb, WeSenseIt);
- Promotion/dissemination of project achievements (in particular results from the pilot sites);
- Establishing contacts with policy makers, regulators, research networks and other relevant stakeholders;
- User engagement (citizens' groups) for the second phase pilot study (main objective of the 1<sup>st</sup> open conference);
- Collecting stakeholders' needs for the optimization of the second pilot study (main objective of the 1<sup>st</sup> open conference);
- Encouraging participation of Small to Medium sized Enterprises to ensure the uptake of the generated knowledge.

Four different options have been identified for the organization of the 1st CITI-SENSE open conference:

- Organizing an independent open conference at a location proposed and selected democratically by all partners of the CITI-SENSE Consortium (i.e. proposal for a workshop in Lithuania);
- Organizing the conference in collaboration with the sister projects and with the support of the EC (location will be decided together with the sister projects' coordinators and date will be decided in function of the projects' timelines);
- Organizing a workshop alongside another existing event related to the CITI-SENSE main topics (i.e. air quality, GEOSS, internet of things, social science, etc.), with presentations in conference sessions and stand/DEMO at the corresponding exhibition area;
- Organizing parallel local engagement meetings in each location, with the invitation of the most proper stakeholders for each pilot study.

General aspects and logistic details (requirements) for the organization of open conferences are analyzed in chapter 4; financial issues are presented and possible solutions are proposed.

Each CITI-SENSE partner has had the opportunity to vote the preferred option in the table reported in chapter 5. The selected option for the 1<sup>st</sup> CITI-SENSE open conference is to organize the open conference in collaboration with sister projects, supported by the EC and, if possible, linked to another big international event.

Conclusions and a scheme for the organization of the 1<sup>st</sup> CITI-SENSE open conference are reported in Chapter 6.



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# 1 Introduction

The main objective of WP9 is to carry out a set of dissemination activities to promote the project contents and objectives. Local empowerment initiatives (EIs) will be carried out in WP2, WP3 and WP5 to engage citizens in the pre-defined case studies. At the same time a wider audience will be involved through WP9, by disseminating the project results, together with the methodologies and best practices developed during the project.

Some dissemination activities are tied closely to activities developed and executed within WP5 "Participation and Empowerment". The following stakeholders will participate in the EIs and will be integrated into WP5 activities: (i) Citizen groups including patient organizations, consumer protection organizations, and environmental activists; (ii) Policy and decision makers; (iii) The general public; and (iv) Media.

CITI-SENSE is mainly focused on citizens as the single most important target group, as underlined in D5.1 *Baseline for studying citizen participation and empowerment*. On the other hand the project outcomes shall also address policy makers by providing models for their decision making processes.

This Deliverable D9.7 *Plan for conferences with stakeholder participation* is linked to the Task 9.7 User conferences/events (2 conferences) and the Milestones MS5 *First CITI-SENSE open conference* and MS9 *Second CITI-SENSE open conference*. The two user events should be organized within Month 27 and Month 45 of the project, respectively. The first one will take place just three months after the end of the first small scale pilot study and the second one once the second phase evaluation report will be available.

In collaboration with the four sister projects funded by the same call (OmniScientis, Citclops, CobWeb, WeSenseIt), CITI-SENSE will organize or co-organize special events to promote the project achievements, targeting various stakeholder audiences. This task involves establishing and maintaining structural and ad hoc contacts with policy makers, regulators, research networks and other stakeholders. This is done in the different workpackages, but will be bundled through two stakeholder conferences. Stakeholders' needs will be elaborated as starting point before and during the first workshop, so that applications and tools specifically developed in the RTD WPs can be modified to meet such needs. This will include an outlook on SMEs participation to ensure the uptake of the broader knowledge generated by the project. Coordination of such events with activities of the "sister projects" will be sought.

## 2 Objectives of the open conferences

The main objectives of the CITI-SENSE conferences with stakeholder participation are:

- Strengthen collaboration with the four sister projects (Citizens' Observatories projects including OmniScientis, Citeclops, CobWeb, WeSenseIt)
- Promotion/dissemination of project achievements (in particular results from the pilot studies);
- Establishing contacts with policy makers, regulators, research networks and other stakeholders;
- User engagement (citizens' group) for the second phase pilot study (main objective of the 1<sup>st</sup> open conference);
- Collecting stakeholders' needs for the optimization of the second pilot study (main objective of the 1<sup>st</sup> open conference);
- Encouraging participation of SMEs to ensure the uptake of the generated knowledge.

The first CITI-SENSE open conference should be organized once the small scale pilot studies are completed in each location, in order to disseminate the first results at the European level and to engage users (citizens) for the second phase (even if no budget is foreseen for covering travel expenses of the most relevant stakeholders). A citizens' awareness raising campaign should be set up regarding the activities of the CITI-SENSE project (in collaboration with sister projects). An evaluation of the stakeholders' needs will be important for the optimization of the project protocols and methodologies. Awareness campaigns, citizens' engagement and evaluation of stakeholders' needs are also taken into account during the engagement meetings organized in WP2 and WP3 in each location and with the respective stakeholders (citizens groups, municipalities, school officers, etc.).

The second CITI-SENSE open conference should be organized to disseminate all project results and achievements to a wider audience. All actors having participated to the Empowerment Initiatives should participate and knowledge sharing should be encouraged, covering all the different aspects of the project: from the sensor providers' point of view to social scientists' involvement, from software developers' contribution to location officers' active participation. During the second CITI-SENSE open conference, several prototypes and demos should be shown and in an exhibition area, encouraging a more active SME/industrial partners' participation to the event. Policy and decision makers should be invited and discussions should be stimulated regarding the lessons learnt during the whole duration of the CITI-SENSE project.

### 3 Options for the 1<sup>st</sup> open conference organization

Four different options for the organization of the first CITI-SENSE open conference have been identified by the Consortium:

- Organizing an independent open conference at a location proposed and selected democratically by all partners of the CITI-SENSE Consortium;
- Organizing the conference in collaboration with the sister projects and with the support of the EC (location will be decided together with the sister projects' coordinators and date will be decided in function of the projects' timelines);
- Organizing a workshop alongside another existing event related to the CITI-SENSE main topics (i.e. air quality, GEOSS, Internet of Things, citizen science, etc.), with presentations in conference sessions and stands with demos at the corresponding exhibition area;
- Organizing parallel local engagement meetings in each location, with the invitation of the most relevant stakeholders for each pilot study.

#### 3.1 Independent open conference

For the organization of an independent open conference, different practical aspects should be considered, starting from an evaluation of the number and type of attendees, in order to select the most proper location. The organization of such event is a time- and money-consuming activity and it will require the preparation of a skilled working group with pre-defined roles, able to cover all the logistic aspects (conference rooms, set up of a specific event website, agenda definition, gadgets, stationery) and having contacts with local people (accommodation, organization of the exhibition area, catering, contacts with media and sponsors, etc.). Being independent, the CITI-SENSE Consortium could democratically decide the location (that should be easily reached by all the project partners), dates and duration of the event.

At the annual meeting, a proposal for a workshop in Lithuania was presented by the coordinator and William A. Lahoz (NILU), supported by one of the TAG members (Rima Naginiene) which is presented below:

##### **Outline for a Citizens Observatory Workshop – to be organized by CITI-SENSE**

W.A. Lahoz (wal@nilu.no), R. Naginiene (riman@med.kmu.lt), A. Bartonova (aba@nilu.no);  
20th May 2013

**Aim:** Inform data providers & users of fundamental limitations of data products; needs of data users; and how to match needs. Identify opportunities for new services provided by citizens' observatories. This fits with EU policy.

**Target audience:** CITI-SENSE partners, plus selected lecturers from other Citizens observatories EU projects and their advisory groups: CITCLOPS, COBWEB, OMNISCIENTIS, WESENSEIT.

**Set-up:** Workshop in Lithuania (1st choice: Nida; 2nd choice: Klaipeda). Duration: 5 days (start Monday, end Friday). C. 50 participants from CITI-SENSE (perhaps less for workshop), plus 10 people from other EU projects and advisory groups, total c. 60 participants. Day 1: CITI-SENSE business. Days 2-5: Workshop. C. 10 lecturers for workshop, drawn from EU projects, and advisory groups. C. 5 support staff for practical to design, build/test an app to provide a service to users (divided into groups). Social programme: visits to, e.g., Curonian Spit.

**Why Lithuania?** Extend discussion of concept of Citizens observatories to countries outside CITI-SENSE partnership, and exchange information with Lithuanian actors.

**Programme (lectures are 1 hr long):**

Sunday: Arrival. To Kaunas or Vilnius – transport to Nida/Klaipeda.

Day 1 (Monday am): CITI-SENSE session 1: EU project business.

Day 1 (Monday pm): CITI-SENSE session 2: EU project business.

Day 2 (Tuesday am): Workshop session 1 (3 lectures): Introduction: Concept of citizens observatories (vision; effect on data products/users/services/opportunities).

Day 2 (Tuesday pm): Practical session 1 (2 lectures): Design and build an app.

Day 3 (Wednesday am): Workshop session 2 (3 lectures): View from data providers: Characteristics of information (observations, models), uncertainty; bringing together observations/models (data assimilation); limitations of data products.

Day 3 (Wednesday pm): Social event: trip to Curonian spit.

Day 4 (Thursday am): Workshop session 3 (3 lectures): View from data users: Needs of data users (spatio/temporal resolution; timeliness); 2 examples, user needs (outdoor/indoor air quality; UV exposure; pollen; noise); experience from apps.

Day 4 (Thursday pm): Practical session 2 (3 hours): design an app (people split into groups of c. 10). Each group could be tasked with a different type of user. Discussion session (1 hour): experiences of designing an app for different users.

Day 5 (Friday am): Workshop session 4 (3 lectures): Synthesis: Matching data products/users: what is needed (dialogue, understanding, education); keynote lecture.

Friday pm: Depart – transport to Kaunas/Vilnius.

**Need:** Organizing committee/secretarial support, advertising, website.

**Date:** Event in late May, early June 2015 (best time of year to visit Lithuanian coast).

**Funding:** From CITI-SENSE project; elsewhere? Costs to cover in Lithuania (beyond travel for participants in CITI-SENSE meeting): 10 lecturers for 5 days accommodation plus travel, 8,000 Euros. 5 support staff, 4,000 Euros; extra days in Lithuania for CITI-SENSE participants (support from CITI-SENSE restricted to 1-2 people from partners), 20,000 Euros. Infrastructures 1,000 Euros. Support for social events, 1,000 Euros; internet, 1,000 Euros; technical and secretarial support 2,000 Euros. Add hire of venue (cost depends on venue). Add transport from Kaunas/Vilnius to Nida/Klaipeda.

**Issues:** Could we afford this? Could we afford this if we shorten workshop?

**Beneficiaries:** EU society; data producers; data users; service providers.

### 3.2 Conference in collaboration with the four “sister projects”

In the DoW it is reported that CITI-SENSE will organize or co-organize special events in collaboration with the four sister projects funded under the same call (OmniScientis, Citclops, CobWeb, WeSenseIt). Collaboration with the four sister projects is also encouraged by the EC DG RTD Environment with the organization of several Citizens’ Observatories projects coordination meetings where coordinators and dissemination leaders can discuss about the possible co-organization/participation to common events. A CIRCABC Interest Group for the Citizens’ Observatories Projects was set up for sharing project documents or articles, create forums for discussion or share calendar of activities. CIRCABC is accessible to any user outside as well as inside the European Institutions. An Interest Group is a private workspace shared by a community of users, which can upload and download documents according to the user profile. CITI-SENSE milestones and dissemination plan will be uploaded on CIRCABC platform in order to find the most suitable date for the organization of the 1<sup>st</sup> open conference, in function of the projects’ timeline, and to evaluate future events of common interest. The main advantages to co-organize the first CITI-SENSE open conference in collaboration with the sister projects are the support provided by the EC, an equal distribution of roles and the possibility to invite a wider audience. Dates



and locations should be anyway decided together with the other projects' consortia and in function of the different projects' time schedules and dissemination plans.

### **3.3 Conference alongside a larger event**

Some events related to CITI-SENSE topics (i.e. Air quality, GEOSS, Internet of Things, Environment/Health, Smart Cities) are organized periodically and some of the project partners are actively participating in these and other large forum. Sometimes, alongside these events organized by big and skilled institutions, there is the possibility to organize a smaller workshop focused on a specific topic or project that CITI-SENSE could exploit. At least, it is possible to have different oral presentations during the conference and a poster or a stand about CITI-SENSE at the exhibition area. The cost of the booths could be shared amongst the CITI-SENSE partners and the industrial partners could have the opportunity to promote their technologies together with the projects results (sensors, software, apps, DEMOs, etc.). Obviously, being linked to such an already organized event, the dates and location are pre-defined, which should be taken into consideration for the dissemination activities of CITI-SENSE.

### **3.4 Parallel local engagement meetings**

The best way to get in contact with the most relevant stakeholders for each Empowerment Initiative and to discuss their needs is to organize local events where they can attend (at no or low cost), using their own language and pragmatically discuss about their current specific situations. The organization of parallel local engagement meetings could be a cheaper and more efficient way to engage users for the second phase of the CITI-SENSE project. Such meetings were already organized in different locations within WP2 and WP3, but bigger events could be also organized in the next period as "local independent CITI-SENSE open conferences". Anyway such local events would not permit any knowledge sharing (lessons learnt) amongst different European countries and the involvement of stakeholders coming from other contexts (locations) would be limited respect of the organization of a bigger international event. Comparisons about different approaches, achievements and lessons learnt in the different CITI-SENSE locations should be done not only internally the project, but also disseminated at international level.

## 4 General aspects

Many different aspects should be considered for the organization of an open event.

First of all, if the event should have an international relevance with a wide audience from around Europe and considering the geographic distribution of the project participants, the location should be selected in order to be easily reachable from most of the partners with convenient connections from the most relevant airports in Europe.

An estimation of the number of expected attendees will also contribute to the definition of an exact location (conference rooms and exhibition area). The number of expected attendees is also strictly linked to the duration of the event and related agenda (numbers of presentations and duration of the exhibition).

The type of audience will affect the location selection and expected agenda: conference rooms for scientific audience, smaller sessions/face to face meetings for open discussions with stakeholders, exhibition areas for industrial partners showing the project achievements.

The logistic organization of the event will involve the following steps:

- Booking of a suitable conference room (with exhibition area);
- Evaluation of expenses (including catering services) and related required fees for attendants
- Sending invitations;
- Set up and maintenance of a website for the event (registration form);
- Preparation of gadgets and stationery materials;
- Management of the agenda and speakers;
- Management of the exhibition area services and materials;
- Involvement of media and sponsors;
- Contacts with local hotels for accommodation.

### 4.1 Financial aspects

CITI-SENSE project has no specific budget for the organization of such big international open conferences organization and none of the project partners has a specific expertise (main role or core business) in such type of activity. The effort (in terms of working hours) spent for the organization of the events should be “covered” by the Person Months that each partner has allocated in WP9. Expenses related to the rental of the conference room, set up of the exhibition area, catering and others linked to the logistics should be shared amongst all the CITI-SENSE partners equally.

Another option to cover the expenses for the event organization would be to ask to pay a fee for the entrance. The difficulty, in this case, is to estimate in advance how many attendees (internal and external partners) are foreseen, in order to define the ticket price. Another aspect to consider, if the ticket price will be high, is that such “open conference” would be accessible only by a limited number of persons (mainly scientists, probably).

Private companies or public institutions could be contacted and, in case, they could act as sponsors and contribute on financial resources. In that case, the dissemination level would be high, because the companies/institutions would be very interested that all the media is attending. The involvement of an external company or public institutions could also have an influence on the project exploitation plan. The company/institution will provide with financial resources that CITI-SENSE may not have; while the



project partners will take care of the organizational aspects. For the image and reputation of the company/institution such event could be relevant.

In order to engage as many stakeholders as possible for the second CITI-SENSE phase pilot study, invitations to attend the Open Conference should be sent to the most representative persons linked to each Empowerment Initiatives. Each location officer could identify at least one person representing a specific citizens' group (i.e. school manager, association of cyclists, municipality/policy maker, etc.). The easiest way to convince them to attend the CITI-SENSE open event would be to cover at least their travel expenses and provide VIP guest pass.

## 5 Preferred option for the 1<sup>st</sup> CITI-SENSE Open conference

All consortium partners were asked for their preferred option for the organization of the 1<sup>st</sup> CITI-SENSE Open conference. In the table 1 all the contributions from partners are reported, including multiple choices from some of the participants from the same institution who expressed different preferences. All the received comments are also reported below of the table.

Partner	Independent conference	Workshop in Lithuania	With the sister projects	Inside an existing event	Local engagement meetings
NILU		X	X	X	
PVDH			X		
NAAF			X		
Technion			X	X	
CVUT					
QU			X		
AirBase					
ATEKNEA					
GAC					
IOM			X		
IBATUZ				X	
S&C				X	
Alphasense			X		
UBIMET			X		
U-Hopper			X		
CREAL			X		
IEM				X	
VINCA			X		
INBO			X		
JSI			X		
SINTEF			X		
TECNALIA				X	
KICT			X		
UCAM					
DNET			X		
SNOWFLAKE			X		
Geotech			X		
Obeo					

**Table 1:** Preferred option for the 1<sup>st</sup> CITI-SENSE open conference

### Comments:

- S&C** (Elena Turco): for the first CITI-SENSE open conference, considering the status of the pilot studies (at early stage) and having no budget to invite stakeholders from the different locations, I'd propose to organize just one day workshop inside an existing event in Europe, linked to the CITI-SENSE topics (i.e. Air quality events, GEOSS events, Internet of Things, Environment/Health events, Smart Cities events). During the workshop oral presentations can describe the project achievements, while at the exhibition area a stand for each location can be mounted with sensors and DEMOs for each EI (SME/industrial partners' participation). At the exhibition area, contacts with stakeholders, users' engagement and questionnaires for the

collection of the stakeholders' needs (WP5) can contribute to the second phase of the project. The local parallel engagement meetings could be more efficient to engage people for the second stage, but I'm not sure if the EC can consider such local events as "First CITI-SENSE open conference" (considering that similar activities should be organized within WP2 and WP3). For the final CITI-SENSE open conference, considering the contents of the DoW and the amount of final obtained results, I'd suggest to organize one big international event (few days), together with the sister projects and the support from the EC.

- **NILU** (Alena Bartonova): The workshop in Lithuania has a different objective (is IT related), and should be held independently. The objective of the 1st open conference is to reach wide audience, to do an info campaign that would allow to recruit participants to the next phase of the project, and to get other people's views on what is the citizens' observatory concept, to figure out what activities can we link to, etc.
- **SINTEF** (Arne Berre): I think a focus on Citizen Observatories would be even higher if we did this together with the sister projects. Perhaps also Lithuania could be a venue for such an event - or it could be added on to a relevant existing event/conference.
- **NILU** (Hai-Ying Liu): Except organizing it with sister projects, we may also consider to arrange it within an existing event, e.g., events plan to be arranged by European Citizen Science Association, relevant cost actions (e.g., TD1102 citizen science and mapping, TD1105 European Network on New Sensing Technologies for Air Pollution Control and Environmental Sustainability), to reach wide audience, exchange knowledge, recruit participants, enable dialogue among public, scientist and policy makers, etc.
- **IEM** (Radim J. Sram): On behalf of IEM, I would propose to organize the 1st CITI-SENSE Open conference inside an existing event, as e.g. was organized CITI-SENSE symposium within ISEE conference in Basel. This year seems to be the most pertinent the 24th Annual Meeting of ISES, Cincinnati, Ohio, October 2014. As this Society is related just to exposure, we can expect sounded discussions about our results; it will increase the international visibility of CITI-SENSE.

## 6 Conclusions

The selected option for the 1<sup>st</sup> CITI-SENSE open conference is to organize the open conference in collaboration with sister projects (OmniScientis, Citclops, CobWeb, WeSenseIt), supported by the EC and, if possible, linked to another big international event.

In CITI-SENSE project, Task Leader for the organization of the users' conferences/events is U-Hopper (with contribution of all the partners). The core group will be composed by U-Hopper (as coordinator), NILU and S&C (the project partners more actively involved in WP9 activities).

The scheme for the operational plan is reported below, summarizing the next actions and possible contingency plans:

