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## **Webinars on Citizens' engagement 29th October 2019**

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### **1. Context: following URBiNAT's workshop at the OLLD 2019**

The URBiNAT team for participation in living labs (WP3 participants, IKED, GUDA, DTI and CES) were invited to conduct a workshop during the Open Living Lab days organised by ENOLL, the European Network of Open Living Labs, on September 3, 2019. URBiNAT's workshop "From Living Labs to Communities of Practice" gathered approximately 35 colleagues from around the world, and the URBiNAT team took this opportunity to establish the foundations for a sustainable community of practice on citizens participation in sustainable development.

Prior to the workshop a word analysis was carried out on all European living labs to identify and cluster common keywords of interest for living labs. It resulted in four clusters of key words that we took as "work in progress" to the workshop. We also brought the list of factors that URBiNAT has identified as important for successful citizens participation.

Participants at the ENOLL workshop plus other relevant URBiNAT external and internal stakeholders took part in three subsequent webinars via Zoom meetings on the 29<sup>th</sup> October 2019. The webinars covered the three topics that were derived during the September workshop in Thessaloniki.



**Fig. 1** - URBiNAT’s workshop at OLLD 2019: ideation of 3 topics for ignite new CoP

The aim of these three webinars was to continue the journey with our colleagues from Living Labs to Communities of practice. We wish to establish a forum for ongoing discussion around the challenges and opportunities with living labs and engagement of citizens.

The three defined topics were:

Webinar 1 - PLUNGE	Webinar 2 - LIFE	Webinar 3 - LOCAL/SCALE-UP
<p><b>Plunge (have guts) – risk as a means to the cutting edge</b></p> <p>What risks we need to take and why it is necessary to achieve cutting edge? This can include topics like the power and risks of stimulating vast number of people; the power of open and transparent experimentation, how do we protect the integrity and security of people? How do we know we are on the right track? What can we as a community do together? And what could be the next steps and how will we continue the discussion?</p>	<p><b>How can we inspire a new meaning of life? – How do we create togetherness being authentic, transparent, inclusive, working on a shared agenda and common vision?</b></p> <p>Where can we experience new meanings of life and how do we strengthen a togetherness around these new meanings of life? New meaning of life linked to the SDGs; New meaning of life with pressures and enablers from urbanization and digitalisation; What roles do living labs play in creating new meanings of life? Who are the frontiers for the development of a common vision? What can we as a community do together to deliver a shared agenda?</p>	<p><b>We need to go local to be able to scale up. But how can we do it sustainably? (Key word seeding/obvious change)</b></p> <p>What kinds of local initiatives will go global and how do we stimulate this scale-up sustainably? Which local community examples do we know of as best practice examples? How come they were sustainable and went global? What and who initiated these initiatives in the first place? Which good local examples have not been scaled and why? What can we as a community do together to develop successful local initiatives and help them scale sustainably?</p>

Both workshop and webinars were organized and conducted as interactive sessions through presentation, discussion, sharing of experiences, feedback, voting and statements. The interaction was facilitated with the easy-to-use software Mentimeter, accessible by participants in their smartphone, tablet or computer, with no installations or downloads required, only accessing at the beginning of the session the link [www.menti.com](http://www.menti.com) and entering a session code.

The webinars also benefited from the disclosure of the event by ENOLL in its network, and from the engagement of Iranian participants on the occasion a technical visit by URBiNAT team in Iran, and who also take part in a series of workshops on URBiNAT’s approach to co-creation organized in Khorramabad.

The organization of three webinars the same day was an intense and rich experience, enabling many inputs from participants, although getting fewer participants from one webinar to the other (17 in webinar 1, 13 in webinar 2 and 7 in webinar 3).

## 2. Results of the webinars

### → Webinar 1 - Plunge (have guts) – risk as a means to the cutting edge

#### ❑ What do you believe we could be achieved if we would risk giving citizens significant creative control over public and community resources?

For the first webinar on taking the plunge – risk as a means to the cutting edge - we asked participants to describe what they believed could be achieved if we would risk giving citizens significant creative control over public and community resources.

The response of the 19 participants can be grouped into a range of benefits:

Grouping of benefits	Examples of contributions from participants
<b>Behavioural benefits</b>	innovation togetherness, sharing of ideas, new behaviours, co-creation
<b>Mindset benefits</b>	sense of responsibility, we need to feel something, empathy, individual needs focus, sense of belonging, raising the expectations, unrealistic expectations, open for creative ways, confidence, empowerment
<b>Organisational benefits</b>	innovation organization, public private partnership, meaningful projects, democracy, open power relations, changed culture
<b>End results</b>	innovative solutions, social empowerment, stronger community, chaos

#### ❑ How would you change and improve the engagement of citizens for more sustainable communities?

Next, we asked participants to suggest how they would change and improve the engagement of citizens for more sustainable communities. This brought out a range of good input for future participatory initiatives:

- There was a suggestion that we/organisers need to FEEL something when engaging citizens. Strong connection to real needs and desires leading to empathy based initiatives could be a recipe for success. By giving citizens the power over decisions that directly affect their lives, strong engagement can be connected to real feelings.
- Recognise the knowledge of citizens, their expertise on their lives and living spaces. Encourage researchers and practitioners willing to be learners and develop a mix of knowledge and experiences to benefit urban development.

- When asking people to participate, it is important to follow through and at least implement some of the suggestions (consensus or in parts) that came from the participatory processes. Otherwise the engagement, trust and willingness will forever be lost. Furthermore, citizens should experience what the advantages and benefits of the project will be for them.
- Allow citizens a permanent platform to propose win-win initiatives for the benefit of citizens groups, organisations as well as governments/public institutions through co-development/production - provision of platform/spaces for citizen ideation/experimentation. Look for opportunities to merge and connect initiatives in cooperation to exploit synergies and scaling of activities.
- Focus on helping small communities inside neighborhoods and engaging the leadership talents of certain persons, for instance experienced older people. In other words, create opportunities for individuals to become leaders/spokespersons for subsections of their community and initiatives. Mediators from local administrations can help improve communications on potential and likely actions and the expected benefits.
- Engagement activities should be associated with specific budget allocations and timelines for implementation. It is also worth experimenting with so-called participatory budgets.
- We need to provide a clear framework for the process of coming to consensus designs and agreements and tools/methods should be offered to help citizens and stakeholders achieve such consensus.
- It was suggested that local politicians should make a habit of meeting citizens in their circumstances on a regular basis to understand opportunities for WIN-WIN initiatives through stronger citizen engagement processes.

**❑ What kind of initiatives would be needed to accelerate citizens driven experimentation in living labs?**

Contributions from webinar participants focused very much on communication and interaction as was also established in the Thessaloniki workshop. The contributions can be grouped into four different themes (channels, messages, who and actions/demonstrations):

<b>Themes</b>	<b>Contributions from participants</b>
<b><i>Which channels?</i></b>	multichannel, mix meeting analogue and digitally, innovation space, constructive digital, using social media, visualize for all
<b><i>What messages?</i></b>	be very ambitious, accept and celebrate failure, sometimes very diverse messages, accessibility, recognition, make visible and recognize value, transparency, inspiration, inclusive, projects for the many, fun
<b><i>Whom to involve?</i></b>	Low income citizens, engage popular people, challenge the active, groups of creative people, sometimes a more narrow group, engage many champions, invincible people (people with knowledge and skills not obvious to other leaders), communicators
<b><i>Which actions/ demonstrations?</i></b>	make it obvious, share visible results, local ceremonies, co-recognition, spooning, keep it simple, start small but win-win, promote best practices, announce a competition, baby steps of deliverable, remove obstacles, share visible results

**❑ What kind of stakeholders are needed to manage risks effectively in accelerated citizens driven experimentation?**

The next topic discussed was about the kinds of stakeholders that are needed to manage risks effectively in accelerated citizens driven experimentation? For the purpose of structuring the inputs, they have been mapped according to two axes (proactive/reactive and institution/individual):

	<b>Institution</b>	<b>Individual</b>
<b>Pro-active</b>	cultural NGO, Narrow groups, non-conditional givers	Practitioners, Pro-users, creative people, citizens “quarterbacks”, city facilitators,
<b>Re-active</b>	NGO with experience, municipalities, small businesses, decision makers, social institutions, city council, politicians, strategists	Users, professionals, coordinators, communicators, Gatekeepers, invisible voices, all aged specificities, successful other citizens, diverse groups

The distribution of input lands most stakeholders in the re-active group and it is assumed that a good balance is needed in terms of pro-active and re-active stakeholders in order to mobilise for risky initiatives and engagements.

**❑ Results to be prioritized from citizens driven sustainable living initiatives**

Participants were asked to prioritise possible results and not surprisingly “an increase in the number of people being offered better living conditions” was ranked highest followed by “number of experiments conducted” and then “number of people involved”. The last result was “reduction in proportion of population with social and/or health issues”. Furthermore, participants contributed with other beneficial results that they would like to see from citizens driven sustainable living initiatives:

- Actual initiatives becoming an inspiration for initiatives in other districts/cities – in other words achieving scale-up.
- Initiatives also leading to solutions for environmental problems (noise reduction, reduction of air pollution, mitigating problems from climate change, etc.)
- Initiatives leading to the creation of spaces that are welcoming, inclusive and “safe” for citizens to inhabit.
- Activities leading to a number of citizens self-organised initiatives arising as a result of the initial mobilization.
- Initiatives leading to the provision of better jobs for people and offering them opportunities to become entrepreneurs.
- Initiatives that allow new groups and individuals (not previously engaged) to participate in the activities and putting their perceptions, agenda and interests on the table (for example women, children, immigrants, etc.)
- This may require initiatives to be able to feel and understand from different and varied points of view.
- Making initiatives data-driven and considering the long term duration and sustainability of the project.
- Initiatives that succeed in institutionalizing the process - even across cities (maybe by creating an NGO or a social enterprise or by securing long term funding partners).
- Initiatives that allow for spontaneous creation of groups of interest and action.
- Initiatives that also saves money for the municipality as many municipalities are struggling to finance all social, educational and health services.

- Initiatives could benefit from using risk management tools and techniques to measure.

**❑ Wrap up of discussions**

As mentioned by participants, having creativity at the centre also means to find ways to know better spaces and people. There are many ways of doing it:

- trying to find tools with citizens for risk assessment;
- improving communication in the ways to communicate better, to raise awareness, to create links and relations, trying to build trust, but most of all avoiding to ruin trust, being respectful and always aware of not losing the trust, in a permanent platform of communication, enabler of continuity;
- levers of creativity and of a sustainable process include passion, which also means passion in being accountable, respectful, and assessing the risks when taking the risks.

→ **Webinar 2 - How can we inspire a new meaning of life?**

**❑ What do you consider the key ingredient of sustainable living?**

For the second webinar on how we might inspire a new meaning of life and how we can create a stronger togetherness in communities, we first asked participants for their input to the key ingredients of sustainable living. Some of the inputs can be categorized under institutional, environmental and social framework conditions:

Categories	Contributions from participants
<b><i>Institutional framework conditions</i></b>	local food, rights, marriage, inclusivity, public participation, equality, education
<b><i>Environmental framework conditions</i></b>	breathing space, recycling, organic food harmony, environmentally friendly, clean environment, healthy environment
<b><i>Social framework conditions</i></b>	feel, recognition, well-being, meet and play, communication resources, togetherness

As can be seen, participants pointed out important elements in all three categories as vital elements of sustainable living.

**❑ How can we support specifically young people’s enthusiasm for more sustainable living?**

Next the participants were asked to help us describe ways to support specifically young people’s enthusiasm for more sustainable living:

- Involve young people in urban planning and implementation.
- Learning and doing together with youth for sustainable living environment.
- Encouraging implementations of sustainable practices with the young kids.
- Sharing their strong messages through impactful presentations.
- Take their actions seriously and provide them with foras where they can innovate and make ideas real.
- Reminding the young people that they will lead the cities tomorrow and therefore will become urban planners and doers.

- Consider them as citizens of today, and not only of tomorrow, for the future.
- Through emotions stronger than the ones related to addictions to drugs, alcohol, smoking and car driving.
- Support young people in getting married and creating a family with kids of their own.
- Education and knowledge enhancement about sustainable cities and sustainable living e.g. through sharing the knowhow and experiences of URBiNAT.
- Introducing learning activities (incl. games and apps) that focus on sustainable living.

**❑ What are the main obstacles to widening a more sustainable lifestyle?**

As a continuation, the participants identified obstacles to widening a more sustainable lifestyle and the identified obstacles have been grouped into personal, cultural and institutional obstacles.

<b>Obstacle types</b>	<b>Contributions from participants</b>
<b><i>Personal</i></b>	shortage of time, temptation of sins and bad habits, lack of alternatives, conspicuous consumption, conscience, cost and buying power
<b><i>Cultural</i></b>	consumer culture, knowledge marginalization, not locally meaningful, fake news, unstoppable digitalization, dependency, poor people stay ahead
<b><i>Institutional</i></b>	not being concrete, economic issues, lack of expertise, top down approaches, economic gaps, education

**❑ What is hindering you from adopting a more sustainable lifestyle?**

Referring to individuals specifically, participants were asked to explain what was hindering them from adopting a more sustainable lifestyle. The list below is a witness of the kinds obstacles together with those we need to address in the table above if we are to achieve healthier lifestyles of the many:

- Lack of accessible and widespread alternative ways of consuming – not easy for instance to buy local and organic foods.
- Wrong or unhealthy, old habits. Difficulty of changing habits, values and lifestyles.
- Exploitation that leads to a lack of time to slow down and a lack of security to downshift.
- Lack of collective support.
- Limited transparency with regards to the sustainability of products and services.
- Lack of knowledge about sustainable lifestyle and its advantages to individuals and society.
- Limited vision
- Not having the same meaning of life for all the people of a society.

**❑ What proportion of city populations would we need to reach in order for sustainable living becoming a predominant lifestyle in the city?**

And especially in relation to the last bullet point concerning differences in interpretation of the term “sustainable lifestyle”, the participants were then asked to estimate what proportion of city populations would need to be reached in order for sustainable living becoming a predominant lifestyle in the city. Here it was quite interesting to see that the majority of the respondents felt it had to be 50%+, whereas a little more than 25% of participants felt that somewhere between 10 and 20% would be enough for the lifestyle to gain a strong foothold in the population.

## ❑ **Wrap up of discussions**

We started this session with a link to the theme of webinar 3 on going from local to global, by referring to the international framework, and examining how it is connected to the local challenges and actions with some examples taken from the United Nations Conference on Housing and Sustainable Urban Development (Habitat III), held in Quito, Ecuador, in October 2016. These examples enabled to focus on:

- how we communicate about urban problems;
- the right to the city under construction, as a combination of meanings about challenges we are facing locally;
- the connections that we should enable;
- accessibility.

Another important aspect addressed by participants is related to the local identity, that is, how we need to focus on the meaning of the places, trying to give a new identity to be proud of, with an overarching idea that we have different perceptions of life at stake, but the place can be a connecting point.

All the levers and solutions we are trying to devise by answering questions sometimes provocative during this webinar, enable us to see that we can rely on champions and influencers, who are from different generations, as agents of change.

### → **Webinar 3 - We need to go local to be able to scale up**

## ❑ **Which sustainable local initiatives would you like to scale to a global level?**

The last of the three webinars was about identifying sustainable local initiatives and which ones to be scaled to global level. The participants although fewer than in the first few webinars contributed examples of sustainable local initiatives that they would like to scale:

<b>Type of initiative</b>	<b>Contributions from participants</b>
<b>Environmental</b>	stop wasting food program, cooperative collecting waste, smart citizen kit sensors
<b>Economic</b>	sustainable local tourism services, use of handicraft in new ways, local currency, urban farms
<b>Cultural</b>	cultural dress code, invisible experience, traditional group dancing, urban artistic expression, urban farms Nantes, traditional music

## ❑ **What characterize local initiatives that deserve to be scaled to a global level?**

Having given examples of sustainable local initiatives to scale, participants were then asked to characterize the local initiatives that deserve to be scaled:

- Easy to replicate, based on scarce material resources, taking advantage of existing and more accessible resources.
- Local initiatives that add value for the common good.
- Making the global problem (for example air pollution) from a general problem to a personal problem – personalized data on the quality of air that you breathe – a personal touch creates more awareness and sense of responsibility.



- The initiatives should be nature friendly, non-racist, based on human equality to be attractive for all groups of people from other countries and cultures.
- Respect local culture, generate incomes, benefits and local production.
- In the case of URBiNAT: local initiatives that are clearly associated with a nature based solution, no matter how big or small.

#### ❑ **Who are the key stakeholders to stimulate the scale-up of local sustainable citizens driven initiatives?**

The participants were also asked to identify stakeholders that could stimulate the scale-up of local sustainable citizens driven initiatives. They came up with the following stakeholders:

- Living labs.
- Activists and social movements as well as community leaders.
- All human beings next generations local governments.
- Researchers and practitioners building mixed knowledge with citizens.
- Platforms for dissemination of sustainable initiatives – like for instance TED talks.
- Children.
- Famous people with a global voice – including (online) influencers.

#### ❑ **How many local initiatives do you know of in their city or other cities that could benefit citizens in other global cities?**

When asked about the number of local initiatives that participants knew of in their city or other cities that could benefit citizens in other cities, the majority (76%) said three or more initiatives. In other words, it is likely that we already have the necessary volume of beneficial local initiatives throughout the world, but the scaling to global level is hindered by lack of stakeholders to stimulate the scaling up as well as obstacles standing in the way of making these initiatives visible and transparent to all.

#### ❑ **Wrap up of discussions**

The discussions emphasised the importance of sharing our stories from around the world, highlighting what already exists, and trying to reach other levels of dissemination through all our existing channels and human resources. We hope that being part of and expanding this CoP, we can raise new questions and create opportunities for all of us to share our own stories.

#### ➔ **Next step**

URBiNAT will reconvene the community of practice on these topics in January 2020 in order to continue the discussion and hopefully expand the discussions and possibly even start elaborating a portfolio of initiatives and stakeholders to influence the dissemination of good local initiatives for sustainable living.

Beyond sharing the results of the webinars with participants who registered and also those who couldn't attend, URBiNAT will invite interested participants to bring more people with them, trying to identify another person within their network, who they believe would benefit from being part of and would also contribute to this CoP.

### **3. Mentimeter presentation**



# URBINAT – WEBINARS 1

From Living Labs to Communities of Practice



## WEBINARS

- Plunge (have guts) – risk as a means to the cutting edge.
- How can we inspire a new meaning of life? How do we create togetherness being authentic, transparent, inclusive, working on a shared agenda and common
- We need to go local to be able to scale up. But how can we do it sustainably?



### Plunge (have guts) – risk as a means to the cutting edge.

We will be looking for contributions from participants towards what risks we need to take and why it is necessary to achieve cutting edge? This can include topics like the power and risks of stimulating vast number of people; the power of open and transparent experimentation, how do we protect the integrity and security of people? How do we know we are on the right track? What can we as a community do together? And what could be the next steps and how will we continue the discussion?



### How can we inspire a new meaning of life? How can we create togetherness

Contributions we seek: Where can we experience new meanings of life and how do we strengthen a togetherness around these new meanings of life? New meaning of life linked to the SDGs; New meaning of life with pressures and enablers from urbanization and digitalisation; What roles do living labs play in creating new meanings of life? Who are the frontiers for the development of a common vision? What can we as a community do together to deliver a shared agenda?





## We need to go local to be able to scale up. But how can we do it sustainably?

What kinds of local initiatives will go global and how do we stimulate this scale-up sustainably? Which local community examples do we know of as best practice examples? How come they were sustainable and went global? What and who initiated these initiatives in the first place? Which good local examples have not been scaled and why? What can we as a community do together to develop successful local initiatives and help them scale sustainably?



## WEBINAR 1 - PLUNGE (HAVE GUTS)



What do you believe we could achieve if we would risk giving citizens significant creative control over public and community resources?



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How would you change and improve the engagement of citizens for more sustainable communities?



With helping of smaller communities inside the neighborhoods and taking leadership advantage of older people in KhorramAbad	Link engagement activities with specific budgets and timelines for implementation	Recognize the knowledge of citizens, their expertise on their issues and spaces. Researchers and practitioners willing to be learners and build on knowledge
Participatory budgets and provision of platforms/spaces for citizen ideation	Provide clear framework/tools of the process of coming to a consensus	I would allow citizens a permanent platform to propose see-was initiatives which will benefit both citizens groups and organizations as well as governments and public institutions through co-development/ production
Create opportunities for individuals to become leaders/spokespersons for subsections of their community	when you ask people for participation, you have to follow the implementation of their request as well, at least to fulfil some parts of their suggestions, to make them rely more on this co-work	We need to FEEL something Also connected to needs

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## How would you change and improve the engagement of citizens for more sustainable communities?



I would encourage politicians to make a habit of meeting citizens in their circumstances on a regular basis to understand opportunities for stronger engagement

Maybe try to link different initiatives to cooperate

The people should know what is the final advantages and benefits of the project for them. We should clearly let them know what are they going to receive.

Giving to the citizens the power over decisions that directly affect their live

provide mediators from the local administration - improve communication process on possible and implementable actions

Also state clear exemplar of environmental development

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## What kind of initiatives would be needed to accelerate citizens driven experimentation in living labs?



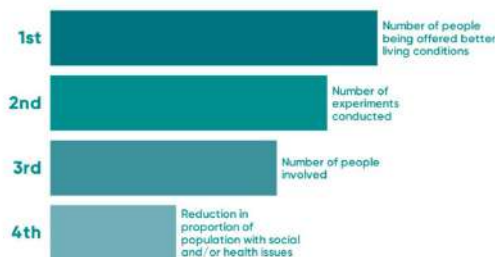
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## What kind of stakeholders are needed to manage risks effectively in accelerated citizens driven experimentation?



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## What would you prioritise as the results of citizens driven sustainable living initiatives?



9

## What could be another good result?



an initiative that became an inspiration for initiatives in other districts/cities	number of self organized initiatives arising as a result	Have new groups and individuals participating in the activities and putting their perceptions, agenda and interests on the table
that it also helped solve environmental issues	using risk management tools and techniques to measure, control and reduce the level of risks, and take some control actions to mitigate the risks before happening	a data-driven initiatives considering the long term duration of the project
Creating spaces which are welcoming, inclusive and "safe".	Providing people better jobs and making them entrepreneur	Institutionalization of the process (ever in other city)

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## What could be another good result?



Spontaneous creation of groups of interest	the municipality saves money	Feel and understand differently, with new points of view
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## WEBINAR 2

How can we inspire a new meaning of life? How do we create togetherness?



## What do you consider the key ingredient of sustainable living?



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## How can we support young people's enthusiasm for more sustainable living?



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## How can we support young people's enthusiasm for more sustainable living?



10

## What are the most important obstacles to widening more sustainable lifestyle?



12

## What is hindering you in adopting a more sustainable lifestyle?



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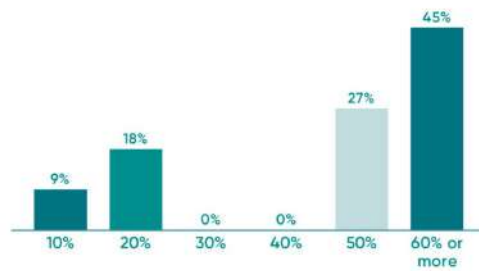
## What is hindering you in adopting a more sustainable lifestyle?

Lack of knowledge, lack of alternatives, time shortage

not having the same meaning of life for the people of a society



## What proportion of city populations would we need to reach in order for sustainable living becoming the predominant lifestyle in the city?



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## When will we have the first global city predominantly inhabited by people living sustainably?



11



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## WEBINAR 3

We need to go local to be able to scale up. But how can we do it sustainably?



## Which sustainable local initiatives would you like to scale to a global level?



9

## What characterizes local initiatives that deserve to be scaled to global level?



6

## What is standing in the way of good local initiatives being scaled to global level?



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## Who are the key stakeholders to stimulate the scale-up of local sustainable citizens driven initiatives?



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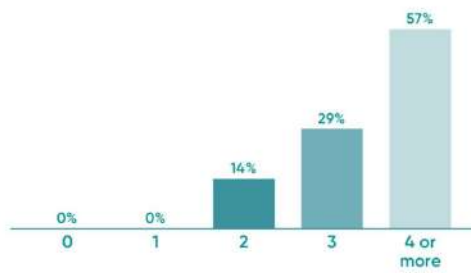
Who are the key stakeholders to stimulate the scale-up of local sustainable citizens driven initiatives?



Influencers

How many local initiatives do you know of in your city or other cities that could also benefit citizens in other global cities?

10



Please describe the best examples from previous answer

7



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THANKS

