



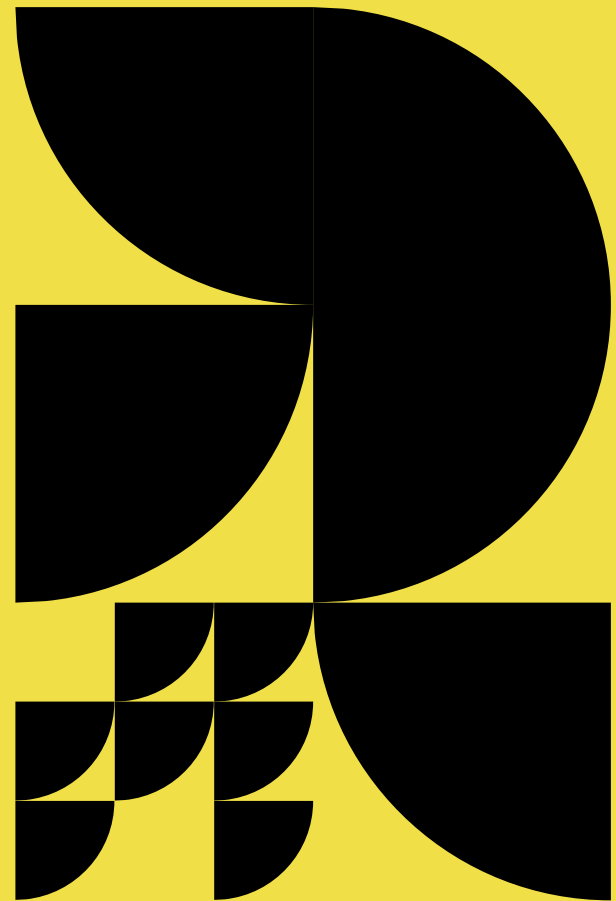
Workshop: Health and equity co-benefits of citizen engagement in sustainability

Gesundheit fördern – Klima schützen
21 June 2022, Austrian Health Promotion Fund

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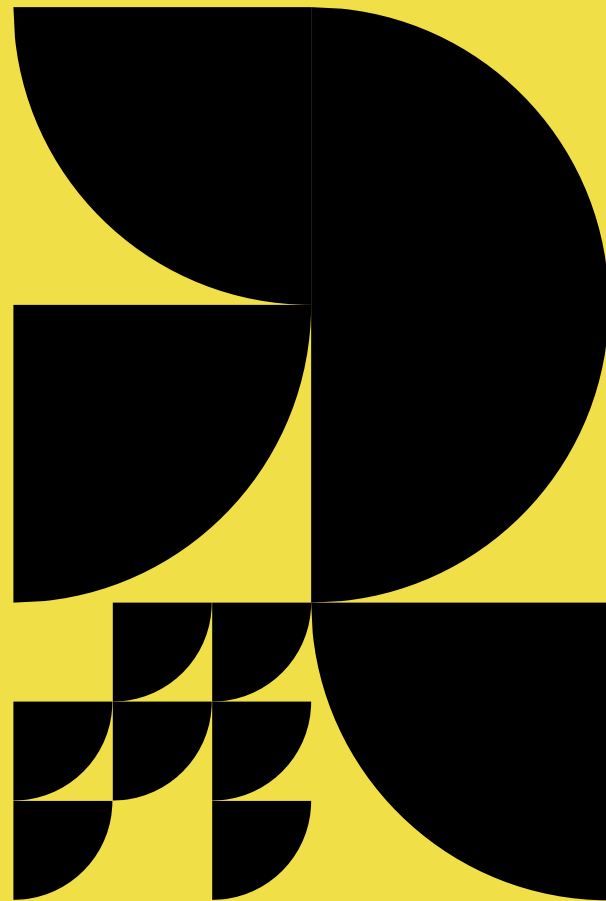
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PS Lifestyle

Icebreaker



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Icebreaker

Instructions

1. Turn to your neighbour (or someone sitting near you).
1. You have 2 minutes each to share with your partner:

An example of a positive experience where you were asked to input on something and really felt that your input was valued.

Timer 1

Timer 2

Engaging citizens inclusively in sustainable behaviour change – implementing change in practice

**Rosalyn Old, Project Manager
Collaborating Centre on Sustainable Consumption and
Production (CSCP)**



Photo by Andrew Moca on
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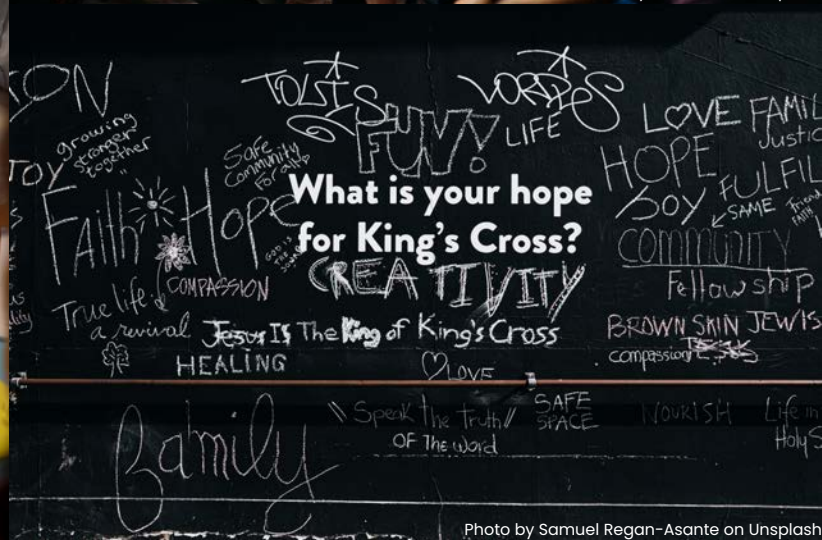


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Citizen engagement

Brings a group of citizens together to provide input on something

Good citizen engagement:

- Brings in citizens' unique **experiences** and **backgrounds**
- Is designed to enable citizens to **meaningfully input** – and to see the result of their efforts
- Ultimately **influences** and **enriches the project**, gathering some form of data and creating an output which benefits society
- Has a process which has been created to be **inclusive** and **accessible** to a wide diversity of citizens

Citizen engagement

Examples of what citizen engagement can be in practice

Policy-makers

To gather inputs from citizens with lived experience to help shape a new policy.

Focus groups, online consultation.



Photo by Amy Hirschi on Unsplash

Municipalities

To help allocate the budget in ways which will best address local needs.

Participatory budgeting.



Photo by Ibrahim Boran on Unsplash

Non-governmental organisations

To co-create a new tool to help people live more sustainable and healthy lives.

Citizen science living labs.

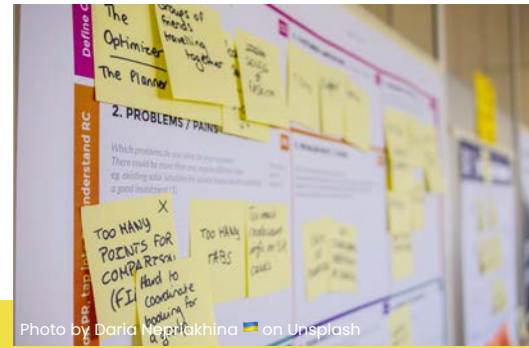


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Co-benefits and impacts

In the context of sustainability, equity and reducing health inequalities

- Sustainable food, food waste and healthy diets
- Air quality and pollution
- Climate and extreme weather
- Mobility, active travel and exercise
- Consumption and circular economy



Rquality (Greece) – app to monitor air quality and physical activity, helping scheduling for those with allergies

Hotspots in Ljubljana (Slovenia) – mapping which parts of the city are too hot, cooling solutions with municipality

Foodshift2030 (across Europe) – local Accelerator Labs with citizens to co-create sustainable food innovations

Influencing behaviour

How to change behaviour?

- Understanding what influences behaviour and how to encourage behaviour change
- For example, using the **COM-B model** (Michie et. al. 2011):
 - Capacity,
 - Opportunity,
 - Motivation,
 - Behaviour

And if we apply this to running citizen engagement activities themselves...

The behavioural approach (*from the Academy of Change*)

How might we... interest people in taking part in the citizen science lab?

Can we make it **easier**?

Can we make it feel **normal**?

Can we change the **language**?

Can we make it **fun** and **relevant**?

Can we make people feel **included**?

Can we tap into people's existing **values**?

PSLifestyle project

Co-Creating a Positive and Sustainable Lifestyle Tool with and for European Citizens

- PSLifestyle is closing the gap between **climate awareness** and **individual action**.
- The PSLifestyle **Living Labs** are taking place in eight European countries: Estonia, Finland, Germany, Greece, Italy, Portugal, Slovenia, and Turkey
- In the Living Labs citizens engage with other local people in their neighbourhood and city to jointly **develop** and **shape visions of a good life** with the environment in mind.
- We will then **design solutions together** to make those visions a reality.
- These joint conversations will contribute to further **improving the PSLifestyle online tool**.



Photo by Simon Wierzba on Unsplash

PSLifestyle learnings

Things to consider when designing a citizen engagement process

- How you will design an **interactive** activity/session?
- How you will support **active participation**?
- Will you run it **online** or **in person**?
- How will you make sure you gather **useful inputs**?
- How will you **keep citizens engaged** between meetings?

Target groups and inclusion

Who to engage and how to reach out to them

- **Mapping participants**
- **Identifying multipliers**/key people in different communities
- **Motivations:**
 - Motivations and linked incentives
- **Messaging:**
 - Simplicity, clarity, relatability
- **Outreach:**
 - Range of channels: physical, digital, people!
- **Making sure everyone is included:**
 - Anticipate barriers and adapt in advance

▶ ***“Citizens are not a homogeneous unit, with differences across gender, age, education, socioeconomic status, cultural background, etc. The citizen science labs will aim to capture and draw on these differences, so that their outcomes reflect as much as possible the lived realities and experiences of different population groups.”***

▶ PSLifestyle Participant Recruitment and Engagement Strategy

PSLifestyle research on citizen science

Citizen science for sustainability

Report on lessons learned, synergies and activities to build upon, with database of 30 inspiring citizen science initiatives.

- **The potential of citizen science for sustainability**
- **Key lessons from citizen science case studies**
- **30 inspiring citizen science initiatives**
- **Top tips from citizen science projects**

Free to download from pslifestyle.eu



Citizen science for sustainability

Report on lessons learned, synergies and activities to build upon, with database of 30 inspiring citizen science initiatives

Good practices

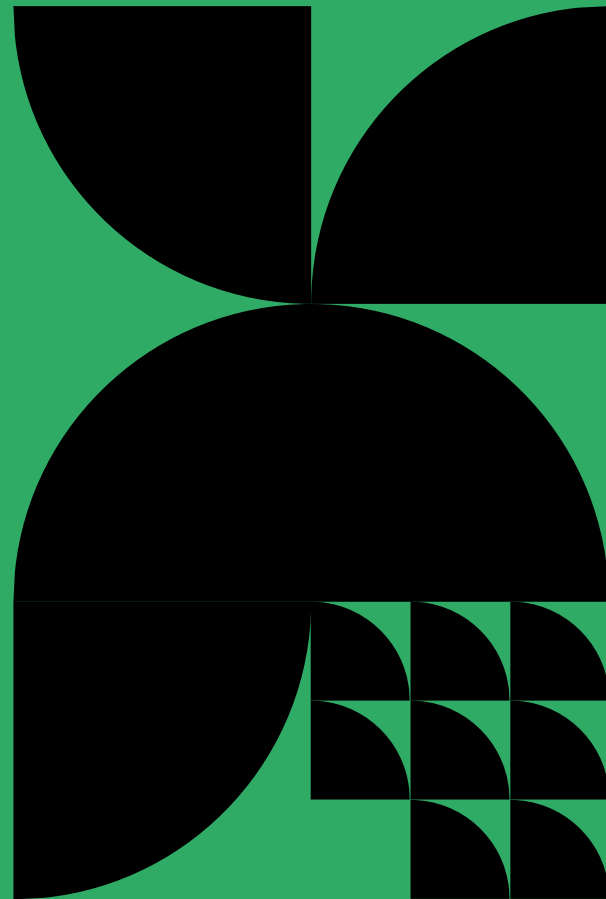
Some tips from citizen science projects

1. Set up a **clear frame for the project**: what is the objective and who should be included?
2. Do not assume that you know **all the answers**.
3. Listen and **welcome feedback** of the groups engaged and find time and space in the project to accommodate the inputs given by the citizens.
4. Get some **feedback** and use it.
5. Be sensitive to **reflection** and **iteration** throughout the process.
6. Make it **fun** and **entertaining!**



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Interactive session

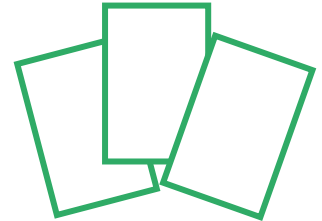


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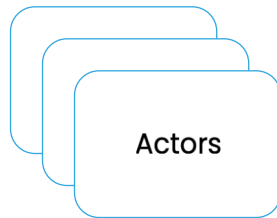
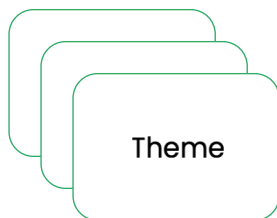
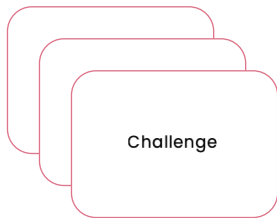
Time to play a game

- ▶ We have designed a **game** to play today, based on the Creative Commons '**The Thing from the Future**' card game (<http://situationlab.org/project/the-thing-from-the-future/>).
- ▶ The aim of the game is to come up with a solution based on the cards: your idea to **build resilience**, **reduce health inequalities** and **mitigate/adapt to the climate crisis**.
- ▶ The game provides you with prompts in the form of: **challenges**, **themes** and **actors**.
- ▶ We will play this in small groups of **3-6 people**.

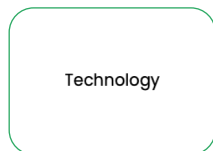
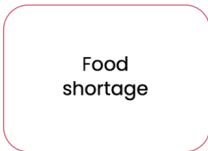


How to play

1 – Shuffle the three piles of cards and place face down



2 – Turn over the top card from each pile



5 – If you have extra time, consider how we can make sure that for these ideas, everyone is included – they can access it, it is affordable, and easy to do.

3 – Each player then has 3 mins to come up with an idea which brings together the context of the three cards, writing it down on a note card



Player 1 idea:
Food shortage – technology – sports team

Sports team use a menu app to create meal plans for their week that give them the calories they need for sport while not wasting food

Player 2 idea:
Food shortage – technology – sports team

Football team uses whatsapp group to share leftover/extra food with each other

Player 3 idea: ★
Food shortage – technology – sports team

Cycling group sets up an email address where people can share when they have extra food/need food, and the team collect and deliver food between people

4 – When the time is up, each player shares their idea and the group decides on their favourite idea, giving this one a star sticker

Timer 1

Timer 2

Timer 3

Reflections on the game



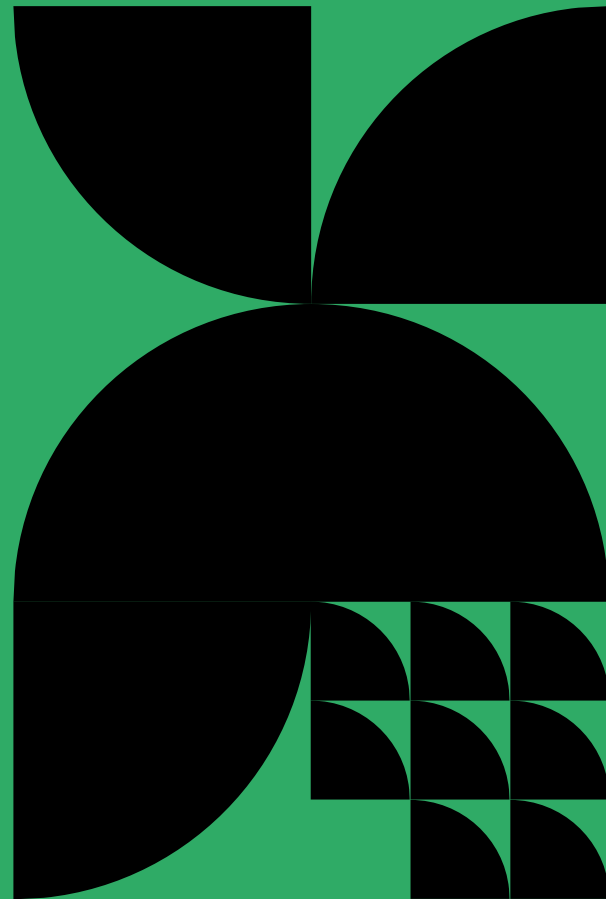
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**Thank you for
participating!**



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