

Crowd4SDG

Citizen Science for the Sustainable Development Goals

Deliverable 6.3

Dissemination material for GEAR cycles available

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Abstract:

This document compiles all the material created to support the call for participants of the Gather phase of the first GEAR Cycle.

For more information on Crowd4SDG, please check on <http://www.crowd4sdg.eu/>



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| | Name | Partner | Date |
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Project Partners

| | Partner name | Acronym | Country |
|------------|---|---------|---------|
| 1 (COO) | Université de Genève | UNIGE | CH |
| 2 | European Organization for Nuclear Research | CERN | CH |
| 3 | Agencia Estatal Consejo Superior de Investigaciones Científicas | CSIC | ES |
| 4 | Politecnico di Milano | POLIMI | IT |
| 5 | United Nations Institute for Training and Research | UNITAR | CH |
| 6 | Université de Paris | UP | FR |



Crowd4SDG in brief

The 17 Sustainable Development Goals (SDGs), launched by the UN in 2015, are underpinned by 169 concrete targets and 232 measurable indicators. Some of these indicators have no established measurement methodology. For others, many countries do not have the data collection capacity. Measuring progress towards the SDGs is thus a challenge for most national statistical offices.

The goal of the Crowd4SDG project is to research the extent to which Citizen Science (CS) can provide an essential source of non-traditional data for tracking progress towards the SDGs, as well as the ability of CS to generate social innovations that enable such progress. Based on shared expertise in crowdsourcing for disaster response, the transdisciplinary Crowd4SDG consortium of six partners will focus on SDG 13, Climate Action, to explore new ways of applying CS for monitoring the impacts of extreme climate events and strengthening the resilience of communities to climate related disasters.

To achieve this goal, Crowd4SDG will initiate research on the applications of artificial intelligence and machine learning to enhance CS and explore the use of social media and other non-traditional data sources for more effective monitoring of SDGs by citizens. Crowd4SDG will use direct channels through consortium partner UNITAR to provide National Statistical Offices (NSOs) with recommendations on best practices for generating and exploiting CS data for tracking the SDGs.

To this end, Crowd4SDG will rigorously assess the quality of the scientific knowledge and usefulness of practical innovations occurring when teams develop new CS projects focusing on climate action. This will occur through three annual challenge based innovation events, involving online and in-person coaching. A wide range of stakeholders, from the UN, governments, the private sector, NGOs, academia, innovation incubators and maker spaces will be involved in advising the project and exploiting the scientific knowledge and technical innovations that it generates.

Crowd4SDG has six work packages. Besides Project Management (UNIGE) and Dissemination & Outreach (CERN), the project features work packages on: Enhancing CS Tools (CSIC, POLIMI) with AI and social media analysis features, to improve data quality and deliberation processes in CS; New Metrics for CS (UP), to track and improve innovation in CS project coaching events; Impact Assessment of CS (UNITAR) with a focus on the requirements of NSOs as end-users of CS data for SDG monitoring. At the core of the project is Project Deployment (UNIGE) based on a novel innovation cycle called GEAR (Gather, Evaluate, Accelerate, Refine), which runs once a year.

The GEAR cycles involve online selection and coaching of citizen-generated ideas for climate action, using the UNIGE Open Seventeen Challenge (O17). The most promising projects are accelerated during a two-week in-person Challenge-Based Innovation (CBI) course. Top projects receive further support at annual SDG conferences hosted at partner sites. GEAR cycles focus on specific aspects of Climate Action connected with other SDGs like Gender Equality.

Grant Agreement description of the deliverable

Highlighted parts describe the deliverable content.

“T6.2: Production and maintenance of communication materials (CERN).

This task comprises the following activities:

1. Update and maintenance of the Crowd4SDG website: the Crowd4SDG website will serve as a central portal for the project related communication activities. It will be the main source for all communication materials and to share project information both internally (through a SharePoint Extranet) and externally. Its main purposes are to (a) provide information about the Crowd4SDG Project; (b) lead interested citizens and scientists to the Crowd4SDG Calls for citizen science project pages; (c) provide information to stakeholders about progress of the selection process and scientific progress of the selected projects, (d) communicate the potential of Crowd4SDG as an endeavour to demonstrate the benefits of having citizens and researchers joining forces in citizen science initiatives. If/where possible, the available EC Communication Channels will also be used for this purpose. Crowd4SDG Consortium partners will also contribute to the Crowd4SDG website with their own relevant research news.

2. Production of target-audience specific promotional materials – in line with the communication strategy - to maximise both the impact of the Crowd4SDG Project as well as the impact of the selected Citizen Science projects. Target audiences are: research communities, social organisations, civil society organisations, investors, policy makers, regulators, potential funders and funding agencies at local, regional and European levels. Electronic and printed versions will be made available.

3. Social media communications channels, Facebook page¹ and regular posts, a LinkedIn profile/group, and other social media platforms will be set up at the start of the project. Several online news channels and the social media platforms will be used to multiply the overall impact of communications on Crowd4SDG citizen science projects' launch, evaluation results, scientific progress, final results etc.

4. Video productions. A two-minute introductory video will be produced and promoted on all relevant channels and platforms (social media, project's website, partners' websites, etc.). A second summary video of top results out of the Crowd4SDG project will be produced closer to the end of the project. The expected by-product of the video is a demonstration of the Crowd4SDG approach as an enabler for raising the interest of citizens and researchers in joining forces through citizen science initiatives towards the achievements of the SDGs and the creation of scientific knowledge.”

¹ After consideration and analysis of the targeted audiences, it has been judged that having a Twitter was more relevant than a Facebook page for the project, though partners are encouraged to use their own FB pages to relay the messages. This is explained in the Deliverable 6.2 Communication, Dissemination and Outreach plan

Purpose and scope of the deliverable

The purpose of this document is to compile the communication material created to support the first GEAR Cycle's call for participants (Gather phase).

Introduction

The Deliverable *D6.2 Communication, Dissemination and Outreach Plan* detailed the communication plan for the first GEAR Cycle. Taking this document as the baseline, the following chapters compile the material created according to the plan. If some deviations occurred, explanations are provided to justify for the changes.

1. Persona

In the course of the summer 2020, the Consortium decided for feasibility reasons to reduce the audiences of the first GEAR Cycle to the following persona : high-school, undergraduate and master students ages 16-26. The applicants could submit their ideas as individuals or teams of up to four persons.

2. Communication material

When referred to in the following tables, here are the Crowd4SDG social media accounts:

- Twitter: <https://twitter.com/Crowd4SDG>
- LinkedIn: <https://www.linkedin.com/company/crowd4sdg/>
- YouTube: https://www.youtube.com/channel/UCENqosXGclAasrQ_qR-yISQ

Also mentioned in the table are the promotion actions taken by the partners of the consortium using their own social media channels.

| Comms material originally foreseen | Comms material finally produced | Where to find the material | Used for which channels/events |
|--|--|-----------------------------|--|
| Video (1mn) with royalty free image with over marked text and royalty free music | Four videos were produced. A generic one and three interviews of the Digital Water team, winner of the 2020 Open Seventeen Summer Challenge on Innovating for a Sustainable Post-Pandemic World. | Crowd4SDG's YouTube channel | <p>Launched at the ECSA lunch sponsored by Crowd4SDG on 7 September 2020</p> <p>All social media channels of Crowd4SDG and further promoted by partners' social media channels (incl. Facebook and Instagram) by ways of reposting/retweeting or creating new posts:</p> <p>https://twitter.com/Crowd4SDG/status/1305497248126599168?s=20`</p> <p>https://www.linkedin.com/feed/update/urn:li:activity:6711252173482684416</p> <p>Crowd4SDG website https://crowd4sdg.eu/about-2/how/</p> |
| 1 infographic to present the issues with access to clean water | 1 infographic delivered | Annex 2 | Crowd4SDG Twitter and LinkedIn accounts and further promoted on partners' social media channels: |



| | | | |
|---|-------------------------|---------|---|
| | | | https://www.linkedin.com/feed/update/urn:li:activity:6716380397145595904 https://twitter.com/Crowd4SDG/status/1310614243859980289?s=20 |
| 1 infographic on the user experience of a participant to a GEAR cycle | 1 infographic delivered | Annex 3 | <p>Crowd4SDG Twitter and LinkedIn accounts and further promoted on partners' social media channels:</p> <p>https://twitter.com/Crowd4SDG/status/1311269204172177409?s=20</p> <p>https://www.linkedin.com/feed/update/urn:li:activity:6717035382883672064</p> |
| Flyer | 1 flyer delivered | Annex 4 | <p>Crowd4SDG website, Twitter and LinkedIn accounts and further promoted on partners' social media channels:</p> <p>https://crowd4sdg.eu/about-2/how/</p> <p>https://twitter.com/Crowd4SDG/status/1302913223834951680?s=20</p> <p>https://www.linkedin.com/feed/update/urn:li:activity:6708679171171737600</p> <p>As attachment to the email template to promote the call to some multiplier</p> |



| | | | |
|--|--|----------------------------------|--|
| | | | organisations. |
| Images | 2 pictures were selected for the communication | Cf. pictures on flyer in Annex 4 | Present in most of the communication material |
| Digital banners (horizontal and square format) for social media, mailing, websites | Besides the flyer and the infographics, three digital banners were created: two for the website landing page slideshow and one for the last reminder for the call deadline | Annex 5 | Crowd4SDG Twitter and LinkedIn accounts and further promoted by partners' social media channels: https://twitter.com/Crowd4SDG/status/1311648577991643136?s=20 https://www.linkedin.com/feed/update/urn:li:activity:6717414617913544704 |
| If relevant, roll-up for background in online or physical events | Though a first design was made, the production of a roll-up dropped in terms of priority as no physical event was scheduled. | n/a | n/a |



| | | | |
|---|---|---|--|
| If possible, frugal videos prepared by the partners | The partners directly reused the videos mentioned above, putting some local context to them. Upon the request of the EC, the project contributed to the script of a video promoting Citizen Science Swafs projects at the Citizen Science SDG Conference organised by the German Presidency of the Council. | https://lnkd.in/dXb9BqG | The EC video was disseminated through the Crowd4SDG Twitter and LinkedIn accounts and further promoted by partners' social media channels: https://twitter.com/Crowd4SDG/status/1318951929477726208?s=20 https://www.linkedin.com/feed/update/urn:li:activity:6724719887249350656 |
|---|---|---|--|

Besides the communication material anticipated in the Communication Plan, Goodwall, a professional development network headquartered in Geneva, has developed a dedicated webpage to collect the applicants' pitches. A screenshot is in Annex 6.

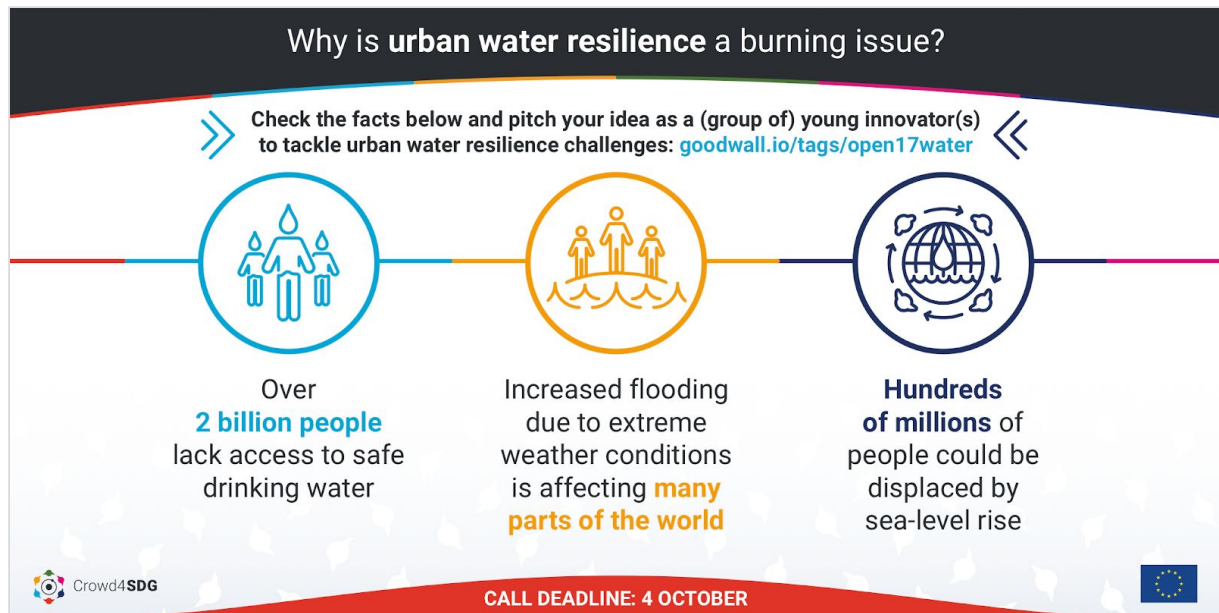
Conclusion

The communication material prepared for the Gather phase of the first GEAR Cycle will need to be reviewed for the subsequent cycles based on the lessons learned, as well as adapted to reflect a broader audience and the new challenges.

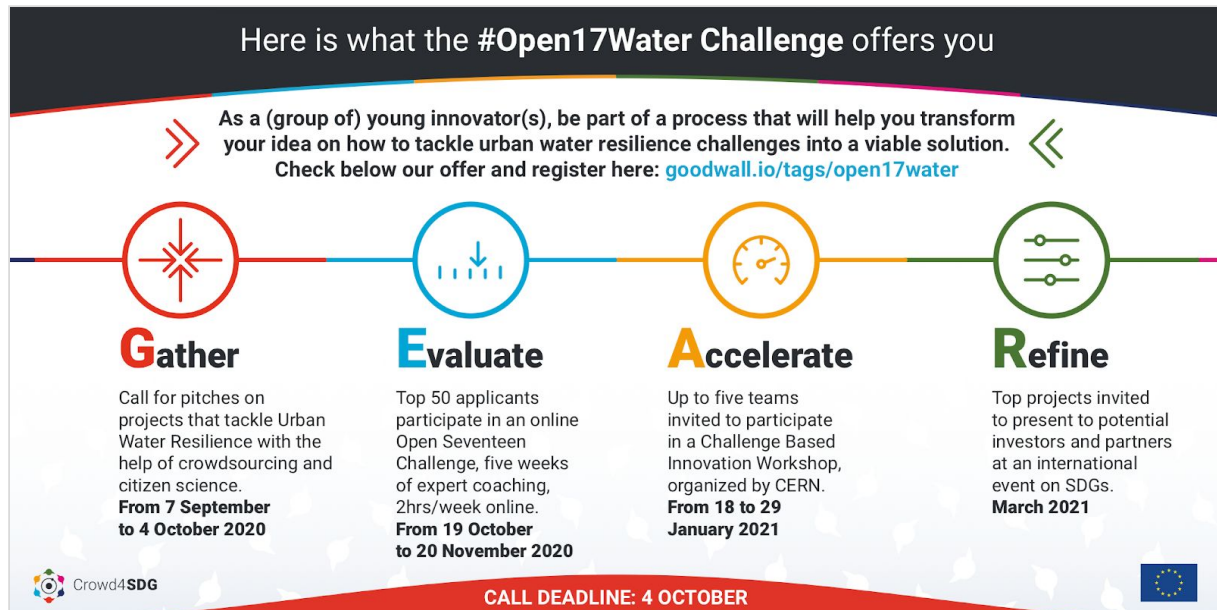
Annex 1 : List of abbreviations

| Abbreviation | Description |
|--------------|---|
| AI | Artificial Intelligence |
| CBI | Challenge-based Innovation (in-person coaching) |
| CS | Citizen Science |
| EC | European Commission |
| ECSA | European Citizen Science Association |
| GEAR | Gather, Evaluate, Accelerate, Refine |
| O17 | Open Seventeen Challenge (online coaching) |
| SDG | Sustainable Development Goal |

Annex 2: Infographic to present the issues with access to clean water



Annex 3: Infographic on the user experience of a participant to a GEAR cycle



Annex 4: Flyer

Front

The #Open17Water challenge: Call for participants



Crowd4SDG
Citizen Science for the Sustainable Development Goals

The #Open17Water challenge: pitch a project on Urban Water Resilience, win a chance to present your project to United Nations experts in Geneva, Switzerland

Online and in-person coaching of young innovators to tackle global challenges using crowdsourcing and citizen science

Register here

goodwall.io/tags/open17water

Deadline for submitting your pitch: 4 October 2020



The impacts of climate change include more extreme weather, leading to floods and drought that are putting urban communities under increasing stress. How can crowdsourcing and citizen science be used to monitor and address these challenges? Pitch your idea and you may be selected for online and in-person coaching, to develop your idea into an impactful project. This #Open17Water challenge is open to high-school, undergraduate and master students ages 16-26. Applicants can be individuals or teams of up to four persons.

UNIVERSITÉ DE GENÈVE CERN CSIC POLITECNICO MILANO 1863 unitar Université de Paris

For more information: crowd4sdg.eu

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 872944

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The #Open17Water challenge: How it works



Gather
Call for pitches on projects that tackle Urban Water Resilience with the help of crowdsourcing and citizen science.
From 7 September to 4 October 2020

Evaluate
Top 50 applicants participate in an online Open Seventeen Challenge, five weeks of expert coaching, 2hrs/week online.
From 19 October to 20 November 2020

Accelerate
Up to five teams invited to participate in a Challenge Based Innovation Workshop, organized by CERN.
From 18 to 29 January 2021

Refine
Top projects invited to present to potential investors and partners at an international event on SDGs.
March 2021



Register here

goodwall.io/tags/open17water

In partnership with:
GOODWALL CITIZEN SCIENCE ZÜRICH

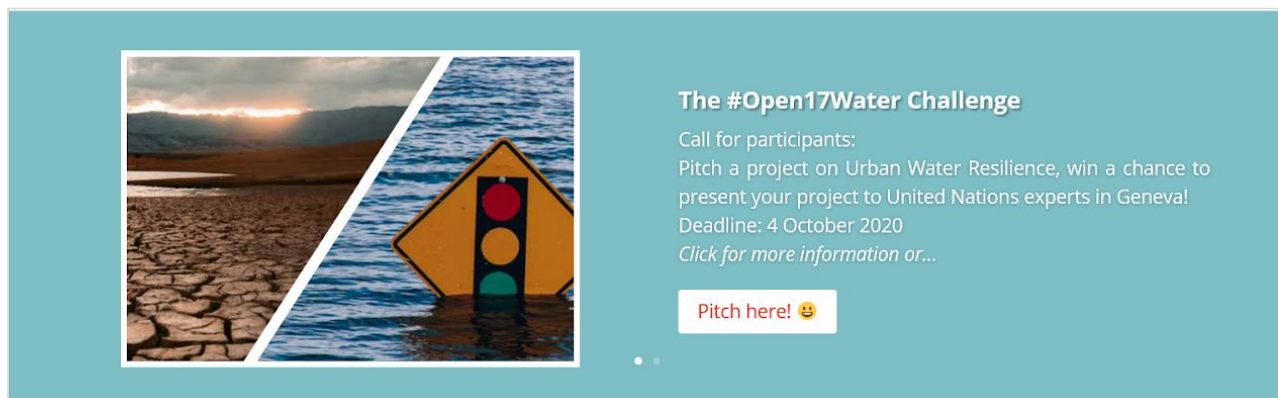
  

Annex 5: Digital banners

Website




Website




Social media



Annex 6: Goodwall registration page







DISCOVER OPPORTUNITIES CHAT 



#OPEN17WATER


Pitch your idea on how we can tackle urban water resilience

Application deadline is 4 October 2020 Midnight CEST

BROUGHT TO YOU BY:



#Open17Water

[Pitch Your Idea](#)
[Follow](#)
[Share](#)

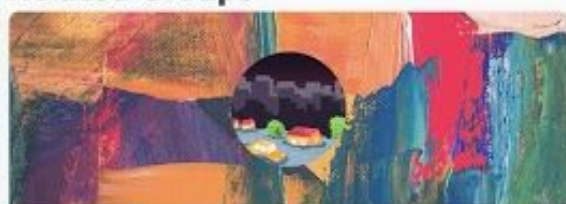
The Challenge: The impacts of climate change include more extreme weather, leading to floods and drought that are putting urban communities under increasing stress. How can crowdsourcing and citizen science be used to monitor and address these challenges? Pitch your idea here on how to tackle Urban Water Resilience and you may be selected for online and in-person coaching, to develop your idea into an impactful project.

The Prize

- The top 50 applicants participate in an online coaching programme lasting 5 weeks at 2hrs/week (19 October-16 November).
- Up to five outstanding teams are invited to participate in a challenge-based innovation workshop, organized by CERN (two

[Read More](#)

Related Groups



Open17Water Challenge
271 Members

Pitch your idea on how to tackle Urban Water Resilience and you may be selected for online and in-person coaching, to develop your idea into an impactful project. Share your #Open17Water ideas here to gain support from other members.

