21st European Week of Regions and Cities

Thriving Regions, Stronger Europe

Side Event
Webinar

Tackling air pollution with behavioural changes

Lessons learned from European projects

📅 **Tue 31 October 2023**

🕐 **11:00 - 12:30 CET**

#EURegionsWeek

Air pollution is a major challenge in cities and urban areas, posing a serious risk to citizens' health. **Behavioural change** and **social innovation** are needed to achieve cleaner air for all.

This **workshop** will present the digital tools (such as the development of augmented reality applications, dashboards etc.) and methodologies for **citizen engagement** developed in three EU projects: *GreenSCENT*, *COMPAIR* and *SOCIO-BEE*.

The projects are organising **citizen science** and **pilots** in 10+ cities to educate and involve students and citizens in air quality monitoring, with the ultimate aim of influencing and encouraging social innovation and behavioural change toward a more sustainable future.

Participants will be able to join interactive **break-out sessions** organised by each project to engage in further discussion and test the tools presented.

Register Here

Agenda

- Welcome
- Introduction to air quality
- Learning (GreenSCENT)
- Participating (SOCIO-BEE)
- Policy & Behavioral change (COMPAIR)
- Break-out sessions by each project

GREEN SCENT
SMART CITIZEN EDUCATION FOR A GREEN FUTURE

COMPAIR

SOCIO-BEE
Community for Change

Learning

In this talk, we present the process of designing an educational application with gamification and augmented reality features, teaching students aged 10-15 years about air quality topics, to be used inside and outside a classroom environment.

The app, designed within the framework of the European project GreenSCENT, is currently in the final stages of development and comes complete with educational material and tools for teachers, students and citizens.

During the break-out group, participants will be able to dive into the educatonal app in more detail, share their feedback and engage in discussion on the impact of such tools on behavioural change.

Participating

In this talk, we will share SOCIO-BEEs inclusive philosophy around the set up of citizen science hubs in different pilot locations.

We have been developing a set of inclusive methodologies and guidelines to foster a wide and fair participation from different target groups in the different pilots and we are starting to see the first results.

We will share these, which will certainly set the ground for an important conversation around diversity, inclusion and behavioural change.

Policy and behavioral change

In this presentation, we will explain how COMPAIR is empowering 5 cities and regions to more rapidly achieve net zero by leveraging citizen science to plug urban data gaps.

Our low-cost sensor networks measure local air quality and provide detailed data visualisations through digital twins and advanced analytics, including AR, to drive collaborative policy and behaviour change.

COMPAIR engages traditionally underrepresented people in citizen science e.g. minorities, lower income groups. As well as delivering personal benefits through citizen science participation and AR insights, we deliver impact on policy via data calibration and by supporting specific policy measures in pilots e.g. school streets, new mobility plans, STEM education.