



**DIVAIRCITY**

*The power of Diversity & Inclusion for Climate Neutral  
Cities*

# **Diversity and Inclusion Green City” Pan-European Contest Guidelines**

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**Disclaimer:**

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## 1 About DivAirCity

DivAirCity is a 4-year project, funded by the EC under the H2020 programme, within the scope of the Sustainable Development Goals, valuing diversity and social inclusion to achieve innovative, creative, culture-driven, green and carbon neutral urban society.

DivAirCity addresses the equation of social inequality, health conditions and air pollution in cities. It involves 26 EU organisations and 68 external stakeholders from all five continents and creates replicable pilots starting from 5 EU cities: Aarhus (DK), Bucharest (RO), Castellon (ES), Orvieto (IT), Potsdam (D).

DivAirCity “recognizes, accepts and celebrates differences” in cities and turns them into a true value to address the emergency of air pollution and climate change.

DivAirCity is an ambitious project that aims at shifting the urban paradigm by valuing human diversity (with a focus on gender and multiculturalism) as a resource to define new urban services and models towards cultural-driven green cities. The project focuses on the urban nexus that combines people, places, peace, economic growth, climate robustness and its impact on air quality and decarbonization. DivAirCity, through citizen science and creativity will co-design solutions and trace their impact in a transparent and safe way.

## 2 Overview of the Contest

DivAirCity is holding a European Contest for young people (13-19 years old) called “Diversity and Inclusion Green City Contest”.

The objective of the contest is to involve young people in designing new solutions to mitigate air pollution in cities, and allowing them to have their say on sustainable and inclusive cities.

Participants are asked to redesign a part of one of the project’s 5 pilot cities: Aarhus, Bucharest, Castellon, Orvieto and Potsdam (please cf. the CITY DNAs at the end of this document) with a particular focus on air pollution and social inclusion, using Nature Based Solutions.

NBS to societal challenges are solutions that are inspired and supported by nature, which are cost-effective, simultaneously provide environmental, social and economic benefits and help build resilience. However, in order to enable the benefits of NBS to be felt equally, they need to be designed and implemented with the explicit intention of addressing inequalities and social inclusion challenges.

Studies have shown that in European cities the most deprived people have the worst air quality; people already experiencing multiple deprivations because of their social class, ethnicity or gender, also have the unhealthiest environment in which to live.

Still the voices of those most affected by poor air quality in cities are often unheard, with little say (if any) in decision making processes and with limited access to technologies and solutions. For this reason, DivAirCity focuses on the 6+1 elements of diversity identified as ‘protected categories’ by the UN international human rights legal framework: gender, age, low income, ethnical minorities, LGBTQIA+, people with different abilities.

## 3 Eligibility

To participate in the contest candidates must be young people aged 13-19 from European countries, grouped in a team ideally but not necessarily composed of minimum 2 to a maximum 10 members plus an adult mentor over the age of 18 (teacher, carer, trainer, parent, etc).



Individual projects are not eligible.

## 4 Contest specification

The participating teams will have to submit their idea on how to reduce environmental urban challenges through Nature Based Solutions.

Each team will be provided with technical material and knowledge by one or more organisations belonging to the DivAirCity Project.

Each team will then have to submit a report with the following 3 parts:

1. Summary of the project;
2. Analysis of the challenges that the selected part of their city is facing, with a particular focus on air pollution and social inclusion and a description of the proposed Nature Based Solutions. You will find the selected areas of intervention of the 5 cities and the list of the DivAirCity Partners at the end of the document;
3. The graphical visualisation of the project (a technical drawing, a rendering, a Minecraft reproduction, images, video, etc). The technique is free, but it has to be an original visual creation.

The submissions can be made in English or in the national language of the selected city, as described below:

Selected City	Languages accepted for submission
Aarhus	English, Danish
Bucharest	English, Rumanian
Castellon	English, Spanish
Orvieto	English, Italian
Potsdam	English, German

## 5 How to participate

Each team needs to register at the following [link](#) before the 28<sup>th</sup> of February 2023 at 5:00 pm CET.

The registered teams will be contacted after the registration by the organising team for further information and technical material.

Each team can send one application (but one mentor can supervise several teams).

There is no fee to enter the contest.

## 6 Timeline

Contest Announcement: November 2022

**NEW** Deadline of team registrations: **28<sup>th</sup> February 2023**

Project submission deadline: 5<sup>th</sup> April 2023

Announcement of City Awards: 22<sup>nd</sup> May 2023

Announcement of International and Audience Awards: 5<sup>th</sup> June 2023



## 7 Awards

There are different awards:

- **City Award**

Each city will select the best project, that will be presented both locally and in Brussels.

- **International Award**

An international jury will choose the winning project among the national winners.

- **Audience Award**

A parallel competition on social media will select the best proposal in terms of engagement of public and creativity.

The city, international and audience winning teams will be awarded during a ceremony in Brussels (Belgium) in which they will present their project to European Commission's officials.

Each winning team will receive partial reimbursement costs for up to 3 people. The final budget available will be disclosed at a later stage.

The ceremony will take place in July 2023 (to be confirmed).

The winning projects will be displayed in a final exhibition in Rome and potentially in [World Design Capital Valencia](#) Programme.

## 8 Jury and selection criteria

The city awards will be selected by a city jury identified within the DivAirCity Project Partners that will include architects, behavioral scientists, representatives of municipalities, universities/researchers and NGOs

The international award will be selected among the winners of the city contests by an international jury composed by architects, behavioral scientists, representatives from municipalities, universities/researchers and NGOs.

The city and international juries will evaluate the following aspects:



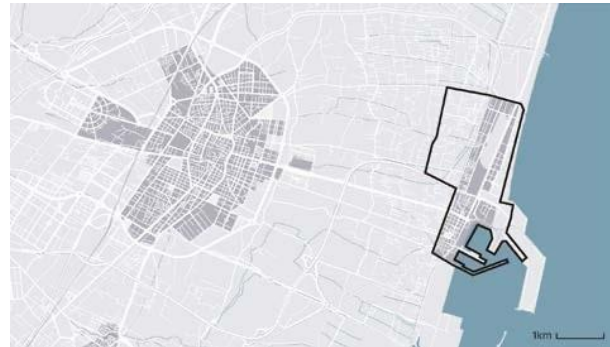
1. Technical soundness (from 1 to 10 points): the project is presented in a concise and clear manner, with a technical soundness and quality of the proposed solutions;
2. Creativity (from 1 to 10 points): consideration will be given to original visual compositions, which result in a visually appealing and artistic proposal (video, photograph, infographics, etc.);
3. Social inclusion and diversity aspects (from 1 to 10 points): the proposal addresses the equation of social inequality, health conditions and air pollution in cities;
4. Feasibility (from 1 to 10 points): the proposal considers the economic and technical feasibility of the solutions suggested.

To be awarded, a project should reach the minimum threshold of 5 points in each of the four criteria.



The audience award will be given to the project that collects the highest appreciation, engagement and popularity on a social media channel.



## Selected areas of intervention per CITY:

<b>Aarhus</b>	<b>Map of the intervention area</b>
Inhabitants 350.000	
<b>Intervention area (marked in the map)/Size in km2</b>  467,8 km2 (Municipality) 91 km2 (City)	
<b>Bucharest</b>	<b>Map of the intervention area</b>
Inhabitants 374,647 (District 2)	
<b>Intervention area (marked in the map)/Size in km2</b>  32 km2 (District 2)	
<b>Castellon</b>	<b>Map of the intervention area</b>
Inhabitants 171.728	
<b>Intervention area (marked in the map)/Size in km2</b>  108,78 km2	



<p><b>Orvieto</b></p> <p><b>Inhabitants</b> 20.253</p> <p><b>Intervention area (marked in the map)/Size in km2</b></p> <p>281,27 km2</p>	<p><b>Map of the intervention area</b></p> 
<p><b>Potsdam</b></p> <p><b>Inhabitants</b> 178.089</p> <p><b>Intervention area (marked in the map)/Size in km2</b></p> <p>187,28 km2</p>	<p><b>Map of the intervention area</b></p> 

## LIST OF PROJECT PARTNERS



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