



DIVAIRCITY

The power of Diversity & Inclusion for Climate Neutral Cities

Visual leaflet of Engagement Principles, user scenarios, HMW's and city roadmaps

Lead beneficiary: Creative Climate Cities

Disclaimer:

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History of Changes

Version	Date	Authors	Sign off by
V1.0	31/03/2022	Tion Kudlek, Nahla Laroussi	Daniela Melandri
V1.1	21/04/2022	Tion Kudlek	Daniela Melandri
V1.2	29/04/2022	Elisa Peñalvo López	Elisa Peñalvo López



1 Introduction

This leaflet is meant to help cities, that want to facilitate more diverse co-creational processes and offer inclusive urban services to their citizens.

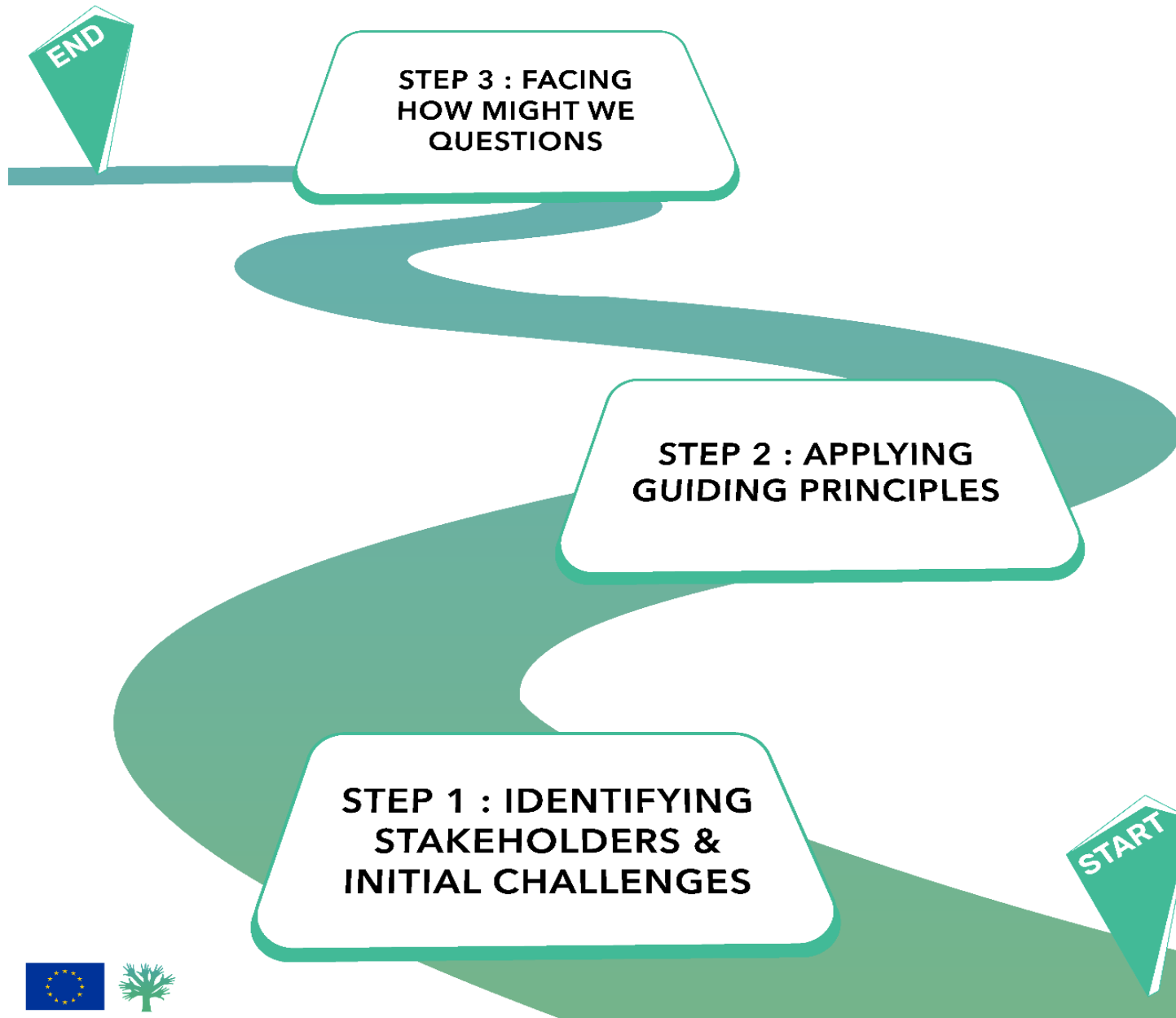
The leaflet contains a collection of tools and hints, which will help you set up an inclusive environment for co-creation with a diverse group of citizens. You can find a brief guide on how the tool was created and how it is supposed to be used above the respective section.

The users of this leaflet are equipped with tools to set up diverse and inclusive co-creational formats. Moreover, you can find valuable information on how to approach stakeholders in a neutral and inviting manner. Ensure long-term motivation and empowerment of those, who are being overheard much too often.

The leaflet is included as a picture in this document.



Co-Creation & Stakeholder Engagement



Who is supposed to use this leaflet?

This leaflet is meant to help cities, who want to facilitate more diverse co-creational processes and offer inclusive urban services to its citizens.

How do I use this leaflet?

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1. Initial Challenges

In interviews with the partner cities and their respective co-creation experts, initial challenges in terms of participation were discovered. The list acts as a starting point, which can be adapted due to individual circumstances.

- # Decision Making processes are often intransparent
- # Citizens don't trust planning processes easily
- # Setting up participation processes from zero is exhausting and can lead to failure
- # Different cities have different circumstances
- # There is little experience to ensure involvement of citizens
- # The distribution of power is unfair
- # Participatory impacts are often short-term
- # There is a lack of safe spaces for vulnerable groups in our cities

2. Guiding Principles I

The following is a collection of guiding principles for co-creation practices. Applying the principles and their subordinate check points, ensures the diversity and inclusivity of events. Use this checklist as a first step while designing co-creation.

- # **TRANSPARENT**
 - Identify power structures and balance out voices that are not being heard in these power structures.
 - Be clear on the purpose and possible outcome of formats.
- # **RELIABLE**
 - Expected outcomes of co-creation need to be predictable.
 - Truthfully describe the impact of your participations.
 - Use and present data, that is publicly accessible.
- # **VIABLE**
 - Your Co-Creation format needs to be designed according to available resources.
 - Use existing participatory series to facilitate your formats.
- # **ADAPTIVE**
 - Analyse related processes in your city and identify potential synergies.
 - While designing participation tools and methods, bear in mind, they should be adjustable to all kinds of circumstances.

3. How Might We? I

As another step, How Might We Questions were refined from the insight gained in the city interviews. Open questions and uncertainties were combined into the following list of questions. We tried to find helpful yet generally fitting answers, which should help designers of co-creation to organize and perform events and approach stakeholders in the right way.

? How can we ensure inclusive participation, if we are lacking representative organisations of a diverse community?

Representative organisations are a good starting point for approaching diverse communities. Start by contacting coordinators of these organisations to establish a stakeholder network, but be aware, the coordinators should act as a link between the co-creation designers and the citizens rather than being the speaker for the social groups as a whole, since each individual voice has its value.

If there is a lack of such organisations in your city/district, try to get in touch with local social networks and try to contact citizens directly. Moreover, when you are advertising DivAirCity do not forget to describe the project as a safe space for diverse communities.

? To what extent should we involve recognized stakeholders (the experts) in empowering participation?

Recognized Voices such as scientists, politicians, economists or social workers are important in many project-related terms such as data infrastructure, spatial design, local specialties, decision making processes and many more.

Their involvement should be considered on different levels, but their input, opinions and ideas shouldn't be valued any higher than those of the citizens. Use their knowledge to present an understandable, transparent and overall picture of the local situation as objectively as possible.

1. Reference Box

This overview presents a collection of projects and initiatives, that are being referenced in DivAirCity and are worth taking a look into in order to get ideas on how to design co-creation.



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2. Guiding Principles II

- # **AWARE & EMPATHETIC**
 - Listen well - let the participants speak.
 - Respect all citizens by using inclusive language.
 - Let the participants express their ideas without steering or manipulating them.
- # **BALANCED**
 - Guarantee equal involvement, acknowledging differences and lack of skills.
 - Ensure balanced match-making and networking opportunities for stakeholders.
- # **REUSABLE**
 - Document your methodologies and results and share those as part of the knowledge transfer.
 - Create opportunities for learning actions.
 - Transform failure into learning.
- # **SECURE & SAFE**
 - Guarantee conformity with health-related restrictions (COVID-19) and instructions.
 - Create a pleasant environment for all participants.
- # **ACCESSIBILITY**
 - Design barrier-free formats, being aware of physical disabilities, timewise availability and financial expenses for citizens.
- # **ENGAGING**
 - Create interesting incentives for users to participate.
 - Avoid conventional formats and be open to experiment.

3. How Might We? II

? How do we balance out the different levels of skills of participants in co-creation?

There will be diversity not only in the participants' composition of co-creation, but also in the range of skills of the participants. There will be different amounts of confidence with regards to speaking in front of many people, just as there is a variety in the duration over which people are able to stay focused and many more differences between citizens.

Try to identify as many of those different skill levels as possible in the preparation of co-creation as well as during the format itself, in order to adjust the way you approach each individual. Moreover, try to reduce the probabilities for uncomfortable situations in which the different level of skill would be exposed.

? How do we keep stakeholders and citizens engaged and motivated throughout a long-term participation process?

Try to engage citizens through a transparent involvement, interactive co-creation and user-friendly digital participation options. Try to create long-term incentives and/or tokenization models to keep citizens motivated.

Demarcate your expectations and how exactly the participants' contribution will influence the outcome of the project. The higher the influence, the higher the long-term motivation.

? How can we ensure, that the effort of participatory/co-creational processes are acknowledged at high-level decision making?

In order to design your format sustainable, you should be transparent right from the start about the expectations, possible outcomes and how the input by citizens could influence what. The higher the level of decision making, the co-creation is targeting, the higher the motivation for participants to engage actively.

To guarantee a high-level linkage, you should discover and display power dynamics to identify points in decision making, where co-creation could have the biggest impact. Then you should identify the individuals sitting at the biggest lever in terms of power and try to convince them to accept the relevance of co-creational elements, to consider the outcome of co-creational formats when making their decisions and in the best case to even take part in the format.

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DivAirCity H2020



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).