



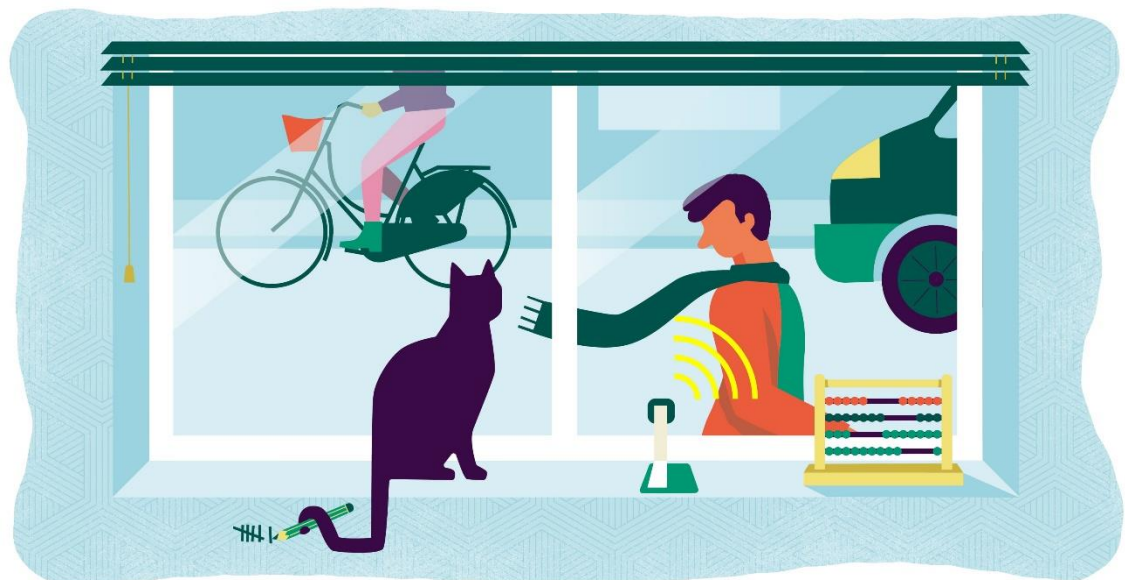
WeCount: Citizens Observing Urban Transport

Deliverable D6.4: Overview of WeCount communication activities

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The WeCount Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No. 872743

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Authors	Balázs Nemeth and Cláudia Ribeiro, Polis
Contact	BNemeth@polisnetwork.eu ; Cribeiro@polisnetwork.eu
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1 Introduction

Deliverable D6.4: Overview of WeCount communication activities provides an in-depth overview of all communication and dissemination activities carried out by WeCount during its 24 months of implementation.

The report is complementary to D6.1, D6.5 and D6.6, the initial Communication and Dissemination Strategy, and corresponding updates (halfway project implementation and right before project conclusion). Therefore, this document will mostly focus on the performance of the planned and implemented Communication and Dissemination activities of WeCount, presenting appropriate Key Performance Indicators and an assessment of the strategy's success.

The report focuses on the results of the EU-level communication activities. Local communication activities are referred to, but more specific numbers are given in Deliverable 5.4 - Final Evaluation Report.

The report includes information on:

- Communication and dissemination channels created and used to promote the project (i.e., visual identity, website, social media, local communication plans, e-newsletters, news, events and cooperation with other initiatives),
- Impact associated activities, focusing on the publication of impact stories and videos for each WeCount case study, two policy briefs carrying the project's main messages, articles and case studies published in EU Transport online platforms and scientific publications,
- Annexes with the complete list of news published about WeCount, project organised events and third-party conferences.

The information presented therein will be used (in summary form) for the Final Technical Report.



2 Communication and Dissemination Tools

2.1 Project Identity & Visual Branding

WeCount developed a suitable, easily recognisable visual identity and branding, reflected in all project communications (i.e., Deliverable & PowerPoint template, visuals for leaflets, visuals for social media, etc.). All project communications refer to EU funding, as required by the Grant Agreement.



Picture 1: WeCount Logo

Picture 1 shows the logo, which puts the users/local communities into the centre by highlighting WE with bold and black colour, while the expected result of the experiment (traffic counting and data) are represented by the 16 multicolour dots in front. The different colours illustrate the share of modes in transport which are counted by the Telraam technology (pedestrian, cyclists, vehicles etc.). The logo was available in various formats (JPG, TIF, PNG) and resolutions for partners and was used in all communication material and social media.

WeCount focused on a strong online presence, which entailed the creation of attractive visuals. Below are some examples.



Picture 2. – An example for the design of project postcard, newsletter headings etc.



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Picture 3. – Example of pilot city specific images created for dissemination



Picture 4. –WeCount roll-up

Roll-ups were created to help the dissemination of the project during presentations at key conferences, exhibitions and visibility during seminars and workshops in case study cities. However, with the pandemic, most events took place online. In any case, a template with proposed content for roll-up creation was created and distributed among partners, with some partners printing their local roll-up.

2.2 Local Communication Plans

Case study leaders were asked to develop a **Local Communication Plan** for their country and pilot case, identifying the existing professionals and other networks to provide access to the main



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target groups together with key contact people or organisations through which these networks could be accessed. The Plans also defined which types of communication and dissemination channels were going to be used. These were living documents, which suffered adjustments as it was deemed necessary, considering local developments.

A template was provided by POLIS to assist in the development of the Local Communication Plans. Further, an associated monitoring tool was created to keep track of the success of their execution. This tool proved essential in gathering statistics provided in this report, and to assess the success of the implementation of the plans.

POLIS developed a Local Communication Package, shared with all cities, to assist with local communication, including social media management tips, visual identity (i.e., fonts, logos, illustrations) (complementary to the Dissemination and Communication strategy: D6.1).

For the complete Local Communication Plans please refer to Annex 1 of Deliverable D6.5: Dissemination and Communication Strategy – UPDATE 1. For specific information on achieved KPIs please refer to Deliverable 5.4 - Final Evaluation Report.

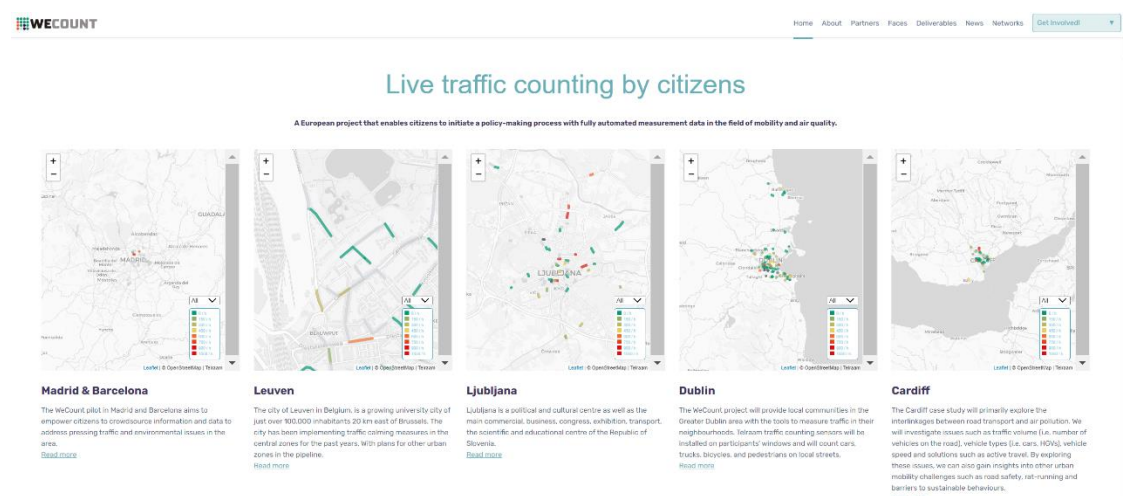
2.3 WeCount Website

[WeCount's website](#) was up and running by project Month 3 and regularly updated. All partners provided material to feed it, whether in the form of deliverables, case study descriptions, or news items. To save resources, it was established on the web framework of the [Telraam](#) website.

The website is in English, but with key sections available in partner languages: Dutch, Slovenian, and Spanish (i.e., dedicated to the city activities). Several updates were made to the website as the project progressed. For instance, partners decided to give it a more “human” character by adding a tab ([“Faces”](#)), that not only introduces the people in the project team, as well as local champions and their motivations to cooperate with WeCount.

WeCount partners have established links with the project's website in their organisation's websites.





Picture 5. – WeCount website landing page

The table below summarises the main statistics of WeCount’s website from its creation until end November 2021, gathered via Google Analytics.

Item	Description	KPI
Total number of sessions	This corresponds to the total number of sessions within the abovementioned date range. A session is the time a user is actively engaged with a website, app, etc	16 064
Total number of visitors	The number of visitors that have had at least one session within the abovementioned date range.	11 443
Total number of page visualisations	Number of visualisations of different pages	31 697
Most visited pages	Landing page Dublin case study page Cardiff case study page About Deliverables	14 092 2133 1959 1145 1010
Origin of visitors	United Kingdom Ireland Belgium Spain	2 338 1877 1035 810



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2.4 WeCount Social Media

The WeCount website provides a link to the main social media platforms created including Twitter, Facebook (Telraam) and YouTube. These were the main tools used for project communication, at the EU level. A LinkedIn group was also created to gather different stakeholders for continuous discussions on the project's developments.

Twitter



The project's Twitter profile ([@WecountH](#)) was created in December 2019. This page was the central channel used on social media to communicate WeCount's achievements, liaising with the WeCount Twitter pages created by each case study (i.e., [Telraam](#), [Ljubljana](#), [Cardiff](#), [Dublin](#) and the [Ideas4Change page](#)).

Picture 6: Example of WeCount Tweet

From the beginning, the objective was that practitioners, transport experts, sustainable mobility advocates, civil society and the scientific community, would engage with the project via Twitter. The combination of high levels of engagement of local champions from the case studies, together with Citizen Science projects at large, resulted in a high level of exchange, activity and associated followers/impressions.

Local champions were very active posting about the project, about the data collected with their Telraam sensors, ultimately sharing their personal analysis of local traffic online. This resulted in a number of very interesting interactions.

The table below summarises the main statistics about WeCount's central Twitter page:

Impressions	238116
Followers	771
Tweets	308
Engagement rate	1,30%
Click on links	604



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Likes	1355
Retweets	580



Picture 7: Example of WeCount Campaign

Another two dimensions that contributed to the high engagement were:

- Production of visually appealing materials to grab people's attention,
- Creation of dedicated social media campaigns (i.e., Citizen Engagement Tips, Results from surveys with WeCount local champions, etc.).

LinkedIn: As mentioned above, a [LinkedIn group](#) has been created. A learning from the project relates to the fact that perhaps LinkedIn groups are becoming obsolete, as it seems people prefer to engage either on Twitter or by creating LinkedIn project profiles. Therefore, the engagement in this group was not particularly extensive

YouTube: A dedicated WeCount channel was also created to serve as a database for all project-produced videos. More information is given in the corresponding section on WeCount videos (section 2.7).

Below a list of all WeCount Social Media pages (EU and local), can be found:

- [WeCount Central Twitter Page](#)
- [WeCount LinkedIn Stakeholder page](#)
- [WeCount LinkedIn group](#)
- [WeCount Twitter Dublin](#)
- [WeCount Twitter Ljubljana](#)
- [Facebook Ljubljana](#)
- [LinkedIn Ljubljana](#)



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- [WeCount Twitter Cardiff](#)

2.5 Electronic Newsletters

E-newsletters were an important tool to communicate and disseminate WeCount results. These were sent regularly via MailChimp, communicating any results that may have been produced, together with other items focused on case studies or participation/organisation of events. A total of 6 e-newsletters were prepared, with a total of 174 subscribers. The number of subscribers grew exponentially as the project unfolded.

The table below provides an overview of the e-newsletters prepared together with some associated statistics.

Item	Date	Sent (no. of people)	Open	Clicks
Newsletter #1	June 2020	33	66.7% (22)	24.2 % (8)
Newsletter #2	September 2020	76	48.6% (36)	9.5% (7)
Newsletter #3	December 2020	121	51.7% (61)	9.3% (11)
Newsletter #4	April 2021	156	41.6 % (62)	8.1% (12)
Newsletter #5	September 2021	171	43.6% (72)	9.1% (15)
Newsletter#6	December 2021	To be sent after report submission	n.a.	n.a.



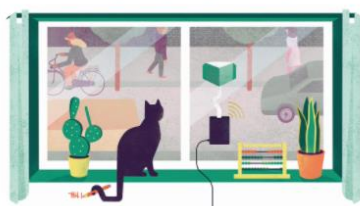
Picture 8: Example of WeCount Newsletter

WeCount: Newsletter #5

September 2021

As we near the finish line, there are many interesting stories from our local experiences showing how WeCount is promoting bottom-up policy-making. Have a look at the video on the Barcelona and Madrid experience and read how students from Ljubljana are re-designing streets using data gathered by our sensors!

Citizens generating mobility data & knowledge



In addition to these, specific newsletters for the promotion of events were also sent, namely, for the POLIS Mobisiling Mobility webinar, focusing on WeCount (5th November 2020, “Data-driven Urban Mobility Planning and Citizen Science- a match made in heaven?”).

WeCount related news were also promoted via partners’ newsletters. For instance, WeCount featured regularly in the Polis newsletter (for members and public) reaching more than 9000 subscribers (local and regional authorities, mobility practitioners, etc.).



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2.6 News and Press Releases

Press releases were an important means to establish a communication channel between WeCount and relevant media outlets, at the local, national, and EU level.

The two-tiered communication activities, with case study partners focusing more on local communication and POLIS on the EU level, has proved successful, with a total of 120 published news items about WeCount

A couple of examples of Press Releases prepared by the team were:

- The first WeCount press release focused on the project's kick-off and was sent to all local partners and media contacts in December 2019, resulting in the publication of news in different outlets.
- A second press release was circulated in September 2020 with the title of "Belgian and Spanish pilots engage 400 families in traffic counting for sustainable mobility" and focuses on the activities carried out by the partners in the pilots in Leuven and Madrid/Barcelona reflecting on the first feedback received from citizens.

The list of news outlets that have picked on WeCount is varied, highly relevant at the local and national level: i.e. Belgium ([Het Laatste Nieuws](#)), Ireland ([RTE](#)), United Kingdom ([BBC](#)).

WeCount also featured on Cordis and ELTIS a few times, namely:

- [Residential street in Cardiff logs a quarter of a million vehicles in just one month](#)
- [Local traffic data and how it gives more power to citizens](#)
- [Urban traffic measurements - city residents can now monitor traffic in their area](#)

Europe-wide traffic survey to recruit 'citizen scientists'

By Steve Mellen
BBC News
© 29 January 2020



Traffic sensors will be placed in homes across Europe



Autovrije zondag in Leuven: geen overrompeling door het minder goede weer maar er werd wel meer gefietst en voor het eerst werd dat objectief gemeten door Telraam. © Vertommen

Telraam: "38% meer fietsverkeer tijdens autovrije zondag"

Telraam heeft op tien locaties het verkeer geteld tijdens de voorbije autovrije zondag in Leuven. "Ondanks het minder goede weer werd er meer gestapt en gefietst", klinkt het. Het is pas de eerste keer dat er

Picture 9: WeCount on the news



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The complete list of WeCount-related news can be found in Annex 1.

2.7 WeCount Videos

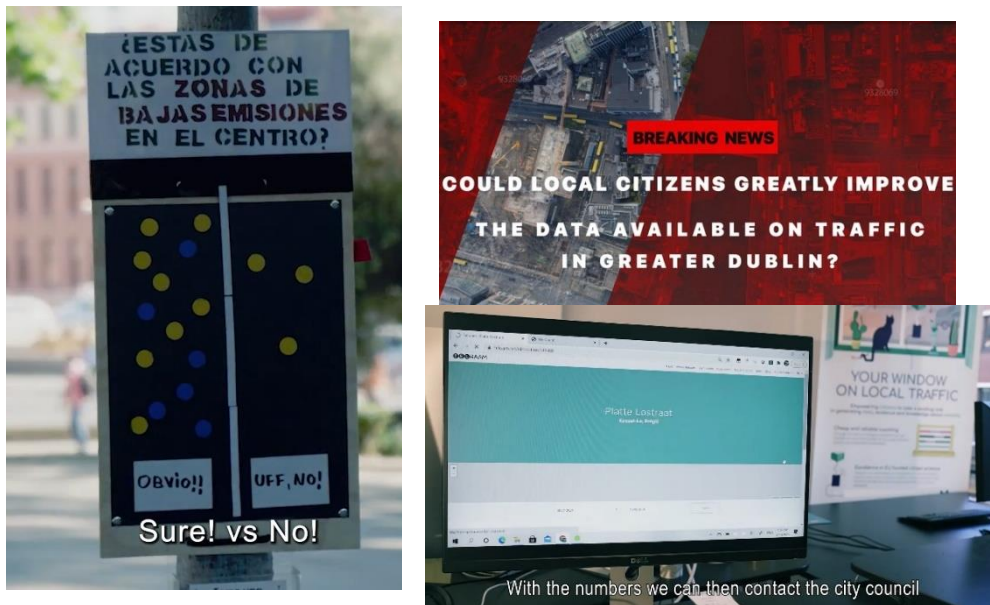
WeCount produced a total of 8 videos, namely:

- A video with instructions to assist local champions with the assembly of Telraam,
- Case study videos, focusing on the activities carried out in each WeCount case study (Leuven/Barcelona, Madrid, Dublin, Ljubljana, Cardiff). These videos focused on the results and added value coming out of each pilot case.

These videos constituted a very successful, visually appealing tool to reach the target audiences, being widely shared by partners, local champions and other naturally interested communities surrounding the project.

A dedicated WeCount [YouTube page](#) was created so these could be centralised under the project's branding. Additionally, partners uploaded other videos resulting from other activities, namely project presentations at external conferences and the video created within the scope of activities of the [Horizon Results Booster](#). The page has a total of 9 videos.

Picture 10: Stills from WeCount videos



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2.8 Events

The outbreak of the COVID-19 pandemic had an initial impact on planned participation in national and international high-level conferences. However, as society adapted, WeCount also moved the dialogue online. This was the case not only for the foreseen face-to-face interaction for the case study implementation but also for the organisation of WeCount-centric events and participation at third-party conferences. WeCount participated in different events of dissimilar dimensions, with varied target audiences, as detailed in the sections below.

2.8.1 WeCount Events

Each (local) partner scanned their local community to find groups and individuals (local champions) who could be trained (train the trainer) for WeCount activities. This involved scanning the public domain, leading to direct meetings with community leaders and local champions able and willing to set up citizen science activities.

The second step consisted of the actual community building around the citizen science activity in every location. The aim was to keep the lead of the community management with the local champions and hook-up WeCount. By building on the communication techniques commonly used in each community (local Facebook groups, get-togethers, community meetings etc), to increase the sense of ownership of the local community in citizen science activities. This led to a set of workshops with local citizens, explaining the WeCount capabilities, and formulating a research question for the citizen scientists to tackle.

WeCount carried out local activities, training, and community engagement **157 times**. Due to COVID-19, most of these were carried out either online, in a hybrid format, or face-to-face, with smaller groups than initially planned.

Data-driven Urban Mobility Planning and Citizen Science - a match made in heaven



5 NOVEMBER 2020 - 14:00-15:00 CEST



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Picture 11: WeCount Webinar

WeCount also organised a webinar, in the scope of [Polis Network's Mobilising Mobility webinar series](#), a platform for urban transport stakeholders to learn, discuss and share valuable experience and knowledge. The webinar discussed the potential for citizen-science to deliver urgent mobility solutions, this webinar, organised in association with Horizon 2020 funded project ClairCity, brought

together experts from across the field to share experiences and advice.

A final conference was planned to take place, face-to-face, in Leuven, in November 2021. However, the COVID-19 situation did not allow for it to happen. Alternatively, partners will organise two webinars in January 2022: one focusing on practitioners/professionals and another one for citizen scientists. The goal is to promote the main WeCount outcomes to each community and allow for an additional moment of interaction, particularly for citizens across case studies.

2.8.2 *Third-party events*

WeCount has been presented/mentioned in a total of **67 third-party conferences/events/workshops**. From these we highlight the following:

- Urban Mobility Days 2020: Session “Data-driven decision-making tools for small and medium-sized cities”,
- European Week of Regions and Cities 2021: Session “Citizen science - tools to achieve a real impact on policy-making”,
- Presentation and exhibition stand at CIVITAS Forum 2021 (Aachen),
- Sustainable Development Goals Conference 2020: Session: “Mobility and renewable energy for sustainable cities and communities”.



Picture 12: WeCount at the CIVITAS Forum 2021

The complete list of WeCount-related news can be found in Annex 1.



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2.9 Cooperation with other Initiatives

WeCount participated in the activities of the European Commission's service, [Horizon's Results Booster](#), together with related Citizen Science projects, namely [ACTION](#), [ClairCity](#), [ICARUS](#), and [iScape](#), forming the group named *Residents striving for sustainable cities: empowering citizens to engage in co-creating healthier, more environmentally and climate friendly metropolitan areas*. From this activity, partners benefited from capacity building, inputs to communication and dissemination activities, and fostered cooperation between the projects, which materialised in the organisation of a common workshop at the European Week of Regions and Cities 2021.



Picture 13: Common Branding of Residents striving for sustainable cities

In addition to these activities, WeCount had ongoing contacts with other Science with and For Society (SwafS) Horizon 2020 projects, (i.e., REINFORCE, Cities-Health projects, among others). WeCount also participated in the monthly SwafS conference calls chaired by EU-

Citizen.Science and contributed with materials to be published in their portal and newsletter.

WeCount also established links with additional Citizen Science projects through interviews. For example, by interviewing the Belgian project [CurieuzenAirBXL](#) and the Italian Initiative [Cittadini per l'Aria](#), to draft an article on [“The Citizen Science approach: a discussion with projects across Europe”](#).

WeCount participates in the monthly SwafS conference calls chaired by EU-Citizen.science. These have proven useful for project work (i.e., we have taken inspiration from the Action Project for evaluation activities). WeCount is also registered as a project on the Citizen Science platform: <https://eu-citizen.science/project/91>.



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3 Impact:

3.1 Impact Stories

Considering the **Knowledge and Impact Management Framework**, established in the initial Communication and Dissemination plan, WeCount partners established a common framework to enable case study leads to draft a “**Local Impact Story**”.

The goal was to provide evidence of progressive multi-stakeholder dialogue and bottom-up policy-making, resulting from WeCount activities. These stories would also serve as evidence to proposed Policy Recommendations (see section 3.2 on the Policy Briefs).

Each WeCount case study has a specific policy impact pathway that it worked towards. This served to prove there are several applications and use cases and that the citizen science approach generates meaningful output for policy development. The case-specific policy impact stories are:

Leuven: [Leuven citizens ensure speed compliance with the help of low-cost traffic counting sensor](#)

Leuven citizens ensure speed compliance with the help of low-cost traffic counting sensor

As cities roll out new urban access regulations it becomes evident that their deployment only tells half the story. Often, local authorities struggle with enforcing new rules due to a variety of reasons: ranging from appropriate infrastructure to a lack of user awareness about the new regulations in place. Can grassroots activism assist local authorities in better enforcing specific rules? Can low-cost traffic-counting sensors like Telraam provide evidence to back these efforts? An experience resulting from the Leuven pilot of the WeCount project can answer these questions.



Barcelona/Madrid: [Barcelona residents achieve lowering street speed limit building on self-generated data](#)

Barcelona residents achieve lowering street speed limit building on self-generated data

WeCount's new impact story is out now! In the city of Barcelona, engaged community was able to use new artefacts, tools and methodology to become directly involved in their own city's road safety and find solutions to traffic volumes and speed compliance.



Cardiff: [Empowering the citizen: how the WeCount project has helped amplify the voice of](#)



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Cardiff citizens



Empowering the citizen: how the WeCount Project has helped amplify the voice of Cardiff citizens

Road transport has been a contentious issue in Cardiff for several years. Born out of frustration that the city is not making sufficient use of its immeasurable potential for active travel, citizens across the city have campaigned for more sustainable urban mobility options. Now Cardiff citizens have the quantitative data to support their arguments and are using it to challenge the status quo and push for more ambitious and accelerated change.

Dublin: [Dublin schools successfully monitor traffic and air quality with the help of WeCount](#)

Dublin schools successfully monitor traffic and air quality with the help of WeCount

Traffic volumes around schools are a major concern for citizens in Dublin. The Dublin case study is providing traffic and air quality monitors to local schools to help them collect objective measurements outside the school gate.



Ljubljana: [Students from Ljubljana propose new street and traffic arrangements using data from traffic counting sensors.](#)

Students from Ljubljana propose new street and traffic arrangements using data from traffic counting sensors

Students from the Department of Urbanism at the University of Ljubljana used the data obtained from the Telraam devices, to assess the traffic flows and the adequate road infrastructure. This is a valuable tool for the city to improve the quality and quantity of cycling areas by making the streets cycling-friendly, which is usually reflected in the increase in the share of cycling trips in the city.



The complete Local Impact Stories can be consulted in the links provided above or in the Annex Section of Deliverable 6.6: Dissemination and Communication Strategy – UPDATE 2.

3.2 Policy Briefs

As described in the previous section, two Policy Briefs were prepared and published stemming directly from project experiences and results.



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WECOUNT

Hybrid citizen engagement approaches to deliver citizen-led project results in times of a pandemic

14th of September 2020

WECOUNT: LIVE TRAFFIC COUNTING BY CITIZENS

Citizen Science is gaining momentum across different fields, striving to contribute to citizen innovation and the democratisation of science. The value of citizen participation and science in transport is harnessing more recognition, however, the current ad-hoc engagement approaches can result in a lack of diversity and inclusivity. Can citizens directly contribute to achieving more sustainable transport systems? Can their actions and insights contribute to policy-making, allowing for a bottom-up, participatory approach, that reflects citizen expectations in urban mobility planning?

The [WeCount](#) project is the first European Citizen Science initiative to enable citizens to create a substantially better understanding of road traffic flows at local level. WeCount will gather greater insights into the impact of local road transport on issues such as air pollution, public health, and road safety. The project involves citizens in genuine co-created scientific enquiry, focusing on the use of accessible technology and tools to those interested, with the help of Citizen Science methods. It aims to place the citizens as key central players in the evidence gathering of local road transport systems, collecting data at an unprecedented level of detail by co-(re)designing existing sensors and opening up a new data source for local policy-makers and the transport policy research community to build better local transport systems together. The main objectives are:

- WeCount will advance citizens (and broader scientific) knowledge on traffic counting, transport management and related impacts
- WeCount will establish a durable framework for Citizen Science traffic counting and related impacts
- WeCount will lower the technology threshold to reach a more diverse audience ensuring broader citizen inclusiveness, by providing technological support to those involved,
- WeCount will demonstrate the diverse potential applications, in six use cases, to tackle different issues related to local road traffic
- WeCount will achieve meaningful research and local policy change, as a direct result of the evidence collected from the Citizen Science activities
- WeCount will contribute to the vision of '15 Minutes Cities' adopted as a guiding principle across several local authorities worldwide, by providing new knowledge to re-think our urban design.



The first [Policy Brief](#) (Hybrid citizen engagement approaches to deliver citizen-led project results in times of a pandemic) was published in September 2020. It built upon the citizen science methodology employed by WeCount, and its shift from face-to-face interaction to online interaction due to the impact of the COVID-19 pandemic. It also summarises the (at the time) first citizen engagement experiences from the two running case studies in Madrid/Barcelona and Leuven and formulates recommendations for online citizen engagement activities during the COVID-19 pandemic.

Picture 14: WeCount Policy Brief #1

Picture 15: WeCount: Image promoting Policy Brief #2



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The [second Policy Brief \(Citizen Science for sustainable urban mobility: empowering citizen traffic counters to shape local policy\)](#) reflected on the project's main results, drafting policy recommendations building upon evidence from its real-life examples for achieving change by proactive citizens in co-designing local traffic policies.

The complete Policy Briefs can be consulted in the links provided above or in the Annex Section of Deliverable 6.6: Dissemination and Communication Strategy – UPDATE 2.

3.3 Scientific Publications & specialised magazines

3.3.1 Scientific Publications & Open Access

WeCount partners active in research were responsible for submitting around scientific papers produced through the project lifetime to Scientific Journals in transportation, such as Science for the Total Environment, Environment and Behaviour, Transportation Research part F, Transportation Science, Transportation Research Record, Journal of Advanced Transportation

The table below provides an overview of articles submitted and their status.

Authors	Name of Journal/Publication Outlet	Topic	Status	Potential Publication Date
Margarida Sardo, Sophie Laggan (UWE)	Science Communication	Impacts of the COVID-19 pandemic in delivering citizen science projects	Submitted July 2021; re-submitting soon in a different format	Early 2022
Sardo, A.M. Laggan, S., Fogg-Rogers, L. and Franchois, E., (UWE & M21)	Journal for Research and Technology Policy Evaluation	Involving citizens in more participatory ways, from evaluation to technological development – learnings from the WeCount project	in preparation	tbd
Ažman Momirski, L., Laggan, S., Hayes, E. and Sardo, A.M., (University of Ljubljana & UWE)	Journal of Transport Reviews	The influence of culture on involvement in citizen science projects related to urban mobility	in preparation	tbd
Laura Fogg-Rogers, Laura Fogg-Rogers *, Enda Hayes, Kris Vanherle, Peter Papics, Tim Chatterton, Jo Barnes, Stephan Slingerland, Corra Boushel, Sophie Laggan,	Sustainability	Applying Social Learning to Climate Communications - Visualising 'People Like Me' in Air Pollution and Climate	Accepted	March 2021



James Longhurst (UWE)		Change Data.		
Daniel Tubridy, Anna Molter, Francesco Pilla, (UCD)	Local Environment	Citizen science of air pollution: an inclusive or instrumental paradigm?	Submitted	Tbd

WeCount has created its own page in the [ZENODO](#): an Open Access Repository, particularly used by Citizen Science Projects. As results became available, these were uploaded to the page, ensuring their availability for anyone wishing to use them.

3.3.2 *Specialised Magazines*

WeCount partners aimed at publishing articles in specialised media and magazines which are targeting transport professionals and urban mobility practitioners. Several articles have been published from which we highlight:

WeCount project: Advancing sustainable mobility through citizen science

by Sieman Pigo / updated 01 Nov 2021

If urban mobility is to be truly sustainable, it must be designed around the needs of the public. However, understanding these requirements, and gathering accurate and accessible data, is often complex. Citizen science is proving an effective tool for generating and analysing data on urban mobility, with findings helping to shape policymaking.



Context

One project, WeCount[®], is using data collected by local residents across five cities to understand traffic flow, air quality and active travel demand. WeCount is an EU Horizon 2020 funded project aiming to engage the public in the production of data, evidence and knowledge around mobility in their neighbourhoods while reducing the cost of traffic counting.

The project is being conceived at a time when other environmental research initiatives are exploring new approaches to data collection that tackle the financial and logistical challenges around mobility data.

One pilot in Ljubljana, Slovenia, reveals the potential for crowdsourcing approaches and the opportunity for other cities to follow suit.

In action

In the WeCount project, local residents are recruited to use sensors that count road traffic (Telraam[®]) to measure traffic as part of two pilot projects – in Leuven (Belgium) and Barcelona/Madrid (Spain) – and three cases studies in Ljubljana (Slovenia), Dublin (Ireland) and Cardiff (Wales). Understanding traffic flow is key to comprehending current travel patterns and to designing effective solutions. Indeed, WeCount partner, Transport & Mobility Leuven, received Information Leaders' best API prize for its traffic measurement programme with Telraam[®].

- The People Have Spoken, [Thinking Cities](#) #14, June 2020,
- Moving Dialogue Online, [Thinking Cities](#) #16, June 2021,
- [WeCount project: Advancing sustainable mobility through citizen science](#): ELTIS Case Study, September 2021.

Picture 16: WeCount case study at the ELTIS website



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4 Conclusion

WeCount's communication and dissemination strategy, created at the project onset, established clear channels to promote the project's results, with appropriate key messages and objectives. The framework focused on creating a two-level communication and dissemination approach, focusing on the macro-level (EU) and local level (each case study), with the development of the Local Communication Plans.

As evidenced by the information and statistics provided above, this approach proved successful. At the local level, establishing a closer link with local stakeholders by engaging partners directly in communication actions (in the local language), removed a communication barrier, which may have otherwise jeopardised the project's impact. Additionally, the nature of the project itself, allowed it to leverage communication activities by having a very engaged community. Local champions served as local influencers, also with regards to the communication of the project (i.e., active on social media, by giving interviews, etc.).

At the EU-level, different relevant outlets and stakeholders, from the beginning, were and continue to be very keen on learning more about WeCount, the sensor, the methods behind citizen engagement, and how this can be translated into local policy-making. The attractiveness of WeCount and its outputs ensured that it had a captive audience, genuinely interested in knowing more and continuing to cooperate after the project's conclusion.

This is where the Exploitation activities, as defined in D6.3 Innovation and Exploitation Strategy, play an important role, by establishing individual partner plans in exploiting WeCount's results far beyond the project's end date and original scope.



5 Annex 1: Monitoring of Communication & Dissemination

Annex 1 provides an overview of all the news published about the project and events in which the project has been presented, as well as local communication actions carried out by each pilot City (i.e., training, citizen engagement, etc.).

Title	Name of Medium	Date	Link (if available)
Europe-wide traffic survey to recruit 'citizen scientists'	BBC World Website	20/01/2020	https://www.bbc.co.uk/news/world-europe-51123760
Senzorji prometa tudi v stanovanja v Ljubljani. Kakšen je njihov namen?	Avt Magazin Metropolitan	22/01/2020	https://avto-magazin.metropolitan.si/novice/senzorji-prometa-tudi-v-stanovanja-v-ljubljani-kakšen-je-njihov-namen/
Senzorji prometa tudi v Ljubljani	Revija Tranzit	n.a.	https://www.revija-tranzit.si/avtomobilizem/senzorji-prometa-tudi-v-ljubljani
Senzorji prometa tudi v stanovanja v Ljubljani. Kakšen je njihov namen?	Novice Press	23/01/2020	https://novice.press/2020/01/23/senzorji-prometa-tudi-v-stanovanja-v-ljubljani-kakšen-je-njihov-namen-novice/
Senzorji prometa tudi v Ljubljani	Racunalniske-novice	22/01/2020	https://www.racunalniske-novice.com/novice/dogodki-in-obvestila/pozor-senzorji-prometa-tudi-v-ljubljani.html
Front preliminar per evitar contaminació ambiental i acústica després del virus	L'Independent de Gràcia	14/04/2020	http://www.independent.cat/2020/04/17/front-preliminar-per-evitar-contaminacio-ambiental-i-acustica-despres-del-virus/
We Count ja aterra els sensors a Gràcia	L'Independent de Gràcia	23/05/2020	http://www.independent.cat/2020/05/23/we-count-ja-atterra-els-sensors-a-gracia/
Ros de Olano a We Count: 5.000 vehicles i 500 vianants diaris	L'Independent de Gràcia	14/06/2020	http://www.independent.cat/2020/06/14/ros-de-olano-a-we-count-5-000-vehicls-i-500-vianants-diaris/
Progetto WeCount: i cittadini diventano controllori del traffico urbano	DIGItude	20/01/2020	https://www.digitude.it/progetto-wecount-i-cittadini-diventano-controllori-del-traffico-urbano/
In-home sensors survey traffic in European cities	FierceElectronics	20/01/2020	https://www.fierceelectronics.com/sensors/home-sensors-survey-traffic-european-cities



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Belgisch verkeersonderzoek gaat internationaal	Susanova	21/01/2020	https://susanova.be/artikels/belgisch-verkeersonderzoek-gaat-internationaal
Citizen science traffic monitoring with Raspberry Pi	FreeIO.org	22/01/2020	http://freeio.org/2020/01/citizen-science-traffic-monitoring-with-raspberry-pi/
Leuvense product telraam wordt uitgerold in vier Europese steden	ROB TV	22/01/2020	https://www.robte.be/nieuws/leuvense-product-telraam-wordt-uitgerold-in-vier-europese-steden-91876
"Window-mounted sensors in homes to collect	Techspark	22/01/2020	https://www.techspark.co/blog/2020/01/22/window-mounted-sensors-in-homes-to-collect-data-for-pioneering-traffic-study/
data for pioneering traffic study"	Blogdot.tv	22/01/2020	https://www.blogdot.tv/citizen-science-traffic-monitoring-with-raspberry-pi/
Citizen Science Traffic Monitoring with Raspberry Pi	t3n.de	26/01/2020	https://t3n.de/news/eu-projekt-verkehrszahlung-iot-1245187/
EU-Projekt: Verkehrszählung per IoT in 5 europäischen Städten geplant	Newsweek	29/01/2020	https://newsweek.be/europees-verkeersonderzoek-werft-burgerwetenschappers/#
Europees verkeersonderzoek werft 'burgerwetenschappers'	AD news	14/02/2020	https://www.ad.nl/alphen/belgisch-verkeerstelraam-duikt-na-madrid-en-dublin-nu-op-in-alphen-landelijke-primeur-voor-de-schans~a362ff53
Belgisch verkeerstelraam duikt na Madrid en Dublin nu op in Alphen: landelijke primeur voor De Schans	reset.org	24/02/2020	https://reset.org/blog/wecount-diesen-sensoren-koennen-sich-buergerinnen-fuer-eine-bessere-luftqualitaet-engagieren-02
WeCount: Mit diesen Sensoren können sich Bürger*innen für eine bessere Luftqualität engagieren	bBlog.ferrovial.com	04/03/2020	https://blog.ferrovial.com/en/2020/03/a-collaborative-project-for-installing-sensors-and-monitoring-traffic-from-european-homes/
A Collaborative Project for Installing Sensors and Monitoring Traffic from European Homes	CoMotion	21/04/2020	https://soundcloud.com/user-958076637/pandemic-mobility-in-cities-adapts-to-a-new-way-of-life-greg-lindsay-chats-with-ivo-cré
Pandemic: Mobility In Cities Adapts To A New Way Of Life - Greg Lindsay chats with Ivo Cré	Fietsberaad	01/04/2020	https://fietsberaad.be/praktijk/telraam-actief-in-verschillende-steden-en-gemeenten-in-vlaanderen-brussel-wallonie-en-europese-steden/
Telraam: actief in verschillende steden en gemeenten in Vlaanderen, Brussel, Wallonië en Europese steden	GRACQ	29/05/2020	https://www.gracq.org/actualites-du-velo/telraam
Comptages automatiques au travers de sa fenêtre	Leuven Actueel	02/06/2020	https://www.leuvenactueel.be/europees-project-wecount-verdeelt-250-telramen-in-leuven-en-deelgemeenten/#.XtjAsogzY2x
Five European Cities pioneer new citizen-oriented project aimed at improving local mobility with data	POLIS website	18/12/2019	https://www.polisnetwork.eu/news/five-european-cities-pioneer-new-citizen-oriented-project-aimed-at-improving-local-mobility-with-data/



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European Cities pioneer new citizen-oriented project aimed at improving local mobility with data	WeCount Website	03/01/2020	https://we-count.net/news/five-european-cities-pioneer-new-citizen-oriented-project-aimed-at-improving-local-mobility-with-data
Urban traffic measurements - city residents can now monitor traffic in their area	ELTIS	09/01/2020	https://www.eltis.org/in-brief/news/urban-traffic-measurements-city-residents-can-now-monitor-traffic-their-area
New way to quantify local road transport	Cordis	n.a.	https://cordis.europa.eu/project/id/872743
" Europe-wide project to survey traffic using in-home sensors"	Intelligent Transport	20/01/2020	https://www.intelligenttransport.com/transport-news/94931/europe-wide-project-to-survey-traffic-using-in-home-sensors/
Citizen science traffic monitoring with Raspberry Pi	Raspberry Pi	22/01/2020	https://www.raspberrypi.org/blog/citizen-science-traffic-monitoring-with-raspberry-pi/
WeCount: The Traffic Sensors Empowering Citizens to Improve Urban Air Quality	RESET	22/01/2020	https://en.reset.org/blog/wecount-traffic-sensors-empowering-locals-improve-urban-air-quality-01222020
WeCount: The Traffic Sensors Empowering Citizens to Improve Urban Air Quality	EU Citizen Science	06/02/2020	https://eu-citizen.science/project/91
Telraam is returning to its hometown	WeCount Website	27/02/2020	https://we-count.net/news/telraam-is-returning-to-its-hometown
COVID-19: Citizen science reveals changing travel habits	POLIS website	01/04/2020	https://www.polisnetwork.eu/news/covid-19-citizen-science-reveals-changing-travel-habits/
Post-Lockdown Mobility webinar report: WeCount and insights from the POLIS members' survey	POLIS website	12/05/2020	https://www.polisnetwork.eu/news/post-lockdown-mobility-webinar-report-wecount-and-insights-from-the-polis-members-survey/
COVID-19: Citizen science reveals changing travel habits	WeCount Website	28/05/2020	https://we-count.net/news/covid-19-citizen-science-reveals-changing-travel-habits
WeCount participates in POLIS Post-Lockdown Mobility webinar	WeCount Website	29/05/2020	https://we-count.net/news/wecount-participates-in-polis-post-lockdown-mobility-webinar
Why you should subscribe to the WeCount newsletter	POLIS website	29/05/2020	http://https://www.polisnetwork.eu/news/why-you-should-subscribe-to-the-wecount-newsletter/
Why you should subscribe to the WeCount newsletter	WeCount Website	29/05/2020	http://https://we-count.net/news/why-you-should-subscribe-to-the-wecount-newsletter
Why you should subscribe to the WeCount newsletter	CIVITAS Internal Newsletter	18/06/2020	http://https://we-count.net/news/curious-about-the-teelram-sensor-check-out-our-installation-tutorial
Curious about the Teelram sensor? Check out our installation tutorial!	WeCount Website	23/07/2020	http://https://we-count.net/news/the-people-have-spoken-wecount-featured-in-the-thinking-cities-magazine



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Local traffic data and how it gives more power to citizens	Cordis Website	07/08/2020	https://cordis.europa.eu/article/id/428542-local-traffic-data-and-how-it-gives-more-power-to-citizens
Catch us the first ever Urban Mobility Days!	WeCount Website	01/09/2020	https://we-count.net/news/catch-us-the-first-ever-urban-mobility-days
Hybrid citizen engagement approaches to deliver citizen-led project results in times of a pandemic: Policy Brief#1	WeCount Website	14/09/2020	https://we-count.net/news/hybrid-citizen-engagement-approaches-to-deliver-citizen-led-project-results-in-times-of-a-pandemic-policy-brief-1
Hybrid citizen engagement approaches to deliver citizen-led project results in times of a pandemic: Policy Brief#1	POLIS website	14/09/2020	https://www.polisnetwork.eu/news/wecount-on-hybrid-citizen-engagement-approaches-to-deliver-citizen-led-project-results-in-times-of-a-pandemic/
Belgian and Spanish pilots engage 400 families in traffic counting for sustainable mobility	WeCount Website	21/09/2020	https://we-count.net/news/belgian-and-spanish-pilots-engage-400-families-in-traffic-counting-for-sustainable-mobility
Belgian and Spanish pilots engage 400 families in traffic counting for sustainable mobility	POLIS website	21/09/2020	https://www.polisnetwork.eu/news/wecount-belgian-and-spanish-pilots-engage-400-families-in-traffic-counting-for-sustainable-mobility/
Digital technologies and citizen science: A match made in heaven?	WeCount Website	05/10/2020	https://we-count.net/news/digital-technologies-and-citizen-science-a-match-made-in-heaven
Hybrid engagement techniques enable citizen-led projects to deliver results in times of a pandemic	ELTIS	07/10/2020	https://www.eltis.org/in-brief/news/hybrid-engagement-techniques-enable-citizen-led-projects-deliver-results-times
Webinar: Data-driven Urban Mobility Planning and Citizen Science- a match made in heaven	WeCount Website	15/09/2020	https://we-count.net/news/webinar-data-driven-urban-mobility-planning-and-citizen-science-a-match-made-in-heaven
Data-driven Urban Mobility Planning and Citizen Science- a match made in heaven	ELTIS		http://https://www.eltis.org/participate/events/data-driven-urban-mobility-planning-and-citizen-science-match-made-heaven
WeCount: Policy Brief on the Covid impact on citizen science activities	EU Citizen Science	21/0/2020	http://https://eu-citizen.science/blog/2020/10/21/wecount-policy-brief-covid-impact-citizen-science-activities/
WeCount Traffic Sensors	MagPi	19/02/2021	https://magpi.raspberrypi.org/articles/wecount-traffic-sensor
WeCount in EU Smart Cities Information System Solution Booklet about Energy Communities	SmartCities Market place	28/01/2021	https://smart-cities-marketplace.cc.europa.eu/resources/2302
To progress, citizen science initiatives must share their best practices	WeCount Website	16/10/2020	https://we-count.net/news/to-progress-citizen-science-initiatives-must-share-their-best-practices



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WeCount sheds light on how to pioneer urban mobility by the people, for the people	WeCount Website	09/10/2020	https://we-count.net/news/wecounts-webinar-report
Strawberries are not just for eating!	WeCount Website	20/11/2020	https://we-count.net/news/strawberries-are-not-just-for-eating
Transport & Mobility Leuven wins API of the year	WeCount Website	26/11/2020	https://we-count.net/news/transport-mobility-leuven-wins-api-of-the-year
WeCount data support cities and regions with SUMI indicators	WeCount Website	04/02/2021	https://we-count.net/news/wecount-data-support-cities-and-regions-with-sumi-indicators
Adapting citizen science to crisis conditions	WeCount Website	09/02/2021	https://we-count.net/news/adapting-citizen-science-to-crisis-conditions
Traffic data: Making it count	WeCount Website	05/03/2021	https://we-count.net/news/traffic-counting-why-data-is-essential
Meet WeCount's citizen scientists!	WeCount Website	17/03/2021	https://we-count.net/news/meet-wecounts-citizen-scientists
Destination: Leuven	WeCount Website	09/04/2021	https://we-count.net/news/destination-leuven
Leuven citizens ensure speed compliance with the help of low-cost traffic counting sensor	WeCount Website	14/04/2021	https://we-count.net/news/leuven-citizens-ensure-speed-compliance-with-the-help-of-low-cost-traffic-counting-sensor
Leuven citizens ensure speed compliance with the help of low-cost traffic counting sensor	POLIS website	14/04/2021	https://www.polisnetwork.eu/news/leuven-citizens-ensure-speed-compliance-with-the-help-of-low-cost-traffic-counting-sensor/
Barcelona residents achieve lowering street speed limit building on self-generated data	POLIS website	01/06/2021	https://www.polisnetwork.eu/news/barcelona-residents-achieve-lowering-street-speed-limit-building-on-self-generated-data/
Students from Ljubljana propose new street and traffic arrangements using data from traffic counting sensors	POLIS website	16/07/2021	https://www.polisnetwork.eu/news/students-from-ljubljana-propose-new-street-and-traffic-arrangements-using-data-from-traffic-counting-sensors/
Students from Ljubljana propose new street and traffic arrangements using data from traffic counting sensors	WeCount Website	16/07/2021	https://we-count.net/news/ljubljana-impact-story
WeCount champions from Barcelona and Madrid in action!	POLIS website	17/08/2021	https://www.polisnetwork.eu/news/wecount-champions-from-barcelona-and-madrid-in-action/



WeCount champions in the highlight: Barcelona and Madrid impact video is out!	WeCount Website	02/08/2021	https://we-count.net/news/wecount-champions-in-highlight-barcelona-and-madrid
Residential street in Cardiff logs a quarter of a million vehicles in just one month	CORDIS Website	14/08/2021	https://cordis.europa.eu/article/id/430510-residential-street-in-cardiff-logs-a-quarter-of-a-million-vehicles-in-just-one-month
Empowering pupils with data for sustainable school streets	WeCount Website	01/09/2021	https://we-count.net/news/empowering-pupils-with-data-for-sustainable-school-streets
Join us at the EWRC 2021 to discuss Citizen science as tools to achieve a real impact on policy-making	WeCount Website	03/09/2021	https://we-count.net/news/join-us-at-the-ewrc-2021-to-discuss-citizen-science-as-tools-to-achieve-a-real-impact-on-policy-making
WeCount champions in the highlight: Ljubljana's video is out!	WeCount Website	07/09/2021	http://https://we-count.net/news/wecount-champions-in-the-highlight-ljubljanas-video-is-out
The Citizen Science approach: a discussion with projects across Europe	WeCount Website	08/09/2021	https://we-count.net/news/the-citizen-science-approach-a-discussion-with-projects-across-europe
Dublin schools successfully monitor traffic and air quality with the help of WeCount	WeCount Website	05/10/2021	https://we-count.net/news/dublin-schools-successfully-monitor-traffic-and-air-quality-with-the-help-of-wecount
Dublin schools successfully monitor traffic and air quality with the help of WeCount	POLIS website	05/10/2021	https://www.polisnetwork.eu/news/dublin-schools-successfully-monitor-traffic-and-air-quality-with-the-help-of-wecount/
WeCount project: Advancing sustainable mobility through citizen science	ELTIS	25/10/2021	https://www.eltis.org/resources/case-studies/wecount-project-advancing-sustainable-mobility-through-citizen-science
Empowering the citizen: how the WeCount Project has helped amplify the voice of Cardiff citizens	POLIS website	02/11/2021	https://we-count.net/news/empowering-the-citizen-how-the-wecount-project-has-helped-amplify-the-voice-of-cardiff-citizens
Empowering the citizen: how the WeCount Project has helped amplify the voice of Cardiff citizens	WeCount Website	25/10/2021	http://https://www.polisnetwork.eu/news/empowering-the-citizen-how-the-wecount-project-has-helped-amplify-the-voice-of-cardiff-citizens/
Citizen science - tools to achieve a real impact on policy-making	EWRC video	24/10/2021	http://https://vimeo.com/636543661
Advancing sustainable mobility through citizen science: read WeCount's feature in ELTIS	WeCount Website	09/11/2021	https://we-count.net/news/advancing-sustainable-mobility-through-citizen-science-read-wecounts-feature-in-eltis
Can citizens greatly improve the data available on traffic? Dublin's locals say most definitely yes!	POLIS website	17/11/2021	http://https://www.polisnetwork.eu/news/can-citizens-greatly-improve-the-data-available-on-traffic-dublins-locals-say-most-definitely-yes/



Can citizens greatly improve the data available on traffic? Dublin's locals say most definitely yes!	WeCount Website	17/11/2021	https://we-count.net/news/can-citizens-greatly-improve-the-data-available-on-traffic-dublins-locals-says-most-definitely-yes
Europees project WeCount verdeelt 250 Telramen in Leuven en deelgemeenten	Leuven Actueel	02/06/2020	https://www.leuvenactueel.be/europees-project-wecount-verdeelt-250-telramen-in-leuven-en-deelgemeenten/#.XtjAsogzY2x
Telraam: 38% meer fietsverkeer tijdens autovrije zondag	Het Laatste Nieuws	30/09/2020	https://www.hln.be/leuven/telraam-38-meer-fietsverkeer-tijdens-autovrije-zondag~a45be655/
Telraam: Prenez part à l'analyse de la mobilité de votre ville!	City of Liège	04/12/2020	
Prijzen voor Telraam en EPC-rekenmotor	De tijd	26/11/2020	https://www.tijd.be/tech-media/technologie/vlaams-datanutsbedrijf-moet-uiteindelijk-100-procent-prive-worden/10267823.html
API-awards voor TML en Vlaams Energieagentschap	Knack datanews	27/11/2020	https://datanews.knack.be/ict/nieuws/api-awards-voor-transport-mobility-leuven-en-vlaams-energieagentschap/article-news-1670723.html
API-awards voor TML en Vlaams Energieagentschap	Informatie Vlaanderen	26/11/2020	https://overheid.vlaanderen.be/informatie-vlaanderen/nieuws/api-awards-2020-voor-transport-mobility-leuven-en-vlaams
Telraam: Prenez part à l'analyse de la mobilité de votre ville!	Liège.be	01/11/2020	https://www.liege.be/fr/vie-communale/services-communaux/mobilite/actualites/telraam-prenex-part-a-l2019analyse-de-la-mobilite-de-votre-ville
La ville de Liège peaufine le comptage de ses flux de circulation	RTBF	05/02/2021	https://www.rtbf.be/info/regions/liege/detail-la-ville-de-liege-peaufine-le-comptage-de-ses-flux-de-circulation?id=10690361
Telraam: prenez part à l'analyse de la mobilité de votre ville!	Vivre-ici	04/12/2020	http://www.vivreici.be/article/detail_telraam-prenex-part-a-l-analyse-de-la-mobilite-de-votre-ville?id=469172
Newsletter	Scivil (Citizen Science Vlaanderen)	18/12/2020	
Leuvenaars meten zelf het verkeer in hun straat	Leuven.be	01/01/2020	https://www.leuven.be/we-count
Mobiel 21 Nieuwsbrief	Newsletter	30/03/2021	https://mailchi.mp/fcbbde6364f/nieuwsbrief-mobiel-21-maart-2021?e=80edeab1c0



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Telraam op school	VRT	21/10/2021	https://www.vrt.be/vrtnws/nl/2021/10/21/telraam/
TV Broadcasting TeleMadrid Live	TeleMadrid	13/10/2020	http://www.telemadrid.es/programas/madrid-directo/Madrid-Directo-2-2277392242--20201014120000.html
dlr to support UCD 'WeCount' traffic impact project	DLR	04/09/2020	https://www.dlrcoco.ie/en/news/general-news-press-releases/dlr-support-ucd-%E2%80%98weccount%E2%80%99-traffic-impact-project
WeCount traffic impact project to commence in Dún Laoghaire-Rathdown	Engineers Ireland	09/09/2020	https://www.engineersireland.ie/Engineers-Journal/News/weccount-traffic-impact-project-to-commence-in-d250n-laoghaire-rathdown/
Dublin households get cameras to record outside traffic	RTE	27/11/2020	https://www.rte.ie/news/dublin/2020/1126/1180713-traffic-dublin-camera-sensor/
Better Ennis collaborate with Dublin researcher on air pollution project	TheClareEcho	07/12/2020	http://https://www.clareecho.ie/better-ennis-collaborate-with-dublin-researcher-on-air-pollution-project/
Dubliners Collect Their Own Data on Neighbourhood Traffic	Dublin inquirer	03/03/2021	https://dublininquirer.com/2021/03/03/dubliners-collect-their-own-data-on-neighbourhood-traffic
Empowering citizens to tackle congestion in the Docklands	Smart Docklands	14/04/2021	https://smartdocklands.ie/project/weccount/
ETM - Znanost z družbo in za njo: 5 evropskih mest za izboljšanje lokalne mobilnosti	Mojao Bcnia	19/09/2020	https://www.mojao bcna.si/ljubljana/novice/etm---znanost-z-druzbo-in-za-njo-5-evropskih-mest-za-izboljsanje-lokalne-mobilnosti.html
EVROPSKI TEDEN MOBILNOSTI – ZNANOST Z DRUŽBO IN ZA NJO: PET EVROPSKIH MEST ZA IZBOLJŠANJE LOKALNE MOBILNOSTI	University of Ljubljana	17/09/2020	https://www.uni-lj.si/aktualno/novice/2020091711385877/
Fakulteta za arhitekturo z inovativnim projektom za izboljšanje prometa	Znanost	1/10/2020	http://znanost.sta.si/2812863/fakulteta-za-arhitekturo-z-inovativnim-projektom-za-izboljsanje-prometa
Merjenje prometa se začne, postanite del projekta za večjo varnost	Avto Magazin	5/10/2020	https://avto-magazin.metropolitan.si/novice/merjenje-prometa-se-zacenja-postanite-del-projekta-za-vecjo-varnost/
Projekt državljanske znanosti: Štetje prometa (WeCount)	University of Ljubljana	30/11/2020	https://www.fdv.uni-lj.si/obvestila-in-informacije/novice-in-obvestila/projekt-drzavljsanske-znanosti-stetje-prometa-(weccount)
Radio interview - Radio Študent	Radio Student	23/02/2021	https://radiostudent.si/kultura/urbi-et-orbi/%C5%A1tejemo-promet-pod-na%C5%A1imi-okni



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Imate s svojega okna lep razgled na promet? Tako ga lahko koristno uporabite	TL Finance	9/10/2020	https://www.mojaobcina.si/ljubljana/novice/etm---znanost-z-druzbo-in-za-njo-5-evropskih-mest-za-izboljšanje-lokalne-mobilnosti.html
Impacts of the COVID-19 pandemic in delivering Citizen Science projects: Insights from the WeCount project	UWE Blog	19/04/2021	https://blogs.uwe.ac.uk/science-communication/impacts-of-the-covid-19-pandemic-in-delivering-citizen-science-projects-insights-from-the-wecount-project/
The residential street in Cardiff that had a quarter of a million car and HGV journeys in one month	Wales Online Website	19/07/2021	https://www.walesonline.co.uk/news/wales-news/residential-street-cardiff-quarter-million-21066836
El tancament dels dies 4 i 5 va triplicar el trànsit als carrers secundaris	L'Independent de Gràcia	23/01/2021	https://www.independent.cat/noticia/42487/tancament-dies-4-5-transit-carrers-secundaris
La UdG reparte 300 plantas de fresas para analizar la calidad del aire	La Vanguardia	27/01/2021	https://www.lavanguardia.com/vida/20210127/6203220/udg-reparte-300-plantas-fresas-analizar-calidad-aire.html
El 50% de cotxes fa excés de velocitat a Ros de Olano	L'Independent de Gràcia	20/02/2021	https://www.independent.cat/noticia/42978/cotxes-exces-velocitat-ros-olano
The Scholars Programme WeCount: Can you shape your city? KS3 Programme for the Brilliant Club	UK-wide schools resource	To be completed	n.a.
Citizen Science as a vehicle for local advocacy: learnings from WeCount	Science Communication Unit blog	To be completed	n.a.
Empowering WECA pupils with data for sustainable streets	01/09/2021	01/09/2021	https://blogs.uwe.ac.uk/engineering/empowering-weca-pupils-with-data-for-sustainable-school-streets/

Third party conferences

Event	Location	Date	Number of participants	Type
Civitas Forum Graz	Graz (Austria)	02/10/2019	80	Telraam (WeCount was mentioned orally)
Smart Mobility Belgium	Brussels (Belgium)	18/11/2019	20	Voorstelling projecten (WeCount was mentioned orally)
Workshop Telraam Schaarbeek	Schaarbeek (Belgium)	08/11/2019	30	



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Workshop Telraam Aalst	Aalst (Belgium)	19/11/2019	15	
POLIS Congress presentation	Brussels (Belgium)	27/11/2019	60	Telraam (2 slides)
Telraam Brussels meeting	Brussels (Belgium)	17/12/2019	5	Telraam & Good Move: partners in modal split (1 slide)
Flemish Cycling Association presentation	Brussels (Belgium)	18/12/2019	20	Workshop Telraam en Flitsfiets (1 slide)
Telraam Tervuren meeting	Tervuren (Belgium)	20/12/2019	3	Telraam (1 slide)
IUAPPA World Clean Air Congress	Istanbul (Turkey)	23-27/09/2019	n.a.	Invited keynote - title: Public Engagement and Citizen Behaviour: the New Frontier for Air Quality Management (1 slide)
iSCAPE Project Final Conference	Dublin (Ireland)	08/11/2019	n.a.	Francesco Pilla and Enda Hayes on panel discussion on Future of Air Pollution Control - role of technology and people. WeCount mentioned multiple times
Citizen4Science Meeting	Barcelona, Spain	06/02/2020	50	Presentation of the WeCount project, the goals and the pilot in Barcelona and Madrid. Participatory activity to recruit participants.
Meeting with Ljubljanska kolesarska mreža	Online	15/04/2020	3	Information of the WeCount project
Recuperem les Ciutats' mobilisation	Online	11/06/2020	150	Information of the WeCount project
Beers4Change online meeting	Online	17/06/2020	30	Presentation of the WeCount project and next steps
Brussels-Capital Region meeting	Brussels (Belgium)	29/01/2020	5	Telraam & Good Move: partners in modal split (1 slide)
VERA + Province of Flemish-Brabant meeting	Leuven (Belgium)	18/02/2020	4	Telraam & Vera: partners in modal split (4 slides)



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Workshop Telraam Kortrijk	Kortrijk (Belgium)	19/02/2020	20	
Smart Sandyford Launch	Dublin (Ireland)	27/02/2020	100	WeCount was presented and the sensors were showcased
Telraam Lubbeek meeting	Leuven (Belgium)	27/02/2020	2	Telraam & gemeente Lubbeek: partners in modal split (4 slides)
Cycling Congress meeting	Utrecht (Netherlands)	28/02/2020	15	Telraam (3 slides)
Network evening City of Mechelen Congress presentation	Mechelen (Belgium)	03/03/2020	15	Telraam & Stad Mechelen: partners in modal split (4 slides)
VCV Congress Turnhout presentation	Turnhout (Belgium)	10/03/2020	85	Telraam: wat als burgers opkomen voor verkeersveiligheid? (3 slides)
City of Blankenberge virtual meeting	Leuven (Belgium)	12/03/2020	5	Telraam & Blankenberge: partners in modal split (4 slides)
Workshop Telraam Mechelen	Mechelen (Belgium)	30/04/2020	80	
Post-Lockdown Mobility webinar report: WeCount and insights from the POLIS members' survey	Online (Belgium)	11/05/2020	85	Presentation on COVID related traffic counting and WeCount
SOLVA regionetwerk mobiliteit	Sint-Lievens-Houtem (Belgium)	11/06/2020	30	Telraam - SOLVA regionetwerk mobiliteit
European Week of Regions and Cities	Online	05 - 22/10/2020	x	Online booth of the project
Mobilising Mobility: Data-driven Urban Mobility Planning and Citizen Science - a match made in heaven	Online	05/11/2020	x	Project webinar with ClairCity
POLIS conference	Online	12/03/2021	x	Online booth of the project
European Week of Regions and Cities	Online	12/10/2021	x	Workshop with other Horizon Booster projects
CIVITAS Forum	Aachen	20 - 21 /10/2021	x	Project presentation



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				+ exhibition stand (also online)
Telraam Maasmechelen virtual meeting	Telraam Maasmechelen virtual meeting	02/07/2020	2	Telraam - gemeente Maasmechelen
Telraam Gulpen-Wittem virtual meeting	Telraam Gulpen-Wittem virtual meeting	03/08/2020	2	Telraam - gemeente Gulpen-Wittem
Telraam Wetteren virtual meeting	Telraam Wetteren virtual meeting	24/09/2020	2	Telraam- gemeente Wetteren
Telraam Bornem virtual meeting	Telraam Bornem virtual meeting	24/09/2020	2	Telraam- gemeente Bornem
Telraam Hoeilaart virtual meeting	Telraam Hoeilaart virtual meeting	07/10/2020	2	Telraam- gemeente Hoeilaart
Citizen Science Conference (CSSDG)	Citizen Science Conference (CSSDG)	14/10/2020	200	Introducing: H2020 WeCount
Telraam S-LIM virtual meeting	Telraam S-LIM virtual meeting	20/10/2020	2	Telraam- S-LIM
Telraam Groen Geel virtual meeting	Telraam Groen Geel virtual meeting	20/10/2020	2	Telraam - gemeente Geel
Telraam Mexico Zuid Derive Lab virtual meeting	Telraam Mexico Zuid Derive Lab virtual meeting	09/11/2020	2	Telraam - Derive Lab Mexico
Telraam Lokeren Zuid virtual meeting	Telraam Lokeren Zuid virtual meeting	29/10/2020	2	Telraam - gemeente Lokeren
Telraam Wervik virtual meeting	Telraam Wervik virtual meeting	13/11/2020	2	Telraam- gemeente Wervik
Telraam Tielt virtual meeting	Telraam Tielt virtual meeting	20/11/2020	2	Telraam- gemeente Tielt
Telraam Veilig Verkeer Nederland virtual meeting	Telraam Veilig Verkeer Nederland virtual meeting	20/11/2020	2	Telraam- Veilig Verkeer Nederland
Telraam MIVB virtual meeting	Telraam MIVB virtual meeting	20/11/2020	2	Telraam- MIVB Belgium
Telraam Torhout virtual meeting	Telraam Torhout virtual meeting	10/12/2020	2	Telraam- gemeente Torhout
Telraam Pepingen virtual meeting	Telraam Pepingen virtual meeting	11/12/2020	2	Telraam- gemeente Pepingen
SWAFS Cluster Event	SWAFS Cluster Event	21/01/2020		Introducing: H2020 WeCount
Telraam Lochristi virtual meeting	Telraam Lochristi virtual meeting	12/01/2021	2	Telraam- gemeente Lochristi



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Telraam Merelbeke virtual meeting	Telraam Merelbeke virtual meeting	27/01/2021	2	Telraam - gemeente Merelbeke
Telraam Overijse virtual meeting	Telraam Overijse virtual meeting	03/02/2021	2	Telraam - gemeente Overijse
Urban Mobility Days	Online	01/10/2020	80	Presentation of the WeCount project
ECSA Conference	Online	10/09/2020	No info	Presentation of the WeCount project
IEMMs Conference (Modelling for Environmental Sustainability)	Online	14-18/09/2020	>200	Citizen Engagement and Behaviour Modelling for Clean Air and Net Zero Carbon
IEMMs Conference (Modelling for Environmental Sustainability)	Online	07/09/2020	~50	Using Game Technology to Engage Citizens and Quantify the Public Acceptability of Air Quality Interventions
Environment Platform Wales	Online	06/10/2020	~50	Blue Sky Thinking: How can Wales achieve cleaner air?
Wales Cross Party Group - Clean Air Plan	Online	21/10/2020	8	Air Quality, Clean Air Legislation and Behaviour Changes Needed in Wales
EU Green Week	Online	09/11/2020	76	Introduction to WeCount
Bristol Tech Festival - Two Sessions - Data/Tech and Advocacy	Online	25/05/2021	>1000	Introduction to WeCount
Public Communication of Science and Technology	Online	01/09/2021	>200	Act Now: Is the time for science communication about climate change over, or just beginning?
7th International SEEDS Conference, Sustainable Ecological Engineering Design for Society	Online	04/11/2021	>50	Public Engagement and Citizen Behaviour
Data Driven - Royal Automobile Club Foundation	F-2-F	14-18/09/2020	>200	Cheap & cheerful traffic monitors: Can Raspberry Pi compete with the official kit?
Desde los datos ciudadanos hasta políticas de movilidad	online	Jan-21	10	Workshop Medialab Prado WeCount



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sostenible				presentation
Taller EU GreenWeek Presentation CiteS-Health	online	02/06/2021	30	Presentation of the WeCount project (power of data to achieve a more sustainable mobility)
ACTION Masterclass: Citizen Science and Policy Makers a Barcelona	online	28/09/2021	40	Presentation of the WeCount project to policymaker in an Action Masterclass organized by the Citizen Science Office from the Barcelona City Hall
"Presentation CiteS-Health - Postgrado #Urbanismo y #Salud de	face-to-face	18/11/2021	30	Presentation of CiteS-Health and mention of WeCount's overall actions
@UPC_School"	face-to-face	22 and 23/11/2021	20	Presentation of Citizen Science project and WeCount

Local activity/training/community engagement

Name of event	Location	Date	Number of participants
Pre-kick off workshop	Slovenia	16/06/2020	30
Pre-kick off workshop	Slovenia	09/07/2020	30
Online survey to identify the mobility issues in Madrid and Barcelona	Online (Barcelona)	April	100
Beta pilot Workshop 1	Online (Barcelona)	19/05/2020	20
Beta pilot Workshop 2	Online (Barcelona)	26/05/2020	20
Beta pilot Workshop 3	Face to Face (Barcelona)	09/05/2020	20
Meeting with representative of Road Safety department in BCN	Face to Face (Barcelona)	13/04/2020	3
Meeting with local maker space	Face to Face (Barcelona)	02/04/2020	3
Meeting with local community champion and technologist	Online (Barcelona)	31/03/2020	3



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Meeting with Media Lab Prado	Online (Barcelona)	Mar-20	3
Meeting Local community champion	Online (Barcelona)	Mar-20	4
Meeting with existing community of citizen scientists	Online (Barcelona)	Mar-20	3
Meeting with existing community of citizen scientists	Online (Barcelona)	28/05/2020	5
Meeting with local real estate association	Online (Barcelona)	12/06/2020	4
Continuous interaction with community champions through WhatsApp group	Online (Barcelona)	from May 2020	9
Meeting with Association of Science & Discovery Centres	ASDC Office, Bristol (UK)	20/01/2020	4
Meeting with Techniquet Science Centre, Cardiff	Techniquet, Cardiff (UK)	23/01/2020	2
Meeting with Cardiff Council	Council Offices, Cardiff (UK)	23/01/2020	4
Meeting with Public Health Wales	PHW Office, Cardiff (UK)	14/02/2020	2
Meeting with Sully Community Group	Sully Resident (UK)	02/03/2020	5
Meeting with We Are Possible	Online (UK)	06/03/2020	2
Meeting with South Gloucestershire Council	Online (UK)	11/06/2020	8
Pick up Wilese dorp	Wilese Dorp	08/07/2020	15
Workshop Wilese dorp	Online Zoom	08/07/2020	15
Q&A Wilese dorp	Online Zoom	15/07/2020	4
Pick up Leuven Innercity	Leuven	20/08/2020	10
Workshop Leuven Innercity	Online Zoom	20/08/2020	10
Q&A Leuven Innercity	Online Zoom	27/08/2020	4
Pick up Wijgmaal	Wijgmaal	22/09/2020	23
Workshop Wijgmaal	Online Zoom	22/09/2020	23
Q&A Wijgmaal	Online Zoom	29/09/2020	6
Meeting local champions Kessel-Lo	Online Zoom	14/07/2020	4
Training Local champions Kessel-lo	Online Zoom	01/12/2020	4
Pick up Kessel-Lo	Kessel-Lo	01/12/2020	21
Workshop Kessel-Lo	Online Zoom	01/12/2020	21
Q&A Kessel-Lo	Online Zoom	08/12/2020	5



Telraam Lab 1	Leuven	25/06/2020	12
Telraam Lab 2	Leuven	27/10/2020	28
Telraam Lab 3	Online Zoom & Miro	01/02/2021	56
Telraam data workshop	Leuven	29/06/2021	30
Data visualization kit session	Leuven	05/11/2021	15
Introduction workshop Madrid	Online	Jul-20	
Introduction workshop Barcelona	Online	Jul-20	
Installation workshop Madrid	Online	Jul-20	
Installation workshop Barcelona	Online	Jul-20	
WeCount promotion at Valcarca Market (stand)	physical	Oct-20	estimated 20
WeCount promotion at civic centre Barcelona 1 (stand)	physical	Oct-20	estimated 50
WeCount promotion at civic centre Barcelona 2 (stand)	physical	Nov-20	estimated 50
WeCount promotion at Impact Hub Barcelona	physical	Dec-20	estimated 10
Strawberry campaign and pick up	physical	Oct-20	70
Parking Day	physical	Sep-20	estimated 300
2-day presence at MediaLab Prado	physical	Oct-20	300
Asociacion del Carmel	physical	Oct-20	estimated 150
Abacus Shops (6 shops participated)	physical	Oct-20	estimated 180
Attico co-working space (stand)	physical	Oct-20	NA
Civic Centre Pati Llimona (stand)	physical	Oct-20	estimated 30
Mercat de la terra (stand)	physical	Oct-20	estimated 30
Meeting with School in Vicalvaro	online	Oct-20	7
Series of meetings with Adigital	online	Jul-Oct 2020	5
Meeting with Sentilo	online	Aug-20	3
WeCount young citizen scientists		31/05/2021	20-30
WeCount problem identification workshop	Online	23/03/2021	20-30
WeCount problem identification workshop	Online	08/04/2021	2 x 30
WeCount problem identification workshop	Online	15/04/2021	3



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WeCount problem identification workshop	Online	22/04/2021	9
WeCount problem identification workshop	Online	29/04/2021	3
WeCount data analysis workshop	Online	08/09/2021	3
WeCount results workshop	Online	17/11/2021	6
School workshop	St Michael's College	01/12/2020	3
School workshop	Trinity Comprehensive	01/12/2020	4
Pre-kick off workshop	Faculty of architecture	16.6.2020	5
Pre-kick off workshop - POSTPONED	Okoljski center	9.7.2020	3
WeCount presentation at Gimnazija Ledina (high school)	Gimnazija Ledina	9.9.2020	3
Meeting with Ljubljanska kolesarska mreža	on-line	15.4.2020	3
Meeting with SPTM, Ministrstvo za infrastrukturo	Ministrstvo za infrastrukturo	18.8.2020	6
Meeting at Upper Secondary School of Electrical and Computer Engineering and Technical Gymnasium Ljubljana	Vegova	2.9.2020	6
Meeting with Zoran Bjelan, Administration office, City of Ljubljana	Mačkova ulica 1	3.9.2020	5
Meeting at Faculty of Computer and Information Science	FRI, Večna pot 113	11.9.2020	6
Meeting at Gimnazija Šentvid, Headmaster Erker	Gimnazija Šentvid	22.9.2020	30
Meeting at Gimnazija Ledina, Headmaster Vogrinc	Gimnazija Ledina	25.8.2020	22 invitations/1 attended
Meeting with Urša Otoničar, Director of Administration office, City of Ljubljana	Mačkova ulica 1	22.9.2020	30
Meeting at Primary School Prežihov Voranc, Headmaster Gorjup		24.8.2020	20
Meeting at Upper Secondary School Šolski center Ljubljana, Headmaster Počkar	Aškerčeva 1	21.8.2020	11
Meeting at Gimnazija Bežigrad, Manca Habjanič Gaberšek		30.8.2020	6
Meeting with Tomaž Šuklje, VARCITIES, H2020	Online	7.10.2020	3
Meeting with Luka Mali, local champion Novo mesto	Online	7.10.2020	6
Meetin with Urša Otoničar, Director of Administration office, City of Ljubljana	Mačkova ulica 1	14.10.2020	3
Online Kick off workshop	online Zoom	22.10.2020	3



Online presentation, FDV, Faculty of Social Sciences, Ljubljana	online Zoom	24.11.2020	6
Online workshop	online Zoom	3.12.2020	2
Online presentation,FA	online Zoom	25.11.2020	2
Online presentation of students exercise,FA	online Zoom	6.1.2021	2
Online presentation of students exercise,FA	online Zoom	13.1.2021	2
Online Workshop	online Zoom	20.1.2021	2
Fire brigade Črnuče	meeting in person, Dunajska 369	12.2.2021	4
Fire brigade Ljubljana Barje	meeting in person, Peruzzijska 101	12.2.2021	3
Fire brigade Šmartno ob Savi	meeting in person, Kopna pot 6	12.2.2021	3
Fire brigade Vič	meeting in person, Viška cesta 44	10.3.2021	4
Fire brigade Ježica	meeting in person, Ježica 11	11.3.2021	3
Fire brigade Podgorica	online meeting	4.2.2021	4
Fire brigade Rudnik	online meeting	5.2.2021	3
Fire brigade Sostro	online meeting	18.2.2021	3
Fire brigade zg. Šiška	online meeting	14.2.2021	5
Fire brigade Stanežiče	online meeting	10.2.2021	3
Katoliški inštitut	meeting in person	summer 2020	4
Solos	meeting in person	summer 2020	20-30
AMZS	meeting in person	summer 2020	20-30
OŠ Prule	meeting in person	summer 2020	20-30
Šola Janeza Levca	meeting in person	summer 2020	2 x 30
OŠ Prežihov Voranc	meeting in person	summer 2020	3
AMC	meeting in person	summer 2020	9
Šentjakobsko gledališče	meeting in person	summer 2020	3
Srednja ekonomska šola	meeting in person	summer 2020	3
Slovenski šolski muzej	meeting in person	summer 2020	6



Etno muzej	meeting in person	summer 2020	3
Citizen, civil-society and end-user engagement in Horizon Europe research projects.	online Zoom	16/09/2021	4
Data analysis workshop	online Zoom	04/10/2021	5
Fire brigade Črnuče	Faculty of architecture	16/06/2020	3
Fire brigade Ljubljana Barje	Okoljski center	09/07/2020	3
Meeting with Dafdd Trystan	MS Teams	06/10/2020	2
Meeting with Cardiff Council Active Travel team	MS Teams	19/10/2020	2
WeCount Grangetown Community Meeting	Collaborate	22/10/2020	20
WeCount Cardiff Meeting - Exploration of possible community networks	MS Teams	05/11/2020	13
WeCount Cardiff Meeting - Exploration of possible community networks	MS Teams	07/11/2020	6
WeCount Cardiff Meeting - Exploration of possible community networks	MS Teams	10/11/2020	9
Tackling Air Pollution at Schools Network meeting	Zoom	25/02/2021	18
Air Quality Inequalities Forum, Environment Agency		01/03/2021	
WeCount Cardiff Data Analysis Workshop	MS Teams	27/05/2021	17
Engaging participants in online and blended environments - part 1	MS Teams	19/04/2021	14
Engaging participants in online and blended environments - part 2	MS Teams	22/04/2021	18
Engaging participants in online and blended environments - part 3	MS Teams	29/04/2021	30
Engaging participants in online and blended environments - part 4	MS Teams	06/05/2021	14
Engaging participants 90 minute session for UWE Science and Society Module for MSc Science Communication students	Blackboard Collaborate	06/05/2021	14
Engaging Participants 60 minute session for Department of Geography and Environmental Management MSc Research Training Week	Blackboard Collaborate	28/05/2021	14
Science Communication Masterclass: Engaging participants in online and blended environments (3 hours)	MS Teams	16/06/2021	18
DRAG*N Launch Event: We need to talk about data	Zoom	01/07/2021	30



Meeting with Hertfordshire County Council Transport Planners	MS Teams	17/11/2021	8
Advanced Course on Scientific Writing and communication – 6th edition, University of Aveiro	Hybrid, in-person and on Zoom	08/07/2021	25
Workshop Data Analysis Madrid	online	Jan-21	20
Workshop Data Analysis Barcelona	online	Jan-21	25
Workshop of Co-design of the Final action	Online	Mar-21	20
Final Event pilot Madrid	Face to Face	Jul-21	estimated 100
Final Event pilot Barcelona	Face to Face	Jul-21	estimated 150
Policy Planning Workshop: inspiring climate action in your local community	Online	26/11/2021	33
Behaviour and Policy Working Group (2nd meeting) for CitiMeasure	Online	23/11/2021	20

