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ADAPTATION TO CLIMATE CHANGE



October 2023

EU Mission Adaptation Community

Summary of the event: Introduction to stakeholder and citizen engagement.

Tuesday 17th October 2023

1. Introduction

This report provides a summary of the discussions that took place on 17 October 2023 as part of the EU Mission Adaptation Community Event: Introduction to stakeholder and citizen engagement. The recording of the event is available through this [link](#).

The online event received a total of 145 participants in the event, broken down as:

- 46 Charter Signatories
- 23 Friends of the Mission
- 4 Member State representatives
- 12 Mission Projects
- 16 Academia representatives
- 23 Researchers
- 5 NGOs
- 5 Mission Secretariat representatives
- 5 MIP4Adapt team
- 3 Consultants
- One EU Climate Pact Ambassador
- One Mission Board representative

- One Institution

The objectives of the event are the following:

- Present the citizen engagement concept, why is it important, and how to do use it.
- Provide capacity building on addressing climate change information to enhance public awareness.
- Present the “Do It Yourself Manual” on stakeholder and citizen engagement.

The full agenda can be found in the Annex and Box 1 summarises the main findings from the event.

Box 1. Main findings from the Introduction to stakeholder and citizen engagement event

- Citizen and stakeholder engagement promote ownership and understanding, ultimately leading to commitment to the implementation of climate adaptation actions.
- Monitoring through KPIs helps track the progress and success of implemented engagement actions.
- Citizens’ and stakeholders’ feedback helps improve and promote public policies.
- Information is key for an effective engagement between citizens and public bodies. Information awareness results in knowledge and critical thinking, ultimately leading to participation and engagement.
- Disinformation impacts climate action by affecting the public’s perception of climate risks and delaying urgent adaptation planning and implementation.
- Solutions to tackle disinformation through coordination among different stakeholders and contexts.

2. Summary of the event

The event offered participants a deeper understanding of citizen engagement and communication strategies for the whole adaptation process while showcasing some existing tools and experiences from the Municipalities of Logroño, Valladolid (Spain) and the AGORA project.

The event featured presentations from the Mission Implementation Platform (MIP4Adapt) team and experiences and examples from the Municipalities of Logroño and Valladolid (Spain) and the AGORA project. The presentation is available in the [EU Adaptation Community Site Library](#).

MIP4Adapt

The event started with an introduction to the “Do It Yourself Manual for Stakeholder and Citizen Engagement” developed by the MIP4Adapt team. The main points are summarised below:

- Climate change problems are complex and multifaceted.
- The use of participatory tools and approaches can enable multiple perspectives to be incorporated into the diagnosis of the problem and the definition, implementation and monitoring of solutions.

- Through sound engagement, we can ensure that the adaptation plan is salient, providing local insights, knowledge, and experience; credible with a bottom-up approach; and increases its legitimacy by securing inputs and validation at different stages of the adaptation cycle.
- Engagement also promotes ownership and understanding of the actions contemplated in the adaptation plan.
- Securing ownership and understanding promotes commitment towards the implementation of the plan.
- Key elements to mobilise and engage stakeholders and citizens effectively and collaboratively:
- Communication: capture the attention of stakeholders and citizens who often are overwhelmed by the different sources of information.
- Engage with a proper spectrum of organisations and individuals.
- Support the connection with decision-makers – deliberation about policies or adaptation measures.
- Enabling stakeholders and citizens to act collectively and individually.

The DIY Manual can be found [here](#) and is available to download in all official EU languages.

Municipality of Valladolid

The event continued with a presentation by Alicia Villazán Cabero from the Municipality of Valladolid who shared their experience and specific examples in engaging stakeholders and citizens in their adaptation process. The key points are outlined below:

- Engagement initiatives with citizens and stakeholders are part of strategic documents (Climate City Contract, [Strategy of Climate Change](#) and [AUVA 2023](#)).
- Creation of a specific body within the City Council (led by the Innovation Agency) to manage the Local Platform for the Valladolid Mission, encompassing businesses, academia, research and innovation centres, citizens and civil society, with special focus on vulnerable people.
- Development of a survey to determine citizens' perceptions of climate change, as a participatory tool to collect suggestions to improve the Strategy of Climate Change. Citizens selected answers related to how they experience climate change daily (heatwaves, pollution, etc.).
- Development of non-technical interventions in the framework of the URBAN GreenUP project, including a survey on citizens' perceptions of nature-based solutions, "Sponsor a tree-pit" initiative, and "Walks for innovation", with more than 500 people participating.
- In total, 3,883 people have been directly engaged through these non-technical activities. KPIs are key to tracking the success and progress of the activities and engagement.

- Two workshops held in the framework of the ActOnNBS project “Resilient Valladolid” to establish the “Innovation Community on Climate Change”, to define the city’s climate problems, creating a map of climate challenges and barriers and promoting nature-based solutions.
- As a result of all the engagement initiatives, the identified challenges were:
- Participation of citizens and entities was not as high as expected, but the engaged citizens were really participative and grateful for the opportunity to contribute.
- Lack of availability of resources to organise actions (personal budget, time, etc.).
- Continuity in engagement actions. A structured cycle to promote continuation is needed.
- The lessons learnt were:
- Identify the stakeholders and listen to them.
- Monitor results through KPIs (number of activities, citizens engaged, average scoring on opinions, perceptions, etc.).
- Citizens’ feedback helps improving and promoting public policies.

Municipality of Logroño

- The event continued with the presentation by Elena Garrido Martinez from Municipality of Logroño and Nieves Peña from Tecnalía on their engagement initiatives in the framework of the [REACHOUT](#) project. Below is a summary of their main points:
 - REACHOUT aims to bridge the last mile in climate service delivery to support all European cities in building resilience to climate change, by bringing climate knowledge to society.
 - Working with the city (city hubs) to create a map of stakeholders is fundamental to understanding the needs of each city regarding climate adaptation.
 - Development of tailored climate services designed for Logroño according to the city challenges identified in collaboration with citizens and stakeholders, such as climate stories, extreme heat & flood maps.
 - The main objectives of Logroño are:
 - To establish a shared vision of the city for an effective integrated adaptation by fostering dialogue and collaboration between actors.
 - Connect with citizens via the development of Climate Stories, helping to strengthen the shared vision.
 - Inspire collective action towards a desired future.
 - Gather inputs to identify the city priorities and promote reflection on local policies.
 - Testing tools to adapt them to local needs.

- Development of stakeholder mapping and categorisation of actors according to the levels of interest and influence.
- Engagement activities with local actors:
- City-Hub workshops as co-creation labs to define Logroño's main risks and impacts and creation of tools (climate stories).
- Validation meetings: Exchanges between municipal departments, businesses and other public authorities to validate collected inputs on tools.
- Online learning modules for capacity building of key city staff, community groups and private sectors to better understand and manage climate information.
- Climate Story: Key for stakeholder and citizen engagement. Used to raise awareness and generate a sense of urgency about climate change and resilience and communicate project outcomes.
- Objectives achieved so far:
- Collect inputs from the climate story and tools that help improve them and refine or complement municipal plans and environmental strategies.
- Activate synergies between city departments and different stakeholders.
- Start mainstreaming climate data into local policies, activities, and initiatives.
- Challenges identified:
- Consolidate/expand engagement of key stakeholders and user groups.
- Formalise the co-creation and collaboration process to support local plans and strategies.
- Agree/validate the climate challenges of the city and define priorities and targets for adaptation strategies.

AGORA Project

- Following Logroño's presentation, Marina Mattera and Arianna Acierno from the AGORA project presented on how to enhance awareness of climate change information. The key points are summarised below:
 - AGORA supports the overall objectives of the EU Mission on Adaptation by promoting societal transformational processes in different contexts through transdisciplinary tools and approaches.
 - It fosters an effective engagement of citizens and communities in climate actions, accelerating and upscaling local adaptation processes for building a climate-resilient Europe.
 - Tackling disinformation through citizen engagement methodologies, pilot cities to test methodologies and coordination of stakeholders, and digital tools.

- Information as the basis for an active participation of citizens in the democratic process and climate action. Information is key for an effective engagement between citizens and public bodies. Information awareness results in knowledge and critical thinking, ultimately leading to participation and engagement.
- Disinformation is not the same as no information. It includes all forms of false inaccurate or misleading information designed, presented and promoted to intentionally harm or for profit.
- To work, disinformation needs amplification (echo chambers), populism (appeal to emotions), a lack of trust in institutions and science and monetization.
- Disinformation impacts climate action by affecting the public's perception of climate risks and delaying urgent adaptation planning and implementation.
- Solutions to tackle disinformation through coordination among different stakeholders and contexts:
 - Institutions – regulatory approach
 - Private sector – support with internal regulations (e.g., social media platforms)
 - Independent fact-checkers
 - Media
 - Research – projects to raise awareness and promote correct information
- AGORA helps tackle disinformation through communication and dissemination of definitions on key climate-related concepts and climate risks and digital tools for education and engagement, such as the digital AGORA, the Academia, the mobile app, and the digital handbook (all currently under development).

3. Lessons learnt and outputs

After the speakers' presentations, participants were invited to answer a few questions about their experiences using and applying citizen and stakeholder engagement initiatives. Below are the answers compiled through Slido.

As shown on Figure 1, almost half of the participants have not yet applied any stakeholder or citizen engagement tools in their adaptation process. 54% of participants have had experience with these tools before, but only 36% have applied them both with citizens and stakeholders.

On the other hand, Figure 2 shows that the most common engagement tools utilised by participants are workshops, followed by surveys and awareness campaigns. The least utilised tool is deliberative processes.

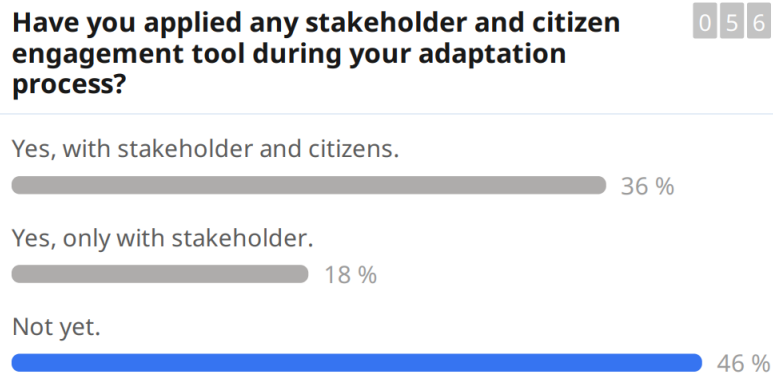


Figure 1. Participants experience with stakeholder and citizen engagement.



Figure 2. Engagement tools used by participants.

4. Feedback on the event

Figure 3 shows how these events serve as an opportunity for members of the Community of Practice to learn more about the concepts discussed by showcasing concrete examples. Considering the percentages below, most participants seem to believe that these events and real-life examples help them to better understand the concept of stakeholder and citizen engagement and how to apply them in their adaptation processes.

To what extent does this event give you the opportunity to learn about stakeholder and citizen engagement using real-world examples?

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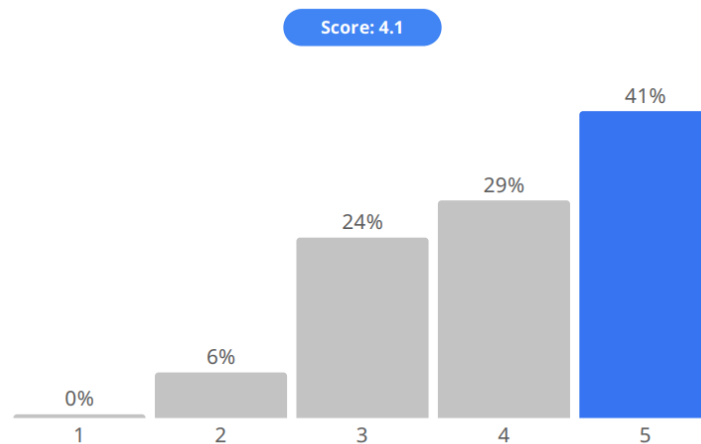


Figure 3. Feedback on added-value of the event.

A satisfaction survey was issued after the event, receiving only seven replies in total. Even though the sample is too small to be representative of the whole group of participants, the overall feedback was positive, with all respondents indicating that the event met their expectation (average score 4/5) and were satisfied with the concepts explained during the event (average score 4/5). Respondents also gave positive feedback on the examples presented by all guest speakers (average score of 4.5/5).

Regarding improvements, some respondents suggested having more best practices tools showcased. Others highlighted that the practical issues related to citizen engagement could have been explored more in-depth, specifically concerning internal and external processes, necessary human resources, time to be allocated for each stage of the process, financial aspects, etc.

Finally, the need for more time for reflection was highlighted with the suggestion to provide relevant information regarding the speakers or concepts to be discussed prior to the event, so that participants can have more knowledge and allow for more discussion during the event.

5. Next steps

At the end of the workshop, the facilitators shared closing remarks and next steps, as are listed below:

Event Recap:

- Record, presentation and a summary report of the event will be shared on the online community site.

- A satisfaction survey has been shared at the end of the event to gather participants' perspective on the event.

The next planned events include:

- 8 November – How the MIP4Adapt Technical Assistance works in practice.
- 13 November - Matchmaking for joint proposals: Propose together, thrive together.

If you have any further questions, please ask them via the [Helpdesk](#).

More information on the upcoming events can be found on the [EU Mission Adaptation Community site](#).

Annex

1. Agenda

Event Agenda
Welcome and opening remarks
Introduction to stakeholder and citizen engagement
Sharing experiences and examples on citizen engagement <ul style="list-style-type: none">• Municipality of Valladolid• Municipality of Logroño
Spotlight AGORA: Enhance awareness of climate change information
Q&A
Closing remarks

2. Compilation of Q&A asked during the workshop

1. Where is it possible to access the Do-It-Yourself manual and in what languages is it available?

The Do-It-Yourself manual is available in the Mission Portal and accessible through the following link: [Citizen engagement \(europa.eu\)](#). It is available in all official EU languages.

2. How did you (Municipality of Valladolid) identify stakeholders and vulnerable groups in Valladolid? Who is included in the vulnerable collectives?

First, a specific body in the city council, led by the innovation agency of Valladolid, was created to map all stakeholders. The stakeholders included all relevant actors in the quadruple helix (academia, public authority, private sector, citizens). The strategy focused on selecting entities representing citizens, rather than individual representatives. For example, the associations in different neighbourhoods or organisations that represent different stakeholders (interest groups, professionals, economic sectors, academia) were selected.

Vulnerable collectives encompass both climate and social vulnerabilities. Climate-vulnerable populations are located near flood-prone areas (as two rivers cross Valladolid) or within heat island areas, far from green areas. Socially vulnerable citizens include elderly people and families with lower incomes, among others.

3. As citizens do not seem to constitute stakeholders in the process of adaptation to climate change, what was your definition (Municipality of Valladolid)?

Citizens are the main actors in the process of adaptation to climate change, especially those who are more vulnerable. In Valladolid, the representation of citizens is organised through neighbourhood associations as well as a neighbourhood federation and consumer associations. Additionally, citizens are invited to certain engagement events, such as workshops.

4. How did you (Municipality of Valladolid) approach citizens and keep them engaged through the complete process of URBAN Green UP?

The citizens that chose to participate in the project were very engaged. During the six years of the project, several activities were organised in the city such as walking tours, photo contests, guided bus tours about innovation, workshops (e.g. “build your own bugs hotel” for teenage students), a quiz contest on innovative issues and urban infrastructure, in-person seminars and online webinars, the “sponsor a tree-pit” initiative, interviews, an information stand, and informative letters to neighbours to name a few.

5. How was the survey for Urban Green UP implemented? Can you (Municipality of Valladolid) provide more information on the sample which completed the survey, and did you encounter any self-selection issues?

The survey was implemented online and uploaded to the city council’s website. Participation in the same was too low to conduct effective statistical analysis as it did not represent the population.

6. Did you (Municipality of Valladolid) do a post-survey to see if citizens were more aware of climate issues and if the actions implemented were perceived as useful?

The survey was open to replies for six months. During that time, we observed that the perceptions and opinions of the citizens were changing over time. The citizens were familiarised with the “new elements” that they saw in the streets. For instance, several innovative green infrastructures were installed in the city centre. The survey showed that the scoring was lower immediately after the installation but improved after a few months had passed. Citizens can distrust what is new and unfamiliar, but as they see the benefits, such as growing vegetation, their perceptions change to be more positive.

7. How are you (Municipality of Valladolid) measuring the impact of your stakeholder engagement strategy, what KPIs have you identified?

The impact is measured by using Key Performance Indicators (KPIs). Within the Urban Green UP project, there is a pool of 5-6 KPIs that identify the number of activities, types of stakeholders involved, and mobilization process. If interested, Valladolid can provide a list of KPIs and how they are calculated.

8. Where is it possible to read the Climate stories which have already been published (Municipality of Logroño)?

The Municipality of Logroño is currently preparing the campaign to release its climate stories, however other cities involved in the project have already released theirs. You can access all the climate stories created in the project through the following link: <https://reachout-cities.eu/climate-stories/> (by clicking on the City point you will find links to all the climate stories).

9. How did you (Municipality of Logroño) select stakeholders and what types of stakeholders were involved in the process?

The strategy was to create an umbrella of organizations at the regional and local levels. Relevant stakeholders were identified starting from the interest-influence matrix. The starting point was to select profiles already known to the municipality because of previous collaborations. Ç

The second step was to select different types of organisations based on the type of environmental projects and initiatives in which they are involved. After this, business associations were included; the IT sector

was very relevant because it works on different initiatives. Representatives of the academia were involved by engaging contacts developed through previous or ongoing projects.

Finally, citizens were not a stand-alone category at this stage, although other stakeholders involved could also be classed as 'citizens'. Direct consultation with citizens is expected in the future.

10. How many citizens participated in the design of the local challenges (in the Municipality of Logroño)?

The different stakeholders that participated in activities had dual roles; they were considered both as technical profiles and citizens. In the different activities that were organized, inputs were gathered from 25-30 attendees who acted both as technical experts and citizens.

11. How transferable is the tailored climate services platform (Municipality of Logroño) to other geographic locations? Is the code open source?

The tailored climate services have been designed according to the city hubs' needs, but they can be transferred to other geographical locations. This is why the REACHOUT platform offers **ready-to-use** tools that can be used to develop other climate services, as well as other **customised approach tools** that need some expertise for appropriate customisation. Examples of ready-to-use tools are the [Thermal Assessment Tool](#) or the [climate impact diagrams](#). They are open to be used by any municipality or city.

12. How did you ensure an adequate participation (on the same level) of citizens in the workshops involving so many stakeholder groups?

Trying to involve a minimum of two individuals from each stakeholder group to ensure a balanced participation of all groups. Regarding citizens' participation, selection has been made based on the stakeholder groups' interest and influence on the decisions to be taken (although they also have the role of citizens). Direct involvement of citizens is expected in the future.

Questions for the AGORA Project

13. Will the AGORA survey results (from AGORA Project) be available on the existing citizen engagement initiatives already in place?

AGORA will share the status on existing situations/initiatives either in the form of reports or on social media pages. It is also possible to contact them through info@adaptationagora.eu to obtain this information. Access the web page at [homepage - AGORA \(adaptationagora.eu\)](http://homepage - AGORA (adaptationagora.eu)).

14. Citizens and stakeholders often occur in diverse groups and/or categories. How do you (AGORA Project) engage with the categories?

AGORA takes a broad approach to identifying stakeholders and citizens. It pays special attention to vulnerable groups to ensure that marginalised voices have an impact on local adaptation policy and action. AGORA is in close dialogue with local partners who have strong contextual knowledge about which groups to invite to the process.

15. In surveys, how do you all manage the risk of incorrect/misleading feedback?

It is not always possible to discern if a negative opinion represents the general opinion of the citizens. In the case of Valladolid, one way to analyse if the result is representative is to statistically calculate the representativeness of the sample.

In the case of the AGORA project, to minimize the risk of incorrect or misleading feedback, the surveys are tested with potential members of the target audience, creating a “beta” version and obtaining feedback from those individuals. These are chosen with similar characteristics as the target audience and must not be related to the project or in any way involved in it so that their opinion can be as objective as possible. Another element to minimise those risks in the case of AGORA is to ensure that the survey uses comprehensive vocabulary and is carried out in the users’ local language. This will allow a lower risk of misunderstandings that can lead to incorrect or misleading feedback.

Finally, once the final survey is defined and deployed, when analysing the final responses, each one is evaluated within its context, interpreting any open-ended questions based on the socio-demographic characteristics of the respondents.

16. What are the key steps to build an effective survey, is there a recommended methodology or list of good practices?

To build an effective survey, there is a recommended methodology that can be used and is consolidated in “The SAGE Handbook of Survey Methodology” edited by Wolf, Joye, Smith and Fu (SAGE, 2016). In this publication, several authors and experts provide an outline of the key steps, principles and elements to take into consideration to build an effective survey according to the context, objectives of the data gathering, and information that is valuable.

The URBAN Green UP incorporated a wide selection of questions from a purpose-specific survey developed by the University of Liverpool.

In the case of Logroño and REACHOUT no surveys have been developed so far. The work is focused on the co-creation approach and agile co-development based on the feedback gathered from end-users. Different types of workshops and meetings have been designed as co-creation labs to exchange and validate information and knowledge.

17. What typologies of surveys seem to be more effective (e.g. multiple choice)?

The Municipality of Logroño suggests that the multiple-choice option can be effective because citizens may lack knowledge to provide inputs. Providing them with suggestions increases the probability they will be able to answer the question.

The Municipality of Valladolid recommends adding images to the survey, as they help to visualize the questions and create more engagement.

Within the AGORA project, one of the working groups is identifying the most effective engagement strategies, which include surveys. Reflections are underway to analyse which surveys are most effective in keeping people engaged and avoiding participation fatigue. Moreover, to check consistency in the answers provided by respondents and limit bias they are running multiple workshops on the same topics and with the same audience but at different moments in time.

18. When participating in workshops or answering surveys, do you consider any reward to citizens to ensure they feel valuable?

In Valladolid, they did not give any reward to citizens through the URBAN Green UP project. However, this tactic was used in another EU project, “PE4Trans”, about incentivizing sustainable mobility among citizens. Citizen panels for engagement and consultation on decision-making were organised and they received public transport cards in exchange for their participation.

Reward is perceived as having an open space to make citizens and stakeholders’ voices heard, to share ideas and to learn.

AGORA ensures that citizen input serves as a valuable input to adaptation policy and action. For example, citizen input will contribute to the development of a heatwave action plan in the Swedish pilot region. Likely, within other frameworks, such as in Spain, citizens in rural areas will have the possibility to share their experiences with urban areas, providing them with a platform to voice their opinions and be heard.



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