



EUROPEAN UNION

TRAINING PROGRAMME - How to carry out stakeholder and citizen engagement in practice

Session 7: Creative citizens' engagement

February - July 2024

Today's agenda

Time	Description
13:35 - 13:50	Agenda of the day & Introduction to creative citizens' engagement
13:50 - 14:20	Experience sharing: ClimaSTORY tool by Noemie Bichon from the Auvergne-Rhône-Alpes Énergie Environnement, and Q&A
14:20 - 14:50	Experience sharing: Photo Stories - LECCo project by Simone Padovani (European Climate Pact Ambassador), and Q&A
14:50 - 15:20	Experience sharing: The city climate tour of Graz city by Stefanie Geiter from KLIMABÜNDNIS, and Q&A
15:20 - 15:30	Wrap-up & closing

Training programme - 8 sessions

PROGRAMME

Session #1: [Designing an engagement strategy](#) - 6 Feb (repeated 29 Feb)

Session #2: [Climate citizens' assemblies](#) - 14 Feb (repeated 4 Mar)

Session #3: [Climate adaptation workshops](#) - 22 Feb (repeated 12 Mar)

Session #4: [Awareness raising campaigns](#) - 19 Mar (repeated 9 Apr)

Session #5: [Communities of Practice](#) – 2 Apr

Session #6: [Green Participatory Budgets](#) – 23 Apr

Session #7: [Creative citizens' engagement](#) – 21 May

Session #8: [Citizen Science](#) - 11 June



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For more information, please contact our [Helpdesk](#) or aimcra@catelist.eu

Visit the [Mission Portal](#) for more information on the [EU Mission on Adaptation to Climate Change](#).

REGISTER HERE

Repetitions after session #5 will be postponed after the summer. New dates available soon!

What is meant by Creative engagement?



Classical engagement methods can lead to one-way communication (e.g., meetings, classical surveys etc.), what may occur → lack of inclusivity and low participation

Creative Engagement

- Participatory approaches using creativity, art, alternative tools etc.
- Importance in promoting inclusivity, empowerment, project ownership and better capturing different perspectives
- Benefits in increasing participation, pedagogy, emotional connection, appropriate knowledge etc.
- Examples: Community-led art projects, creative workshops, Mural of clima, Walk tour, etc.

Why choosing creative engagement strategies or tools?



- **Inclusivity**

Creative methods encourage that diverse groups of citizens and stakeholders can contribute and sharing their perspectives and ideas in different ways. All voices be heard.

- **Empowerment**

Active involvement in creative activities fosters a greater sense of agency among people, empowering them to exchange, express, share, take action etc.

- **Ownership**

Through creative methods, participants take ownership, appropriate contents, they have space to freely express, leading to understanding, motivation and sustained engagement over time.

Practical examples of creative citizens' engagement (1)

- **Storytelling workshops** sessions where participants share personal stories, experiences or testimonies about climate change impacts and adaptation strategies.
- **Climate Art installations** such as large-scale art installations in public spaces to visually represent climate change issues and adaptation efforts.
- **Interactive exhibitions** this can be with art approach (boards, painting, theater etc.), or also with virtual reality, interactive models for example to engage participants with climate change data and adaptation solutions.
- **Community theater** with performances or events exploring climate change themes to create dialogue.
- **Nature Walks and guided tours** highlighting local ecosystems and climate change impacts for hands-on learning.

Practical examples of creative citizens' engagement (2)

- **Citizen Science projects** and involve community members in monitoring weather patterns, biodiversity changes, adaptation initiatives, in research.
- **Artistic collaborations** with local artists, musicians, writers to create artworks, performances, cultural events.
- **Game-based learning** developing games or simulations to explore scenarios and adaptation decision-making processes.
- **Community Mapping exercises** Engage communities in mapping local climate risks, vulnerabilities, adaptation opportunities for visualisation and prioritisation.
- **Workshops, hackathons, events** focused on adaptation topics sharing innovative solutions, projects etc.

Expected outcomes

- ❖ **Knowledge sharing and exchange** of climate-related knowledge and experiences.
- ❖ Increase **awareness and understanding** of climate change impacts and adaptation strategies
- ❖ **Inspiration** sustainable actions and attitudes
- ❖ **Behaviour change and cultural shift**
- ❖ **Empowerment and feeling of capability** to take meaningful climate action
- ❖ Stimulated creativity leading to **novel solutions or alternative options.**
- ❖ **Community building** from strengthened connections and collaboration within communities
- ❖ **Policy influence** towards climate policies.
- ❖ Overall enhancement of **community information, preparedness, adaptability.**

Tips

- ❑ **Know our audience** -> Tailor approach to match audience's preferences, socio cultural contexts etc.
- ❑ **Emotions and resonant techniques or narratives** of impacts and successful adaptations.
- ❑ **Visual communication** (like art and videos to simplify complex concepts).
- ❑ **Interactive participation**, with activities that encourage involvement and empower participants.
- ❑ **Cultural integration** and incorporate local knowledge respectfully into creative endeavors.
- ❑ Foster **local collaboration** among stakeholders, organisations and artists to produce relevant content.
- ❑ Educational training, workshops and **skill-building sessions**.
- ❑ Ensure activities are **accessible** to diverse participants, regardless of age, background etc.
- ❑ **Feedback** and adaptation, seeking input and adjusting strategies accordingly.
- ❑ Celebration of **achievements** -> **Recognise, highlight** positive outcomes.



Experience sharing: ClimaSTORY tool

Noemie Bichon

International Project Officer

Auvergne-Rhône-Alpes Énergie Environnement (AURA-EE)



QUESTIONS / COMMENTS?

More info: ClimaSTORY® : Support pédagogique d'animation - adapter son territoire au Changement Climatique



Experience sharing: Engaging with photography (Photo Stories)

Simone Padovani

European Climate Pact Ambassador



QUESTIONS / COMMENTS?

More info: [STORIE DI CLIMA | How we are changing](#)
info@simonepadovani.it

Experience sharing: Climate City Walk in Graz city (Austria)

Dr. Stefanie Greiter

**KLIMABÜNDNIS
Climate Alliance Styria**



QUESTIONS / COMMENTS?

More info: [Klima-Stadtrundgang durch Graz](#)



Discussion / Debate

1

Would you use any of the mentioned tools? Why?

2

Which other creative tools you would like to use?

3

Any other experience to share?

Satisfaction survey

Participants can join at [slido.com](https://www.slido.com)
with #40641930
(21 May) or anytime at [this link](#)



Next Training programme session

Session #8: Citizen science – June, 11,
13:30-15:30h

Find **Session 7** recording in the following [YouTube Link](#).



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ADAPTATION TO CLIMATE CHANGE

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Session #7: Creative citizens' engagement - 21 May (repeated 18 June)	
Session #8: Citizen Science - 11 June (repeated 2 July)	

For further enquiries, please contact our [Helpdesk](#) or Ms. Gloria Salmoral at gsalmoral@ecafirst.eu

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