

Citizen Engagement Model and Template Action Plan

Deliverable D8.3

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Table of Contents

- 1 Executive Summary 6
- 2 Design Process (Methodology)..... 8
- 3 NetZeroCommunities..... 13
 - 3.1 The user’s journey through the portal..... 13
 - 3.1.1 NetZeroCommunities Engagement Plan 14
 - 3.1.2 Capability Building Program 19
 - 3.2 How NZC delivers the service 22
- 4 Next Steps 22
- 5 Conclusion 23
- Bibliography 23

List of figures

- Figure 1. Idea card generated during the NZC Service Design Workshops in Spring ‘22..... 8*
- Figure 2. Concept Board from T8.3’s Miro board of the first Co-design Workshop 9*
- Figure 3. Mock-ups of digital space 10*
- Figure 4. Value Proposition Workshop..... 10*
- Figure 5. Revised mock-up of digital space on portal 11*
- Figure 6. NetZeroCommunities 12*
- Figure 7. NetZeroCommunities Customer Journey (Frontrunner Citizen journey and Transition Team journey) 13*
- Figure 8. NZCommunities Capability-building Program..... 20*
- Figure 9. NZCommunities Capability-Building Program Format 20*
- Figure 10 : Service Blueprint Template; A Guiding Mechanism to Organise and Convey Interconnections and Interoperability of Service/s..... 22*

List of tables

- Table 1. Connecting NZC Narrative and design principles to the Engagement Strategy 18*



Abbreviations and acronyms

Acronym	Description
WP	Work Package
NZC	NetZeroCities
NZCommunities	NetZeroCommunities
Cities Mission	Mission for Climate Neutral and Smart Cities
FR citizens	Frontrunner citizens: Engaged citizens/local champions already active in climate change initiatives, promoting behaviour change and action in their communities

Summary

Engaging citizens and urban stakeholders is an essential component of achieving climate neutrality. The report frames this importance and introduces NetZeroCommunities, a digital space on the NZC portal for local climate champions and frontrunners. The objective of NetZeroCommunities is to hold space for discursive discussions and collaborative action by creating meaningful connections and amplifying community voices and actions to achieve climate neutrality. In order to animate the space and afford meaningful interaction, two connecting services are also presented: NZCommunities Engagement Strategy and NZCommunities Capability Building Program. Together, these services are meant to spread awareness of the Cities Mission, provide pathways for action and the competences to do so with confidence.

Keywords

Citizen Engagement, Capability Building, Community Building, Collaborative Media, Awareness Raising

1 Executive Summary

“One individual cannot possibly make a difference, alone. It is individual efforts, collectively, that make a noticeable difference—all the difference in the world!” — Dr. Jane Goodall

In order to reach climate neutrality, cities will need to engage and bring together citizens, local communities, businesses, creatives, residents, and put them at the heart of action. This is also a key element of the EU Missions approach which recognizes that opening science and innovation to civil society advances human knowledge and accelerates the transformation of our communities towards more sustainable and resilient practices (E.C., 2023). Meaningful engagement requires trust and shifts in power. This is often made possible thanks to a combination of top-down measures that make space for meaningful and strategic participation and bottom-up actions from citizens and other urban stakeholders. One barrier to successful engagement is found in knowledge asymmetries which often hinder the production of valuable outcomes.

This report introduces NetZeroCommunities (NZCommunities), a digital space on the NZC portal for frontrunner citizens to network, share resources and take an active, influential, and collaborative role in informing their city's climate action. The space also helps transition teams engage a broader community in their action plan and build proximity, insight and trust with city-holders by co-creating with frontrunner citizens and building bridges. NetZeroCommunities, in short, **holds space for discursive discussions and collaborative action by creating meaningful connections and amplifying community voices and actions to achieve climate neutrality.**

Many of the challenges around engagement are addressed in [D 8.1: Desktop report on engagement: 'A NZC call to action for a participative to carbon neutrality and beyond'](#). NetZeroCommunities addresses disconnects between active climate-neutral oriented citizens and Municipalities through a set of digital tools that support Front-Runner Citizens to plug into ongoing work, contribute, and create connections and proximity for municipalities to engage with disconnected populations. The space and connecting services aim to raise awareness of the Mission City among citizens and communities, involving and mobilising them to implement local actions and actively contribute to their Climate City Contracts. In short, NZCommunities is a powerful tool that's going to raise awareness one step further and with diverse audiences.

At the same time, NetZeroCommunities aims at facilitating 'knowledge democratisation', by sharing information about the Cities Mission, the Cities commitment, their CCCs objectives and actions, as well as making citizens aware of and inviting them to take ownership of their role in the process. As a digital space, the portal will offer a shared space that can afford interaction on an even playing ground between different city-holders and promote collective action and deliberative democracy.

NetZeroCommunities' portal space will be similar to the already existing peer-to-peer group spaces for cities, complete with message boards, sub-groups, member directory, and event calendar. Frontrunner citizens will also have access to the Knowledge Repository.

In order to animate the space and provide actionable pathways for engagement, two connecting services are also in the process of being designed. The first is the NZCommunities Engagement Plan: a social media guide to help NZC communicate the City's mission with cities, activate and mobilise local networks, and share and democratise knowledge by making it accessible and inclusive. The second is a capability-building program to equip citizens with the knowledge and competences necessary to interact with their city's transition team and contribute to the Cities Mission in a systemic manner.

The expected outputs of NZCommunities and the two connecting services are as follows:

- A digital space for frontrunner citizens to connect with each other, share resources, and plug into ongoing work on the Cities Mission;

- A cohort of climate active citizens/community leaders equipped with the knowledge of the Cities Mission, of NZC and technical jargon, local transition matters and proximity with their city's transition teams;
- A social media presence that engages citizens in the Cities Mission, promotes knowledge democratisation and active contribution; and
- A capability building program to equip citizens with the knowledge and competences to contribute to the Cities Mission and interact with transition teams with confidence.

NetZeroCommunities and its animation services seek to provide the following outcomes:

- Citizens will be more engaged in the Cities Mission and in local transition efforts in an integrated manner. Transition teams will have access to engaged community leaders who can help them in the efforts and bring in disengaged publics.
- Local transition teams and climate active citizens will be able to collaborate more seamlessly thanks to knowledge sharing, capability-building and a shared language.

As a community, NZCommunities is connected to NZC's other communities – e.g. Community of Practice and Social Innovation Hub. Discussion is being had at present to determine how these services will interact with each other.

2 Design Process (Methodology)

The following is a detailed summary of the methodology and design process the team used to develop NZCommunities. This section will offer clarity regarding what this process looked like, who was part of the process and how, and how different insights were integrated.

The starting idea for NZCommunities came from the Service Design workshops that were held between WP06-10 in Spring 2022. The initial idea was to set up a network/community for frontrunner citizens to enable exchange, inspire and formalize roles. Following a short period of alignment between work packages and within WP08, we found coherence between the idea and the objectives of T8.3 to activate citizens and stakeholders for long-term participation.

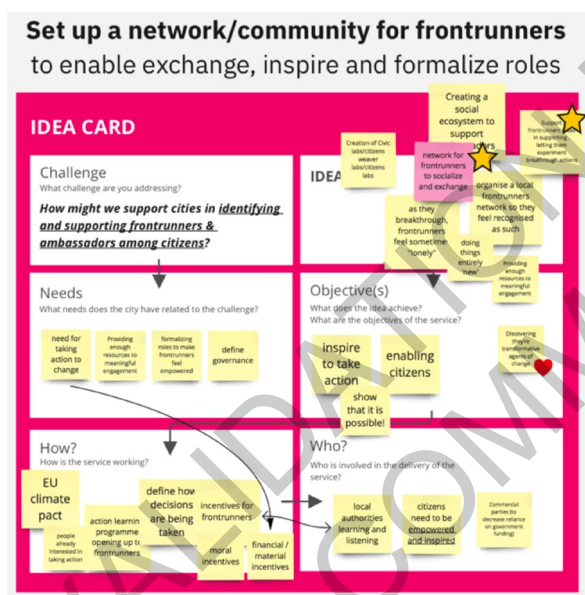


Figure 1. Idea card generated during the NZC Service Design Workshops in Spring '22

Having found this alignment, T8.3 partners organized two co-design workshops with the objective of refining the starting idea and mapping the citizen's journey. The main design question centered around the following question:

How might we support cities in identifying and supporting frontrunners and ambassadors among citizens? Likewise, how might we support climate active citizens align their actions and their communities with the Cities Mission and local transition plan?

In the first workshop, each partner was asked to bring to the workshop an experience of a network for climate leaders (Figure 2).



Figure 2. Concept Board from T8.3's Miro board of the first Co-design Workshop

The main insights from this session were clustered under two emerging categories of capacity-building and network-building. It became clear that a large part of empowering action and engagement is rooted in providing the knowledge and competences needed to act in confidence. Secondly, network-building techniques is a fundamental activity to gain the trust and commitment of a newly formed community, e.g. values such as listening, creating shared values, a manifesto, and creating an open and free space for exchange.

In the second co-design workshop and thanks also to the contribution of two City Advisors, Ed Synnott and Jane McLaughlin, the task partners re-framed the idea and mapped an initial user journey. The idea that emerged from the session was to create a collaborative media channel that would essentially broadcast the messages that climate *influencers* are already posting on their own (social) media channels to increase “viewership” and also facilitate connection between these voices. The objective was to tap into the influence that these active citizens have with their communities (*followers*) to share and connect them with the Mission.

In bringing this idea forward, the group decided to focus on the main elements that we wanted to provide the network of frontrunner citizens:

- a shared space to discuss,
- event management,
- member directory, and
- knowledge/resource sharing.

A series of mock-ups was created (see Figure 3) to test the concept. Following internal testing, the mock-ups and overall idea was presented to Gianni Nardone, LGI, from WP03 to discuss feasibility and integration in the portal. The team was positively surprised that all elements suggested were already part of the portal design and could be easily accommodated for. The inclusion of a citizen profile was already part of the portal design and would require merely activating the profile.

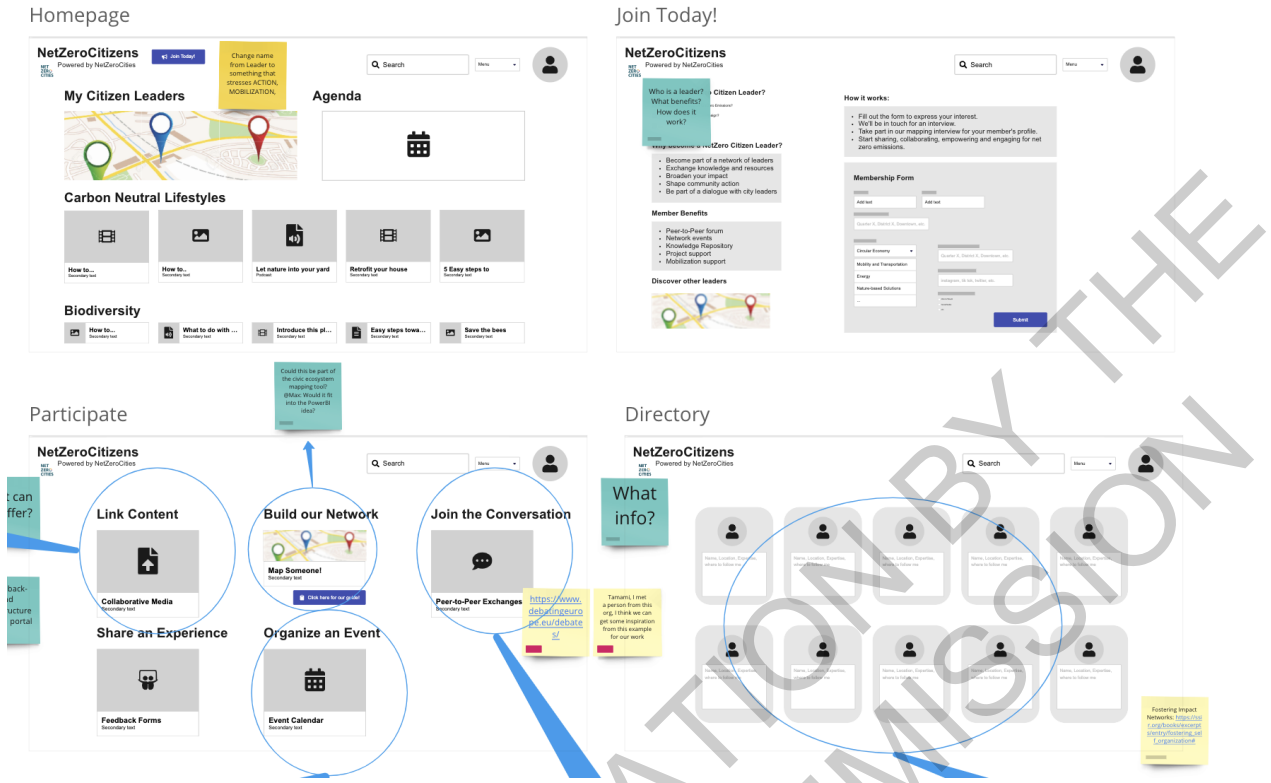


Figure 3. Mock-ups of digital space

The main question that came out of the meeting with WP03 regarded the value that we are proposing to frontrunner citizens (climate influencers) and to cities with the network. The group then circled back to defining better the value proposition (Figure 4). In these discussions, we defined two value propositions: one for climate influencers and one for transition teams.

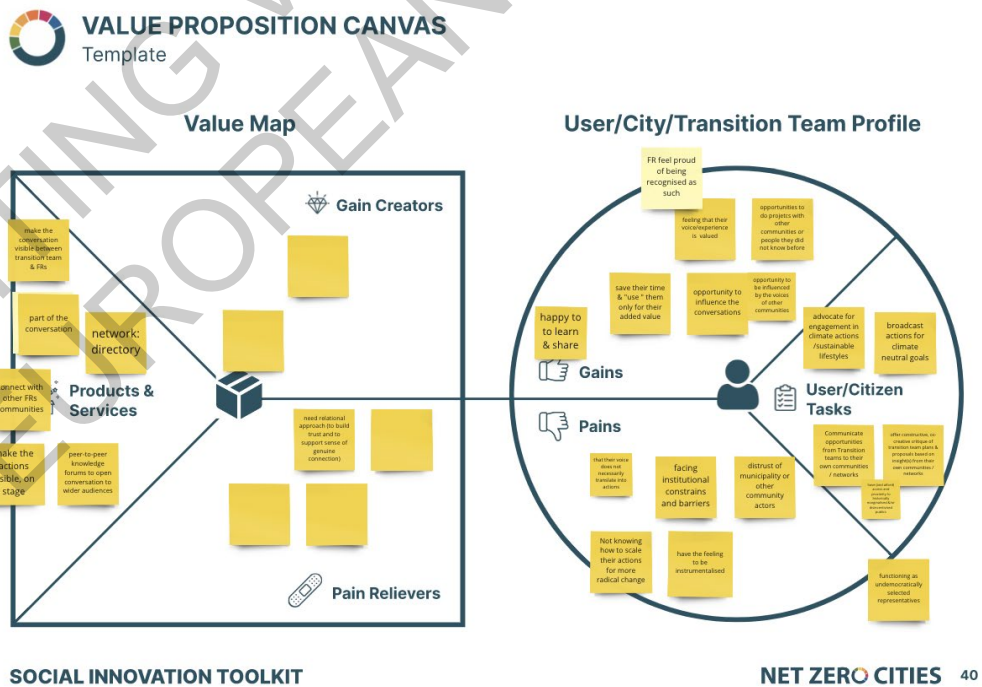


Figure 4. Value Proposition Workshop

The expanded value proposition that came out of the session is as follows:

The NZC Collaborative Media Channel holds space for discursive discussions and collaborative action by creating meaningful connections and amplifying community voices and actions to achieve net zero emissions.

It allows and encourages FR citizens to take an active, influential, and collaborative role in informing their city's climate action by expanding their collaborative network and sphere(s) of influence and acknowledging the meaning of their experience.

The channel helps transition teams engage a broader community in their city's climate actions and build proximity, insight and trust with city-holders by co-creating with frontrunner citizens and building bridges.

At this point in time, the team worked to prepare for the WP08 Open House and first internal to the consortium testing of the service concept. The concept of the shared digital space on the portal (Figure 5) had at this point evolved around the concept of being like a “pinterest board” on which citizen influencers could link their content for further reach while also contributing to the online dialogue and knowledge sharing between members. A city's transition team would also have visibility of their local climate influencers that they could engage in strategic talks and actions.

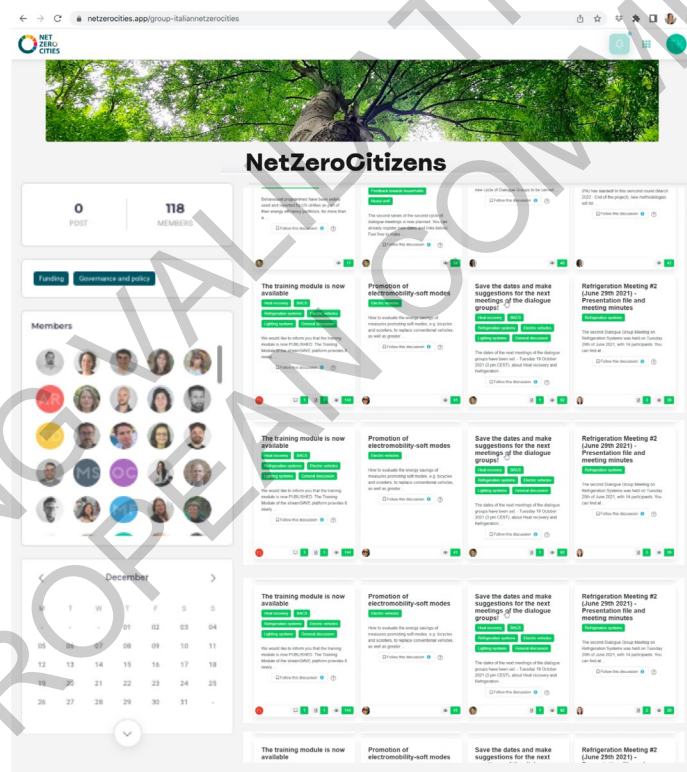


Figure 5. Revised mock-up of digital space on portal

The main feedback from the session were as follows:

- to focus more on where conversations are already happening (e.g. on social media)
- to focus the discussion around pathways to action
- to take into account the diverse resources in the city that go beyond NZC resources.

The team then prepared for the City Panel focusing more on testing the value proposition for transition teams. Among others, the main feedback coming from the session were as follows:

- a challenge will be how to get the frontrunner citizens onboard (particularly the youth), in particular how to animate and make that virtual space work; and
- a second challenge will be how to collect all the ambassadors on the same platform – and a new one. Idea: use an already existing virtual platform (Instagram for example) and/or gather together these frontrunner citizens offline.

Re-grouping after the CityPanel, the team returned to the service concept to further refine it. This work resulted in, NetZeroCommunities, the final service, which can be summarized in Figure 6 and which will be explained in the next section.

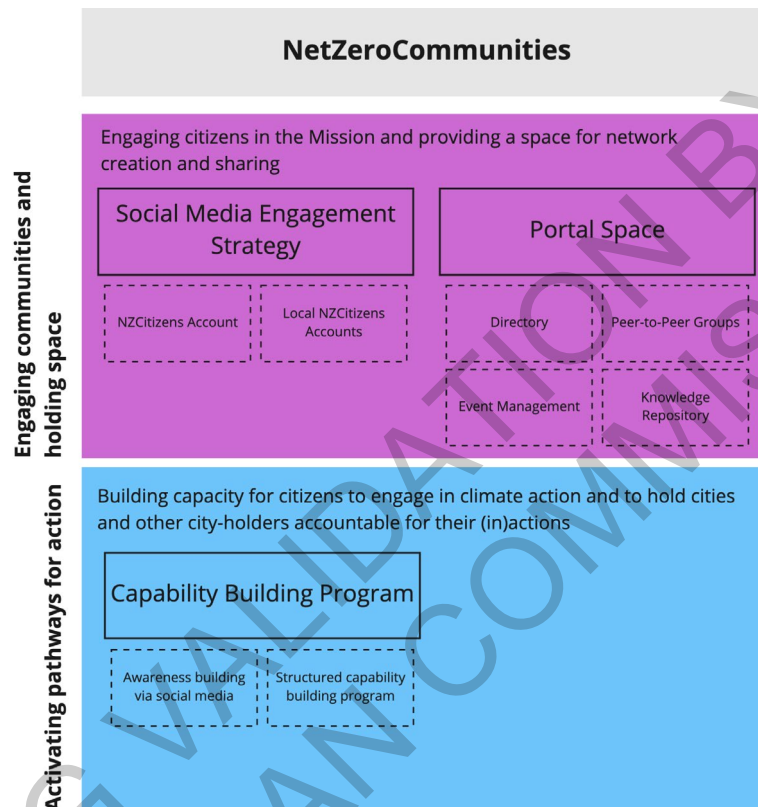


Figure 6. NetZeroCommunities

3 NetZeroCommunities

NetZeroCommunities foresees two primary actors:

1. Climate Influencers: Local frontrunner citizens/local champions already active in climate change initiatives, promoting behaviour change and action; and
2. Transition Teams: Local transition team members who are charged with working with and engaging citizens in their local efforts.

While a “secondary” target for the portal, citizens and civil society are the main target, composed of those who are not actively engaged in the transition.

While these are the main categories, the community will interact with other communities in NZC, external communities and in local contexts.

3.1 The user’s journey through the portal

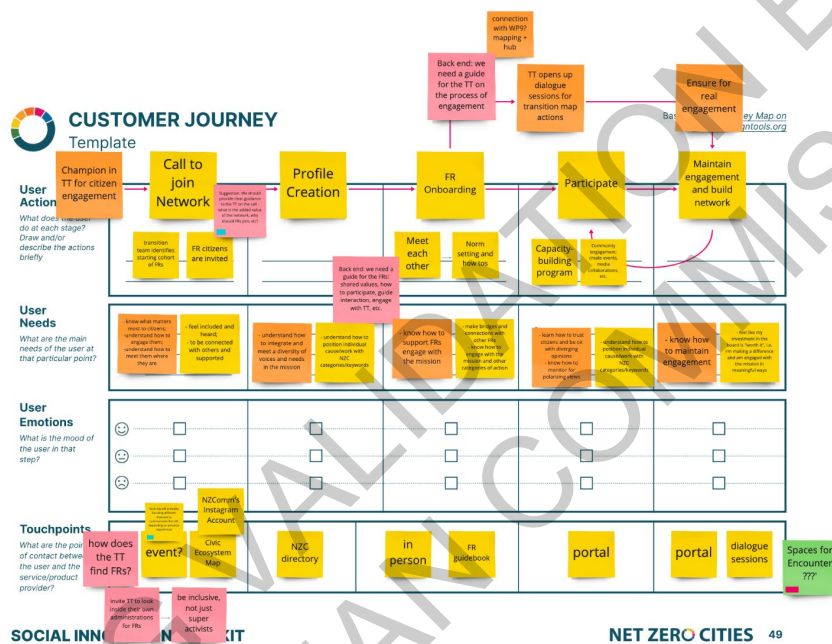


Figure 7. NetZeroCommunities Customer Journey (Frontrunner Citizen journey and Transition Team journey)

The canvas above displays the frontrunner citizen’s journey on the NZC portal as well as the transition team’s engagement. The journey begins with a dedicated member of a city’s transition team who launches a local call to join the NZCommunities Network and digital space on the portal. The network will also be promoted through the NZCommunities Engagement Strategy (i.e. social media).

Once the citizen decides to join the network, the first step will be to register to the portal by creating a profile. They will then be welcomed with an ‘onboarding kit’ composed of a set of documents: (1) co-created manifesto that sets the norms and values of the space¹ and (2) a navigation guide of the portal and the different actions that can be done. Citizens will then be encouraged to be active community members by:

- taking part in the capability building program;
- creating their own engagement plan to spread awareness of the Cities Mission with their communities and show actionable pathways of contribution;

¹ This activity will be designed and organized when the space will be launched, also in line with resources available.

- creating events;
- networking and collaborating with other citizens; and
- pushing to be a part of their city's action plan through meaningful collaboration with their city's transition team.

Parallel to this, transition teams will be provided with a guide on how they can interact with the NetZeroCommunities space, find their local climate influencers and ideas on how they can be engaged. This will be part of the overall NZC capability-building program.

3.1.1 NetZeroCommunities Engagement Plan

The NetZeroCommunities Engagement Plan was created out of the need to meet climate active citizens where they are already hosting community discussions on and about climate change and sustainability. A secondary but also important reason for the service is to provide a mechanism for animating the portal space and publicising different NZC events.

The specific objectives of the engagement strategy are to:

- create awareness of the Cities Mission in their city;
- communication among NetZeroCities, Cities Mission and citizens;
- activate and mobilise the power of local networks and connect them as a translocal network; promote exchange;
- share knowledge within NZC, within cities and within NZCommunities; and
- democratise knowledge and make it accessible and inclusive.

The core idea is to create a social media presence to engage citizens and local communities in the Cities Mission. The selected channel is an Instagram account with the handle: **NZCommunities**. Instagram was chosen as the media platform because it was determined that it carries the widest depth and breadth of desired target users. LinkedIn, for example, targets a more professional community of users and may not include the youth, NEETs, or other actors who don't find the platform useful for their needs. Instagram, on the other hand, has a less target value proposition and focuses on simpler, more visual communication. For cities who do not already have a social media account, we would invite them to open similar accounts with the same handle adding their city name (e.g. NZCommunities_Cluj) and could offer basic guidelines for how to implement an engagement strategy to connect citizens and local communities with the Cities Mission and their local transition strategy and CCC. This approach also allows each city to customise and run it in their local language - which will increase engagement of their citizens and stakeholders². The main audience of the channel would be frontrunner citizens/local champions, citizens/Civil Society and citizens/local communities. The following table connects our narrative and design principles to the NZCommunities Engagement Plan.

Citizens/Local Champions		
Audience	Key Narrative (WP12)	NZCommunities Narrative

² Before launching, a strategy should be considered to mitigate the risk of non-commitment, i.e. accounts dying off after just a few posts.

<p>Local frontrunners, local champions</p> <p>Local champions are groups of people with local knowledge of an area, including the culture, concerns and sentiments of people living in their city, that are actively engaged in the Climate Action activities or movements in their city.</p> <p>Citizens and Civil Society</p> <p>Civil society is a wide array of organisations: local community groups, non-governmental organisations [NGOs], labour unions, indigenous groups, associations, faith-based organisations, professional associations, and foundations.</p>	<p>Cities are key to achieving zero carbon faster and ensuring our decarbonisation efforts are equitable and contribute to the well-being of European communities.</p> <p>Citizen action will be needed to get everyone on board and reach climate neutrality at city level</p>	<p>Local champions are gatekeepers into the diverse communities that make up a city: their voices, practices and cultures.</p> <p>Engaging local frontrunners is crucial towards translating the Mission into local problems (accounting for the multi-faceted nature of their causes and effects), aligning action with different agendas and co-benefits, accelerating the pace of change and connecting disengaged publics.</p>
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<p>Expanding knowledge: What we invite them to know</p> <p>Cities Journey to Climate Neutrality: Media content in which cities narrate and share their commitments and their climate-neutral journey</p> <p>Net-ZeroCities Expertise: Media content in which specialist and city advisors share their knowledge, expertise and experience of how to achieve climate-neutrality objectives and successful stories from the field</p> <p>Net-ZeroCities Content: Media content in which Climate Neutral Cities Theory of Change is unpacked and made accessible for all</p>	<p>Expanding Empathy: What we invite them to Feel</p> <p>Connected: Make citizens feel committed to the City's goal and connect the local communities among each other and beyond, enabling the interaction of multiple actors and facilitating the active contribution to collectively co-create value for their cities</p> <p>Empowered: Give citizens the tools to increase their knowledge and to take ownership in actively contributing to the climate-neutrality journey.</p> <p>Included: Intentionally promote content in which we are meaningfully and thoughtfully including different voices, especially, from underserved communities. This can be supported by avoiding highly complex and technical language in the media content created.</p>	<p>Expanding movement: What we invite them to act:</p> <p>Take Action: Media content in which alternative actions and messages are promoted; alternative ways of doing things, alternative ways of relating to each other in our everyday-life.</p> <p>Take Ownership: Media content expanding knowledge on “reclaiming power”; awareness-based motivational content to encourage action and empowerment.</p> <p>Make the Future: Let's imagine and envision a more just, equitable and beautiful future for all. How to create it together?</p>
<p>Incentives</p> <p>Network: Being part of a network of communities who share the same ambitions</p> <p>Allyship: Local champions need strong allies who are willing to try and take risks with them.</p> <p>Influence: Possibility to be at the forefront of their cities climate action and be enabled to contribute to their city's climate-neutral journey</p> <p>Reach: Expand their impact and enlarge their visibility and reputation in social media and beyond</p>	<p>NZC Tools</p> <p>Capacity Building programme for citizens and local stakeholders</p> <p>NZC knowledge brokers (Portal)</p> <p>Mapping tools</p> <p>Engagement Building Blocks</p> <p>Social Innovation Toolkit</p>	<p>Benefits</p> <p>Knowledge about what it takes to reach Climate-Neutrality</p> <p>Knowledge from their Cities Commitments and Climate Action Activities</p> <p>Empowerment to take part of their City Climate Action Activities</p> <p>Be part of a movement with other local champions and civil society actors across Europe</p>

Cities and local authorities		
Audience	Key Narrative (WP12)	NZCommunities Narrative
<p>Cities and local authorities</p> <p>A public official, an elected or appointed official, or an employee of a local government in a city</p>	<p>Cities are key to achieving zero carbon faster and ensuring our decarbonisation efforts are equitable and contribute to the well-being of European communities.</p> <p>Local authorities and public officials acknowledge that citizens and local stakeholders are key actors in reaching Climate-Neutrality Objectives, “committed” and “delivered” actions will be needed to get everyone on board and reach climate neutrality at city level</p>	<p>Cities and local authorities have the mandate to serve and protect the general welfare of all its citizens.</p> <p>By engaging local champions, city officials have the opportunity to become explorers and interpreters, adopting discursive practices with diverse communities and co-producing public value with citizens while onboarding disengaged publics to the Cities Mission.</p>
<p>Expanding knowledge: What we invite them to know</p> <p>Cities Journey to Climate Neutrality: Media content in which cities narrate and share their commitments and their climate-neutral journey</p> <p>Local champions content: Media content in which local champions share their projects, initiatives, actions, events to support cities climate-neutral actions.</p>	<p>Expanding Empathy: What we invite them to Feel</p> <p>Open & trust: Media content to incentivise city officials to feel connected with their citizens and local stakeholders, and inspire them to be open to share the “stakes”, “challenges” and “ambitions” with a wider audience</p> <p>Inclusive: Media content to make the Climate City Contract and the city’s objectives accessible to the wider community.</p> <p>Courageous: Cities and public officials’ sense and have a better perception of the city-wide climate action, generating a sense of inspiration to be more ambitious in their climate action</p> <p>Supported: Cities and public servants share their vision and ambitions with local</p>	<p>Expanding movement: What we invite them to act:</p> <p>Share the action: Media content in which alternative actions and messages are promoted; alternative ways of doing things, alternative ways on how the city share their ambitions to achieve climate-neutrality</p> <p>Share the ownership: Media content in which the city encourages and inspires citizens and local stakeholder to be on a mission together to achieve climate-neutrality</p> <p>Share the vision: Media content in which the city informs and inspires citizens and local stakeholders on the city’s Climate City Contract in an accessible and non-technical language and visual.</p>

	stakeholders getting legitimacy in their actions	
<p>Incentives:</p> <p>Relationship: Enable cities to reach, build relationship and trust with committed local actors who can potentially influence and mobilise other city actors</p> <p>Legitimacy: Build a strong mandate through openly sharing cities barriers, challenge and solutions to reach climate neutrality with their citizens and local stakeholders</p>	<p>NZC Tools</p> <p>NZCommunities tools</p> <p>NZC Framework of Spaces for Encounter</p>	<p>Benefits</p> <p>A platform where to share their knowledge, expertise and actions with a wider audience</p> <p>Shape their collective narrative together with their local champions and wider society</p>

Table 1. Connecting NZC Narrative and design principles to the Engagement Strategy

There would be *four principle areas* of communication and engagement:

1. **Communication Campaign** - an ongoing series of short interviews from representatives from the transition team/citizens/private sector/other urban stakeholders to highlight the multiple actors involved in working towards the mission. The campaign will also promote specific activities, e.g. the capability program for citizens and other NZC events.
2. **Instagram collaboration posts** - with cities to promote cities' events or collaborations with Influencers e.g., behavioural changes, initiatives their taking to advance Climate Neutrality
3. **Content creation** - spreading awareness of NZC content through articles/instagram posts: sharing templates with cities to collect their material and turn them into posts, link to Knowledge Repository Case Studies; creating impact stories via interviews with local Frontrunners, NZC experts, Spaces for Encounter members, etc.
4. **Call to Action Campaigns:** programmed invitations for citizens and stakeholders to engage in specific activities.

How this will be implemented depends on available resources and alignment with other NZC activities and WPs. While agreement still needs to be made at a consortium level on how citizens will participate and to what capacity on the NZC portal, the idea with WP14 at this moment is that NZCommunities will use the official NZC Instagram handle and will create a combined action/engagement plan for 1-year. In terms of content creation and production, two basic pathways to implementation have been identified: (1) the channel's content is managed by the NZC consortium partners who feeds this to the communication team; (2) the channel has shared ownership: the daily operation is managed by a leadership team made up of volunteer citizens and the Steering Committee is made up of NZC Consortium partners, who would provide direction and alignment. The shared ownership option would be the preferred option, presenting an opportunity for NZCommunities to be truly run in coordination between citizens and NZC. The basic idea is that volunteer (frontrunner) citizens would be selected to form a leadership team whose main task would be to manage the media account in terms of:

- Developing informational campaigns and calls to action based on NZC content and activities and the Cities Mission;
- Defining KPIs for campaigns and monitoring and evaluating data;
- Engaging with followers and adopting a listening pose;
- Establishing relationships with climate influencers to develop and maintain a strong network;

- Keeping an eye on social media trends to ensure for continued relevance and impact; and
- Communicating effectively to all stakeholders.

This work would be done in close collaboration with the Steering Committee formed by NZC Consortium members, whose main tasks would be:

- Provide direction, content and alignment between the social media account and its campaigns with the Cities Mission and NZC;
- Ensure that key messages are delivered and that opportunities to align citizen engagement with broader activities are seized;
- Guarantee support to the leadership team in a constant and effective manner;
- Be a model of open and shared leadership.

The implementation of this relies on key collaboration with the following NZC actors:

- WP14: to understand how to coordinate communication strategies, get to know communication policies, etc.
- WP09 and 12: to map how the different communities within NZC and outside interact and are mutually supportive (e.g. SI Hub and Communities of Practice)
- WP03: to coordinate with the overall NZC portal animation strategy
- NZC Project Management: to understand what kind of budget and resources are available to support further development.

3.1.2 Capability Building Program

The NZCommunities Capability Building Program is a learning program dedicated to helping citizens engage with and contribute to the Mission by equipping them with the knowledge and competences to act. The program is built with five modules. The first two are NZC-focused and provides the knowledge and skills needed to contribute to specific NZC activities, e.g. CCC review, vision-making co-creation, co-creating a portfolio of action, etc. The last three focus on specific tools of engagement coming from citizen and urban stakeholder engagement and social innovation. The program ends with a certificate of completion to provide participants with a tangible outcome (which could also be useful to young citizens in search of a job).

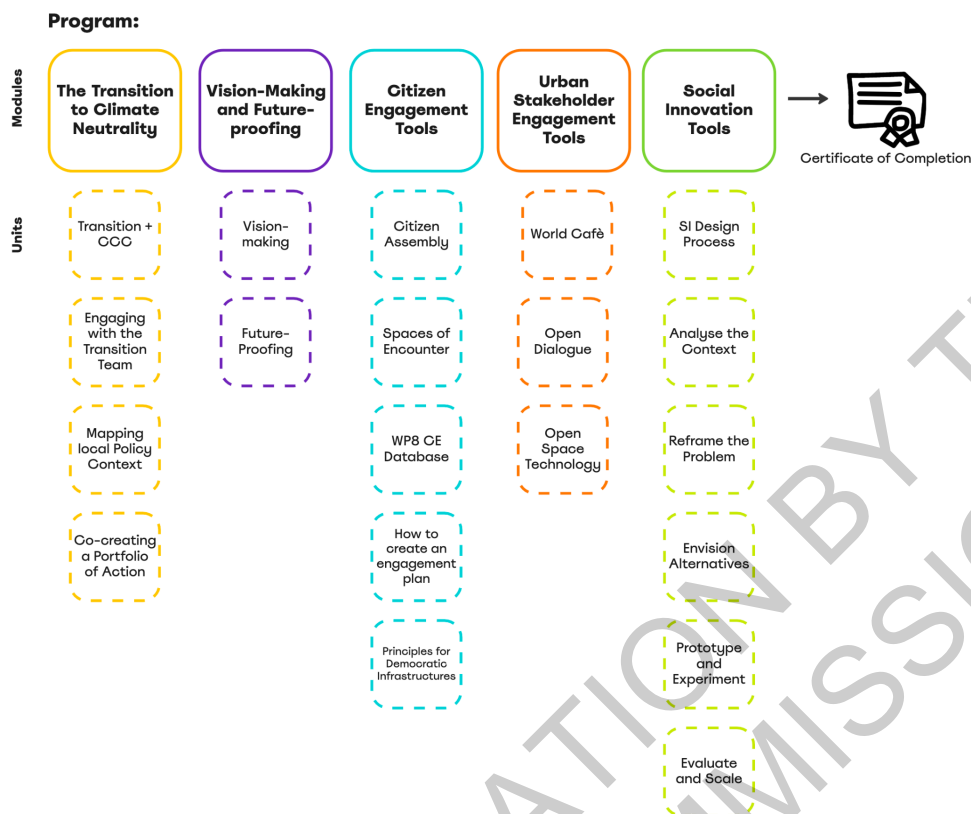


Figure 8. NZCommunities Capability-building Program

Each module is then divided into units that cover a specific topic. Each unit has a masterclass that is a recording and can be viewed online. Homework is given to help the participants contextualize the knowledge according to their own local systems and actions. Each program cycle has a NZC Facilitator who animates dedicated group discussions at the end of each module (4 total). The facilitator is also there in a light touch format for any questions along the way. Participants are encouraged to join a peer-to-peer sub-group of the NetZeroCommunities space on the portal.

Format:



Figure 9. NZCommunities Capability-Building Program Format

The capability-building program should interact with specific activities and other services in NZC. The following areas have been spotted so far:

- Interaction with the NZC Capability-building program, particularly on co-creating a portfolio of actions;
- Vision co-creation service;

- Social Innovation Hub; and
- Community of Practice.

The program would like to start with a small prototype consisting of short modules and 1 facilitator per module. An opportunity would be to close with a session at the NZC Conference in June.

The implementation of this relies on key collaboration with the following NZC actors:

- Partners who could give master classes on specific topics: e.g. the transition, CCC, CTM, vision-making, systems thinking, social innovation, specific citizen engagement tools, etc.
- NZC Capability-building program
- WP03: to understand how this could be integrated on the portal
- NZC Project Management: to understand what kind of budget and resources are available to support further development.

If the program gains traction and is successful, future iterations could see its transformation into a MOOC with certification from one of NZC's University Partners.

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3.2 How NZC delivers the service

The NZCommunities Portal space will be activated by WP03. The design and implementation of the space and citizen journey will be overseen by T8.3 partners based on already agreed upon features: member directory, peer-to-peer space with chat feed, sub-groups, and event calendar/management. The plans are for this to be up by April 2023.

The animation of this space depends on the resources available as outlined above.

A final service blueprint, which will clearly outline the entire service experience cities can/will experience is still being finalized. Nevertheless, a copy of the service blueprint template we are using is included below. This template, when complete, will organise and illustrate the levels of detail we are considering as it relates to cities' service experience. This includes consideration of (1) how they will become aware and convinced to use this service, (2) how they might use this service at multiple points across the Climate Transition Map, and (3) how use of this service might be used to encourage emergent positive impacts beyond the achievement of climate neutrality. This blueprint will also allow the team, as designers, to support specialists who will deliver the service to have a clear sense of the interdependencies between different actions along the service journey for cities and how to make use of "backstage" systems and infrastructure of the NZC Platform to deliver the service in an optimal way for cities.

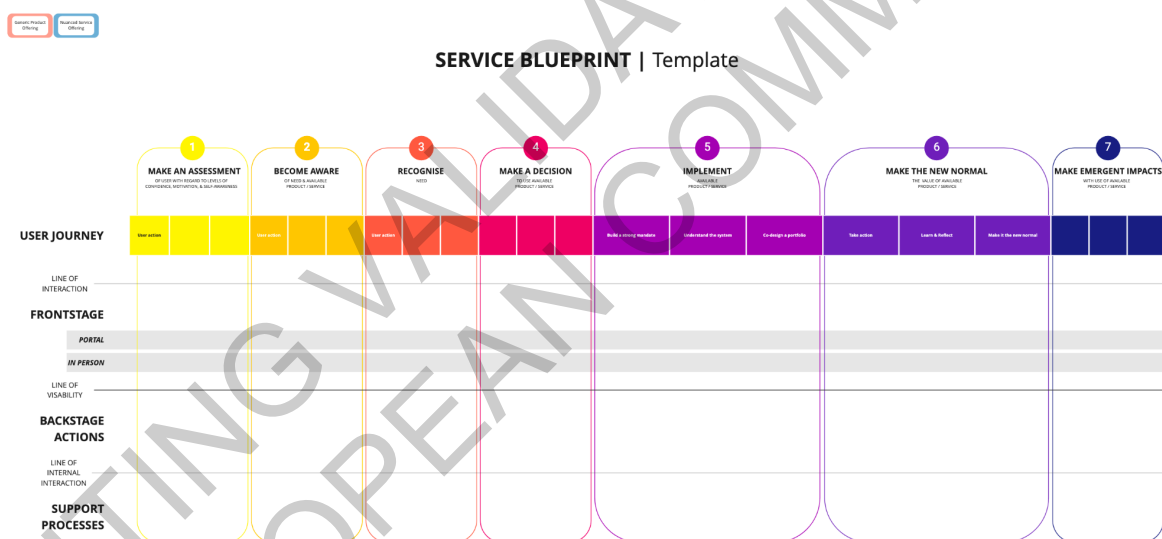


Figure 10 : Service Blueprint Template; A Guiding Mechanism to Organise and Convey Interconnections and Interoperability of Service/s

4 Next Steps

NZCommunities has several avenues of growth as presented above. The first step is finishing the round of meetings with relevant WPs to see how the two services can be developed and implemented. So far, the concept has been presented to the Mission Board who presented the team with some interesting questions and feedback which we need to address. Particularly, the team will need to address how other ambassador programs and communities will be included.

Beyond this, real implementation of the services awaits the confirmation of available resources.

5 Conclusion

In conclusion, NZCommunities offers the following:

- NZC, as a project, will get an opportunity to engage and support frontrunner citizens in the Cities Mission;
- Cities will have easy access to key gatekeepers and leaders in their city's communities to allow for easier and more meaningful engagement. The portal and connecting services will facilitate cities to establish contact with citizen communities and build initial rapport, rendering future in-person engagement easier in later stages; and
- Frontrunner citizens will have access to a network of peers, a dedicated space for knowledge sharing and collaboration, and the possibility to plug into ongoing work on the Cities Mission and to collaborate with their city's Transition Team.

This offer, however, depends on portal animation. It is crucial that the resources be found to support the connecting services detailed above (the Engagement Strategy and the Capability-building Program).

Bibliography

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