



SPARCS

Webinars

D8.14 Webinars

26/10/2020

Veronika Cerna and Ilija Prachkovski

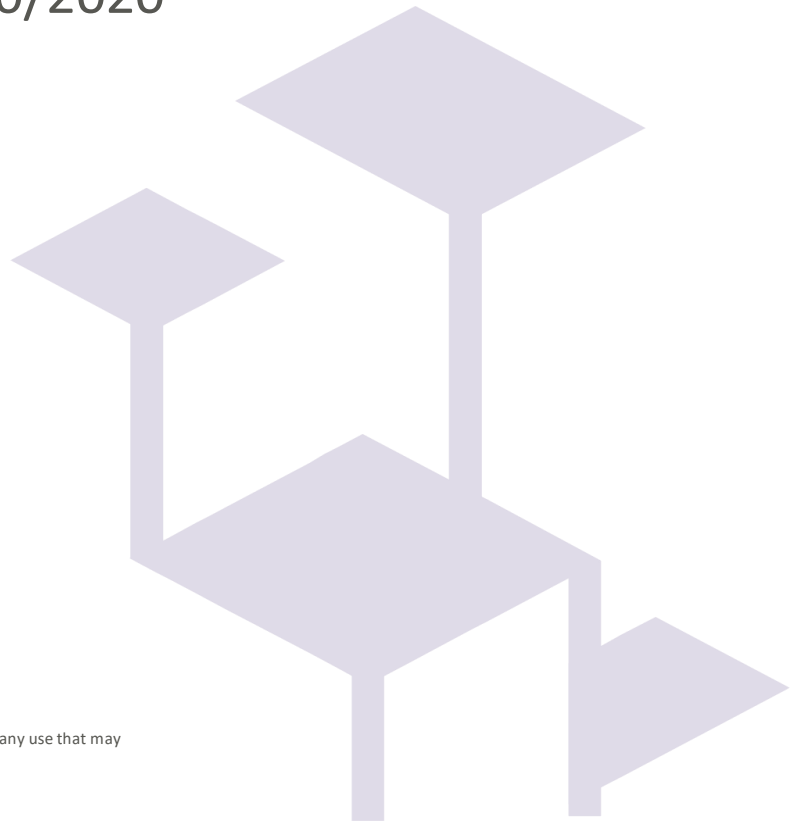
GOPA Com.

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Dissemination level

PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	

Deliverable administration

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Author(s)	Veronika Cerna, Ilija Prachkovski		
Description of the related task and the deliverable. Extract from DoA	<p>D8.14 Webinars (GOPA): This deliverable showcases the webinar planning and structure for the SPARCS project as well as the first pilot prepared by GOPA Com. for the purposes of this project. It will show the setup in a Word document (screenshots and links) and outline the basic strategy for the webinars required for this project.</p> <p>T8.4 Events and Workshops (GOPA) M1-M60 Through joint participation and organisation of events with other H2020 projects and smart cities initiatives, SPARCS will be able to reach a larger audience and achieve a more targeted and efficient dissemination of all its communication. All internal project planning from the event tracking tool will always be cross-checked against the joint H2020 events coordination. To promote dissemination and replication, this task will support the organisation of participatory workshops through a series of webinars in a dedicated virtual space. The webinars will comprise a presentation and a participatory part and will be recorded and published online for further dissemination among potential replication cities.</p>		
Participants	GOPA		
Comments	N/A		
V	Date	Authors	Description
0	09/10/2020	GOPA Com.	Deliverable checked by WP leader and released to the Coordinator and the Quality Manager for quality check and subsequent submission to the EC.
0.1	16/10/2020	VTT	Coordinator and the Quality Manager sent feedback to GOPA.
0.2	23/10/2020	GOPA Com.	New version of the deliverable.
0.3	23/10/2020	WP leader	Checked by WP leader and released to the Coordinator and Quality Manager for subsequent submission to the EC
1	26/10/2020	VTT	Coordinator submits the deliverable to the EC



About SPARCS

Sustainable energy Positive & zero cARbon Communities demonstrates and validates technically and socioeconomically viable and replicable, innovative solutions for rolling out smart, integrated positive energy systems for the transition to a citizen-centred zero carbon & resource-efficient economy. SPARCS facilitates the participation of buildings in the energy market, enabling new services and a virtual power plant concept, creating VirtualPositiveEnergy communities as energy democratic playgrounds (positive energy districts can exchange energy with energy entities located outside the district). Seven cities will demonstrate 100+ actions, turning buildings, blocks, and districts into energy prosumers. Impacts span economic growth, improved quality of life, and environmental benefits towards the EC policy framework for climate and energy, the SET-Plan and UN Sustainable Development goals. SPARCS co-creation brings together citizens, companies, research organisations, and city planning and decision-making entities, transforming cities into carbon-free inclusive communities. The lighthouse cities Espoo (FI) and Leipzig (DE) are implementing large demonstrations. Fellow cities Reykjavik (IS), Maia (PT), Lviv (UA), Kifissia (EL) and Kladno (CZ) are preparing for replication with hands-on feasibility studies. SPARCS identifies bankable actions to accelerate market uptake, pioneers innovative, exploitable governance and business models boosting the transformation processes, in addition to joint procurement procedures and citizen engaging mechanisms in an overarching city planning instrument toward the bold City Vision 2050. SPARCS engages 30 partners from 8 EU Member States (FI, DE, PT, CY, EL, BE, CZ, IT) and 2 non-EU countries (UA, IS), representing key stakeholders within the value chain of urban challenges and smart, sustainable cities bringing together three distinct but also overlapping knowledge areas: (i) City Energy Systems, (ii) ICT and Interoperability, (iii) Business Innovation and Market Knowledge.



Partners



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1. EXECUTIVE SUMMARY

This deliverable defines the organisation and coordination of the webinars within the SPARCS project, which are being organised within WP8 and other work packages. The webinars, although they differ in terms of content and outcome, still have commonalities and follow a similar methodology when it comes to inclusion of audiences, interactivity and engagement.

Content-wise, the project webinars address two different goals of the project:

- Replication;
- Dissemination (with the aim of replication).

This document, therefore, outlines the aspects that are common to both webinar types, and describes the differences when it comes to the topics and how they are approached. In addition, the SPARCS webinars define the logistics, the software and the dissemination methods used to promote and communicate the webinars after they have been presented.

Finally, having implemented one of the webinars already, we provide an example of a ready-made product to illustrate some of the descriptions and methodologies provided within this document, to better showcase our approach.



2. INTRODUCTION

Taking into account the rules for H2020 projects as well as the European Commission's (EC) guidelines, any H2020 project (such as the SPARCS project) has to put sufficient communication and dissemination channels in place in order to be able to support its implementation phase as well as its replication efforts.

In the current situation, these efforts are even more pertinent, due to the many issues caused by COVID-19 and the lack or major reduction in live events, workshops and conferences.

In general, webinars are considered to be one of the key knowledge methods for exchanging and disseminating partial or full results from the SPARCS project. In this context, the deliverable D8.14 defines two ways of approaching the webinars and showcases the different types of information and sharing methods that we have at each step of the project's maturity. It also provides the appropriate methodology on the way to handle and further disseminate the outcomes of the project.

2.1 Purpose of the document

This document is a part of the activities in WP8 – Communication and Dissemination and constitutes a direct outcome of T8.3. It also serves as a set-out plan on the creation and implementation of webinars within the project, with the physical product being executed, recorded and disseminated as outlined below.

2.2 Structure of the document

To address the various aspects relevant to webinars within the project, this deliverable is structured to include the following sections:

- Definition of webinars within SPARCS;
- Knowledge exchange webinars to showcase the differences that are particular to the webinars focused on learning from best practices and knowledge gathered within the project;
- Dissemination webinars to define internally, which webinars and what kind of content will be most suitable for further dissemination of SPARCS results;
- Communication and dissemination methods that are applied to further disseminate and share the webinars after they have been processed in real time;
- An example of a pilot webinar on Citizen Engagement.

2.3 Relation to other activities

The primary purpose is to disseminate SPARCS content (WP8), but it also draws in elements from WP5, where webinars strongly support knowledge sharing, and will also utilise content from other work packages such as WP1, WP2, and WP7, as well as drawing upon experience gathered in both Lighthouse and Fellow cities.



3. SPARCS WEBINARS

Within SPARCS, webinars are meant to be online seminars on different topics related to the project's Lighthouse or Fellow cities, their solutions and the key issues they encounter. To that end, we plan to organise a series of both internal and external webinars with the aim of exchanging and disseminating knowledge.

When it comes to **knowledge exchange**, we use webinars as a means of exchanging knowledge between partners, stakeholders and interested audiences on a specific topic. The information and knowledge shared during these online meetings serves as a valuable input for further implementation work in SPARCS, as it enables direct exchanges and a connection between several technical experts at the same time, who can discuss the topic at hand.

When it comes to **dissemination**, webinars are a great way of communicating with the target audiences as well as project stakeholders and partners by providing a unique opportunity to explain and bring up complex issues in a more straightforward way, with a Q&A session afterwards to cover any unresolved issues. The information shared is targeted at further dissemination of the project solutions, so as to attract interest in the results of SPARCS with the aim of replication.

3.1 COVID-19 influence

Due to the current situation caused by COVID-19, we foresee that the project's activities and outcomes will be disseminated via webinars more extensively than previously planned, as a safe way of communicating when it is not permitted to travel and events are being moved online or cancelled.

At the same time, we also take "Zoom fatigue" into account and foresee additional interactive elements that make it possible to directly engage with the audience and share and exchange with the attendees.

3.2 Collaborative webinars

Webinars organised in collaboration with other H2020 projects are a specific type of webinar. They can be focused both on knowledge sharing (e.g. sharing from "older" projects to "newer" ones, or sharing based on similarity of topic or local or regional links) and on communication and dissemination of results that are reached in either of the projects. These types of webinars follow the same methodology as SPARCS' own webinars, they simply utilise a broader scope of topics, solutions, as well as stakeholders and audiences.



4. KNOWLEDGE EXCHANGE WEBINARS

The knowledge exchange webinars are a way of sharing and exchanging all the knowledge within a project. They are focused on:

- Exchanges between the Lighthouse cities and Fellow cities, with the aim of helping to foster all replication processes within the project;
- Exchanges between SPARCS cities and their technical experts in general, with the aim to support improved solution application and help the overall implementation of the project.

The knowledge exchange webinars are **internal** to the project, and therefore focus on more technical and concrete aspects in SPARCS, especially when it comes to cities' implementation of solutions. They are organised around the key SPARCS topics and are conducted based on the most pressing needs and interests of SPARCS cities.

The first topic addressed was **Citizen Engagement**, and the webinar pilot case study can be found later in this document. Further topics will be selected based on the interests stemming from the cities. To that end, they will address topics that are pertinent to SPARCS, among others:

- Demonstration of **energy positive blocks and districts**;
- Integrated **smart energy solutions and systems**, including a virtual power plant, integration options for renewables, district level energy solutions, large battery and storage applications, and others;
- **Interoperable digitalisation solutions** including big data optimisation and adaptation of **blockchain** technology;
- **Electro-mobility integration** and technologies, including the integration of EV-charging to the local grid, peak load monitoring and control, community and residential EV-parking solutions, EV as storage and other aspects;
- **Energy-positive urban district planning and governance** models, including new procurement and co-creation models and new mechanisms for networked urban development.

The specific topic of a webinar is always selected based on the needs of and/or requests from a city or other partner, so that it directly feeds into the current implementation needs. The topic selection is done during the WP8 monthly calls and as such is selected and defined together with the cities and other members of the task force so as to best serve their current needs.



5. DISSEMINATION WEBINARS

SPARCS dissemination webinars are a great way of communicating with the target audiences, as their interactive format, direct Q&As and the use of presentations, charts and tables provides a unique opportunity to explain complex issues in a straightforward manner.

To this end, the dissemination webinars are created with the aim of explaining the project to the different audiences in an innovative and engaging way. As they are used for **external communication and dissemination** purposes, they are recorded and subsequently placed online.

In addition to direct interaction during the webinar, these recordings can also help attract comments, submissions and suggestions from relevant audiences and stakeholders that were not able to attend, and so contribute to the overall post-webinar exchanges.

The dissemination webinars will identify and utilise partial or full results from the cities' implementation and showcase the solutions in order to form best practices. They serve the aim of replication within the project and support also the uptake of solutions in other non-SPARCS cities.

The production of the webinars will be centred on highlighting the results of the SPARCS cities and solutions, with a webinar dedicated to each city, presenting their results and showcasing their best practices or lessons learnt. To that end, we are planning:

- **City Webinars:**
 - **SPARCS Lighthouse cities** focused on presenting their solutions and best practices;
 - **SPARCS Fellow cities** showcasing methodologies of application and lessons learnt for successful replication.
- **Topical webinars** addressing cross-cutting SPARCS topics, with a presentation from each participating city.



6. WEBINAR PLANNING

The planning of the webinars and their topics is co-created with the cities, partners and their needs within the project. Therefore, in regular WP8/WP6 and Executive Board meetings, we will follow the process of asking for the needs of cities and flexibly adapt the topics accordingly. At the same time, as the project progresses, we will focus more on the external promotion and dissemination aspects of webinars and therefore adapt the topics also to the external communication and dissemination goals in the later stages of the project.

6.1 Plan for Months 13-24

Goal: Communication and sharing

Audience: SPARCS partners, with a strong focus on cities, H2020 projects, similar other initiatives and stakeholders

After the initial webinar on citizen engagement, we plan on the following webinars to be taking place in the upcoming 12 months:

M15: SPARCS Replication strategy

- Presentation of SPARCS replication strategy, showcasing the different aspects of the project replication and how the Lighthouse and Fellow cities collaborate together
- WP5 / Fraunhofer

M18: SPARCS Business Models and Financing Mechanisms

- Showcase of the methodology for SPARCS business models and Mechanisms for financing, with the aim of wider uptake of smart city solutions
- WP7 / Civiesco

M21: SPARCS KPIs for replication

- Presentation of SPARCS Key Performance Indicators, building up on Morgenstadt assessment framework and how they are taken into account when it comes to replication potential of the presented solutions
- WP2 / VERD (with input from WP5 Fraunhofer)

M24: SPARCS City Vision

- Sharing of the draft SPARCS city vision strategy, showcasing the methodology and how it is applied in SPARCS, despite COVID impacts, with view to how it will be applied by M60
- WP1 / SPI



6.2 Plan for Months 25-36

Goal: Communication and dissemination

Audience: SPARCS partners, with a strong focus on cities and local consortia, H2020 projects, similar other initiatives and local stakeholders

In the third year of the project, we plan to re-focus more on the presentation of the progress of implementation in cities and strongly showcase already achieved results or partial results. The webinars will therefore focus around:

Lighthouse and Fellow City presentations

- Each **SPARCS Lighthouse city** will have a separate webinar on their progress, results and be able to showcase their best practices and (so-far) lessons learnt
- All **SPARCS Fellow cities** will have a fellow-city collaborative webinar,

6.3 Plan for Months 36- 60

Goal: Communication and dissemination

Audience: SPARCS partners, with a strong focus on cities and local consortia, H2020 projects, similar other initiatives and local stakeholders; other cities (e.g. from other city networks) and stakeholders selected according to the topics discussed.

In the fourth and fifth years of the project, we will strongly focus on external dissemination of project results, the ongoing monitoring and showcase outcomes of the project to spark replication in other cities. They will be cross-topical and to that end will draw up on the knowledge sharing webinars themes (see chapter 4) to build a coherent framework with them.

These webinars will therefore focus on:

- **SPARCS results** (what did we achieve and how?)
- **SPARCS replication strategies** (what are the best strategies to foster replication in fellow cities, presentation of pilot implementations in fellow cities and their learnings)
- **SPARCS best practices** (how did we do it and why?)

7. WEBINAR METHODOLOGY

There are two groups of SPARCS webinars: The first one focuses on knowledge sharing and is mainly internal oriented. For those WP5 webinars, Fraunhofer takes the lead, while GOPA provides technical support (e.g., access to the GoToMeeting platform), a PPT template for the speakers and disseminates its findings/conclusions afterwards.

The second group of webinars is dissemination-oriented (WP8 webinars). Here, GOPA takes the lead and – in cooperation with SPARCS partners - decides the content of the webinar, selects the speakers and defines the agenda.

Before each WP8 webinar, GOPA will:



- liaise with the speakers (via email or calls).
- provide the speakers with a PPT template for their presentation.
- train the speakers on how to successfully deliver an online presentation, by providing opportunities for one-to-one online trainings, and sharing materials/checklist to prepare and deliver successful webinar presentations.
- take care of the logistics, by testing the software and organising a rehearsal before the date of the webinar.

During each WP8 webinar, GOPA will:

- ensure the technical moderation of the event, including the Q&A part.
- engage the audience with pre-agreed polls and quizzes (using for example Slido).
- liaise with the speakers via private dedicated chat; e.g., on GoToWebinar or WhatsApp.

After each WP8 webinar, GOPA will:

- follow up with the speakers and collect their feedback on their experience.
- run a survey among the participants to collect their comments on the webinar and their suggestions on how to potentially improve it.
- upload the recording from the event on YouTube and SPARCS website.
- disseminate the outcomes via SPARCS social media channels, website and newsletter.

8. WEBINAR DISSEMINATION

8.1 Logistics of a webinar

Software: The selected software for SPARCS webinars is **GoToWebinar**, a third-party tool specifically suited for the organisation of webinars. It enables easy presentation for the speakers, as well as participation from the audience in the form of Q&As. Other features include registration and follow-up emails for the audience, which is a useful tool to further disseminate the information shared in the webinar.

PPT templates: To unify all presentations by SPARCS speakers, we have prepared specific SPARCS PowerPoint webinar templates. These not only provided a unified look for our speakers, they also ease the overall navigation through the webinar.

Length and form: The webinars last about 1.5 hours and are held in English. The first part of the webinar consists of one or several presentations, followed by a dedicated Q&A, where the speaker answers questions from the audience or partners.



8.2 Communication and dissemination

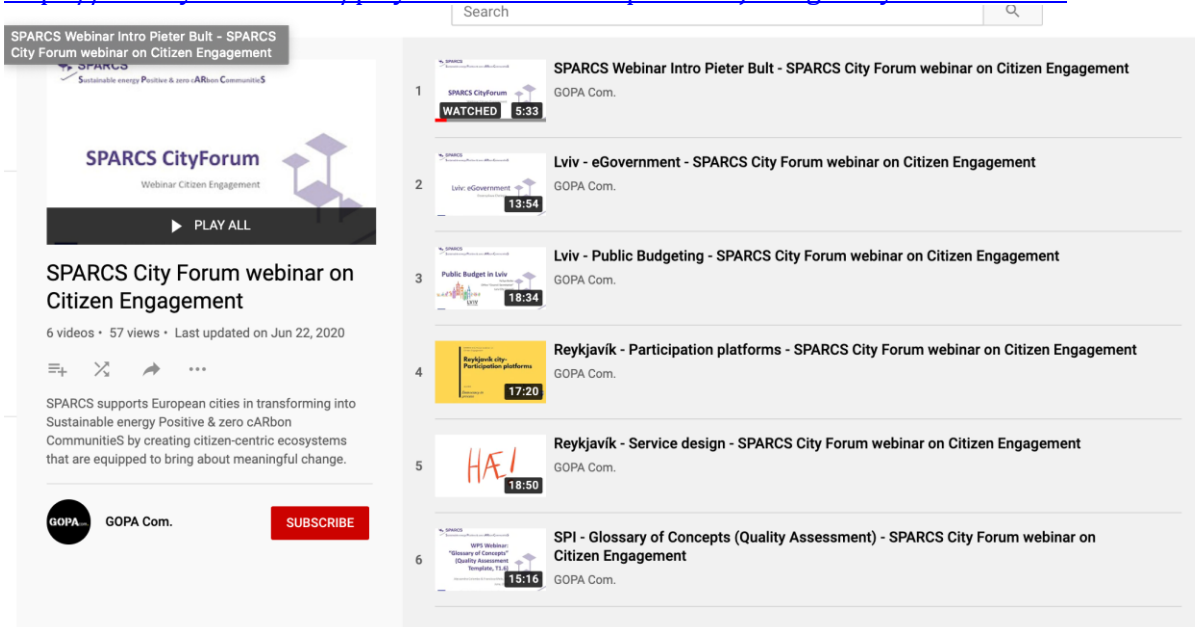
All webinars are recorded for further dissemination. The recordings focus on providing an additional means of communication and sharing the SPARCS knowledge. They are tailored for easy sharing across social media platforms and online with the aim of supporting multiplier dissemination.

All communication activities around the webinar are focused two goals:

- **Before the webinar:**
Attracting interested audiences and stakeholders to share and participate at the webinar:
 - Announcement in the News and Events sections on the SPARCS website;
 - Dissemination via SPARCS social media and newsletter;
 - Dissemination via partner social media and newsletters.
- **After the webinar:**
Encouraging interested audiences to follow, learn, and share the webinar:
 - Recording published on YouTube;
 - Recording shared on the SPARCS Media Library;
 - Follow-up news and event with the recording and key messages;
 - Shared through SPARCS social media and newsletter;
 - Shared through partner social media and newsletters.

YouTube: We use YouTube as a repository channel, where we will upload every webinar, cut it down into presentations and create a playlist for each.

<https://www.youtube.com/playlist?list=PLFXTdcpDdP3c2jMDZg95sxyUbPGA-6auW>



The screenshot shows a YouTube playlist interface. On the left, the main video player area displays the title 'SPARCS City Forum webinar on Citizen Engagement' with 6 videos and 57 views. Below the title is a description: 'SPARCS supports European cities in transforming into Sustainable energy Positive & zero cARbon Communities by creating citizen-centric ecosystems that are equipped to bring about meaningful change.' There is a 'SUBSCRIBE' button for the channel 'GOPA Com.'. On the right, a list of 6 videos is shown, each with a thumbnail, title, channel name, and duration:

1. SPARCS CityForum - SPARCS Webinar Intro Pieter Bult - SPARCS City Forum webinar on Citizen Engagement (5:33, WATCHED)
2. Lviv - eGovernment - SPARCS City Forum webinar on Citizen Engagement (13:54)
3. Lviv - Public Budgeting - SPARCS City Forum webinar on Citizen Engagement (18:34)
4. Reykjavik - Participation platforms - SPARCS City Forum webinar on Citizen Engagement (17:20)
5. Reykjavik - Service design - SPARCS City Forum webinar on Citizen Engagement (18:50)
6. SPI - Glossary of Concepts (Quality Assessment) - SPARCS City Forum webinar on Citizen Engagement (15:16)



SPARCS Media Library: We embed the webinar recordings into the SPARCS Media Library.

<https://sparcs.info/what-is-new/media-library>

SPARCS News Item: A news item written about the webinar outlining the key elements and showcasing all speakers, presentations as well as the recording.

SPARCS City Forum webinar on Citizen Engagement

22/06/2020

Monday 15th of June, SPARCS organised an internal webinar for partners and stakeholders from Lighthouse and Fellow cities. The webinar focused on Citizen engagement, one...



HA!

SPARCS Event Item: An event item is created for all external webinars, with all interested audiences able to register to attend.


<https://sparcs.info/what-is-new/events>

SPARCS Social Media Post: A series of posts created to promote the registration for the webinar or the recording and its availability online.



SPARCS Newsletter: A key newsletter item with a prompt to register as well as an additional newsletter item to promote the recording of the webinar online with the aim of achieving the largest possible audience.

IN FOCUS
SPARCS City Forum webinar on Citizen Engagement



Monday 15th of June, SPARCS organised an **internal webinar** for partners and stakeholders from Lighthouse and Follow cities. The webinar focused on **Citizen engagement**, one of the key points of the project. First, Pieter Bult from Fraunhofer gave an introduction explaining the rise of awareness for citizen engagement in urban planning and the role & impact it plays in the SPARCS project. After that, it was time to hear from real-life experiences in SPARCS cities.

Lviv's Dzenyaslava Chelepis presented their successful transition towards **eGovernment**, and although both citizens and municipal representatives sometimes need some time to adapt, a large part of the population finds its way to the municipal services online. Yuliya Boiko from the Council Secretariat of the Lviv city council followed with a presentation on **public budgeting in Lviv**, where projects are funded after a public voting process. Participation in voting in 2019 rose to 13.4% of the total eligible population of Lviv, corresponding with 103 726 citizens.

On the other side of Europe, Sigurlaug Johansdottir showed us **Reykjavik's democratic processes in city planning**. Through the My-district platform, 696 projects have been executed since 2012 and 91 more will be implemented this summer. Although the city experiences the project as labour intensive, "it gives great value in the 'discussion' when the ideas are reviewed within the administration and gives both administration and politics a feel for the districts; how the people feel and what they need". A joyful presentation by Andri & Bjork of the service design team in Reykjavik showed us **insight in the Green House**. They also shared that getting engaged with city development was trendy in Reykjavik, which may sound like a dream to others.

Mary Uhlig from **Leipzig** emphasised the **need for engagement processes on multiple scales** (city strategy, neighborhood development, street implementation) **and levels** (information, consultation, involvement & co-production). There was so much to tell & show, that a double amount of time could've been filled as well. Alessandro Colombo, from the SPARCS research partner SPI closed the webinar by presenting the **Glossary of the Quality Assessment Template** and giving further input and showcasing different ways of engaging with citizens.

We hope that all participants gained a lot of valuable insight and learned something new during our webinar! If you want to read more about citizen



9. WEBINAR PILOT: CITIZEN ENGAGEMENT

GOPA Com. supported the organisation and dissemination of the first SPARCS webinar. Its distribution is highlighted below. The first webinar was an **internal knowledge sharing webinar** for partners and stakeholders from Lighthouse and Fellow cities. The webinar focused on **Citizen Engagement**, one of the key topics of the project.

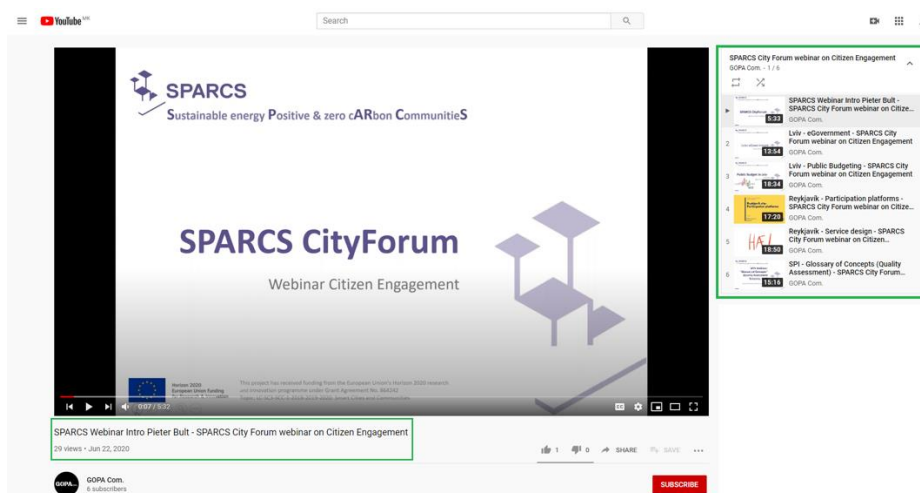
The webinar was used for the purpose of knowledge sharing between the SPARCS project partners, and the presentations showcased at this webinar were:

- SPARCS webinar intro about Citizen Engagement (Pieter Bult, Fraunhofer)
- Lviv - eGovernment (Dzvenyslava Chelepis, City of Lviv)
- Lviv - Public Budgeting (Yuliya Boiko, City of Lviv)
- Reykjavík - Participation Platforms (Sigurlaug Anna Jóhannsdóttir, City of Reykjavik)
- Reykjavik - Service Design (Kristjana Bjork Brynjarsdottir and Andri Geirsson, City of Reykjavik)
- Leipzig – Participation Process (Mary Uhlig, City of Leipzig)
- Glossary QAT (Alessandro Colombo, SPI)

Location: https://www.youtube.com/watch?list=PLFXTdcpDdP3c2jMDZg95sxyUbPGA-6auW&v=K9RQVGCF5CI&feature=emb_title

And also on the SPARCS website: <https://www.sparcs.info/what-is-new/news/sparcs-city-forum-webinar-citizen-engagement>

On YouTube:



On SPARCS website:



HOME > WHAT'S NEW > NEWS > SPARCS CITY FORUM WEBINAR ON CITIZEN ENGAGEMENT

22/06/2020

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SPARCS H2020 EU



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We hope that all participants gained a lot of valuable insights and learned something new during our webinar! If you want to read more about citizen engagement in SPARCS and its cities, please visit our [website](#).

Please find all the presentations and videos of the presentation below.



PDF  SPARCS Webinar Intro (Pieter Bult)

PDF  Lviv - eGovernment (Dzenyslava Cheliepis)

PDF  Lviv - Public Budgeting (Yuliya Boiko)

PDF  Reykjavik city- Participation platforms (Sigurlaug Anna Jóhannsdóttir)

PDF  Reykjavik - Service design (Kristjana Bjork Brynjarsdóttir and Andri Geirsson)

PDF  SPI - Glossary QAT (Alessandro Colombo)



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