Innovation Action

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D7.4 - Proceedings of Stakeholder Workshop #1

WP7, Task 7.3

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Abbreviations and acronyms

Acronym	Description
DoA	Description of Action
FWC	Follower Cities
LHC	Lighthouse Cities
SCC-1	Smart Cities and Communities

Executive Summary

The present deliverable reports on the first stakeholder workshop organised by the WP7 (M30). It refers to the proceedings of the workshop and details the context, the methodology, the results and give information regarding the different stakeholders reached.

Keywords

Mid-Term Event, workshop, Design Thinking, citizens, social innovation, empathize, retrofitting

1 Introduction

1.1 Purpose and target group

This deliverable reports on the proceedings of the first stakeholder workshop organised during the Mid-Term Event which took place online June, 2nd 2021. This event and the workshop were targeting the project partners and opened to the Sister Lighthouse Project partners (from the SCC-1 framework).

In this deliverable are reported the context of the workshop, the Mid-Term agenda as well as the details referring to the methodology, proceedings and results of the workshop.

1.2 Contribution partners

The following table presents the main contributions from participating partners in the development of this deliverable.

Table 1: Contribution partners

Partner n° and short name	Contribution
34 – CAP	Prepare and write the deliverable according to the objective of providing the proceedings of the first stakeholder workshop
31 – LGI	Provide insights on the event organisation and participants

1.3 Relation to other activities in the project

The following table depicts the main relations of the deliverable to other activities of the project which have been considered along with the development of this deliverable:

Table 2: Relation to other activities in the project

Deliverable	Relation
Task 7.1	Communication activities
Task 7.2	Dissemination activities
Task 7.3	Events

2 Context

The Mid-Term Event took place on June 2nd 2021, virtually and with the use of Microsoft Teams. The organisation of this event was in the first place supposed to be physical but because of the Covid-19 sanitary restrictions, has been rescheduled as a digital event.

The objective of this event was to have the opportunity to highlight and review the main achievements and results generated by the project consortium from the launch of the project in December 2018 until the mid-term of the project at M30. The agenda was therefore divided into different sections, which were dedicated to the presenting the results, mapping the solutions and exploring the behavioural and social barriers faced in the context of urban energy transition. In addition, a discussion panel and a workshop were organised after the different presentation of the WPs.

The present deliverable refers to the proceedings of the workshop organised in this context.

2.1 The Mid-Term Event

The Mid-Term Event took place from 9 a.m. to 12.30 a.m. through Microsoft Teams. With the objective of holding a European-wide dissemination event, were invited the project consortium members and the Sister Projects partners (European Lighthouse Projects). A total of 115 participants were recorded and 11 other projects were represented: Atelier, CityxChange, EEnvest, IRIS, POCITYF, Replicate, Response, SCALE, SharingCities, SPARCS & Stardust.

Figure 1: Mid-Term Event visual

To communicate on this event and disseminate the invitation, the following communication canals have been used:

▶ Mailings

▶ Making-City Newsletter

▶　Social media posts on Twitter and LinkedIn

▶　Blogposts on Making-City website

▶　SCC-1 Newsletter

▶　SCC-1 Task Force Replication & Communication networks

Blogposts Links:

▶　Announcement of the Mid-Term Event: https://makingcity.eu/2021/05/10/happening-soon-the-making-city-mid-term-event/

▶　Publication of the presentations and recordings of the Mid-Term Event: https://makingcity.eu/2021/06/03/the-making-city-mid-term-event-presentations-and-recordings-are-now-available-for-download/

2.1.1 Agenda

The Mid-Term was the opportunity to feature the main results achieved by the project partners' activities since the launch of the project in December 2018. And because this event was also dedicated to host the first Stakeholder Workshop, a special focus has been set up: **the social and behavioural challenges in the urban transition field.**

▶　9:00-9:10 | Connect & Welcome

▶　9:10-9:25 | Energy System Modelling & Long-Term Behaviour — Results from WP1

▶　9:25-9:40 | Evaluation of PED Areas — Methods & First Findings — Results from WP5

▶　9:40-10:20 | Lighthouse & Follower Cities Panel — Social & Behavioural Challenges

▶　10:20-10:30 | Coffee Break

▶　10:30-11:55 | Design Thinking Workshop — Solutions to Social and Behavioural Challenges

▶　11:55-12:00 | Closing Remarks

In order to maximise the visibility and impact of the event, it was planned at around the same time as the kick-off of EU Green Week.

A save-the-date reminder was sent out two months before the event to the MAKING-CITY consortium and key partners from other Lighthouse Projects, along with a survey to identify a central theme for the event. The support of the Communication and Dissemination Task Group within the Lighthouse cooperation framework was essential in reaching key partners from their respective projects. A registration form was also created and shared on MAKING-CITY platforms (LinkedIn, Twitter, website, etc.) in order to allow interested partners from other Lighthouse Projects that had not been initially invited to attend the event.

Further planning went into deciding the structure of the event, and to make it as engaging as possible it was broken down into three parts: presentations, a discussion panel and a design thinking workshop.

Presentations

As it can be challenging to keep participants engaged during virtual events, the number of conventional presentations was kept to a minimum for the Mid-Term Event. After consulting with other consortium members, it was decided that it would be best to highlight results from WP1 and WP5. Each presentation lasted ten minutes and was followed by a five-minute Q&A session.

Panel

Another way to disseminate project findings is through the discussion panel format. In the panel that was organised, representatives of MAKING-CITY Lighthouse and Follower Cities participated as panellists or citizens. Questions were drafted and shared in advance to allow each representative to prepare for the panel discussion.

The purpose of the panel discussion was to allow Lighthouse and Follower Cities to share their experiences regarding social and behavioural challenges that were often faced, such as how to engage citizens, encourage them to participate in the urban energy transition movement and boost their enthusiasm about energy transition goals.

3 Workshop proceedings

3.1.1 Purpose and objectives

As stipulated in the DoA, the stakeholder workshop was integrated to the program of the Mid-Term Event. This was the first of the two workshops to be organised by the WP7 team [lead LGI]. The purpose of these workshops is to disseminate the first findings of the consortium to the stakeholders of the project while encouraging the interactions between the participants to foster the sharing of knowledge and expert points of view.

The topic of the workshop has been chosen following the key challenges identified in the urban transition and the strategic challenges at the core of the project consortium activities. As a result, the social innovation needs in the context of the urban transition and the citizen engagement strategies appeared to be an important subject to focus on collectively.

These social innovation and citizen engagement strategies were addressed during the 1st Knowledge Share Webinar organised by the WP5 partners (DEM) on 19th, January 2021. A part of the webinar was dedicated to the sharing of the LHCs experience and feedback as well as encourage the knowledge transfer to FWCs. An internal workshop took place to explore the solutions and tools that could be replicated by the FWCs.

This activity is also directly linked to the Task 5.7 Social innovation — increase citizen ownership of the solution, which is currently being processed by WP5 (lead CAP).

3.1.2 Methodology & tool

To conduct the workshop and achieve the objectives in line with the chosen topic, the *design thinking* approach was utilised. Augusta Clérisse, design thinking project manager at R2M, conducted the workshop according to the specific techniques prescribed by the methodology.

Design thinking is an iterative process in which we seek to understand the people and the challenges they face by redefining problems in an attempt to identify alternative strategies and solutions that might not be instantly apparent with our initial level of understanding. At the same time, design thinking provides a solution-based approach to solving problems. It is a way of thinking and working as well as a collection of hands-on methods.

Design Thinking is divided into five phases, which do not have to be followed in a specific order; they can occur in parallel and be repeated iteratively. This process should be taken as an overview of the modes or phases that contribute to an innovative project.

The five phases of design thinking are:

▶ Empathise — with users

▶ Define — user needs, problems

▶ Ideate — creative ideas for innovative solutions

▶ Prototype — start creating solutions

▶ Test — solutions
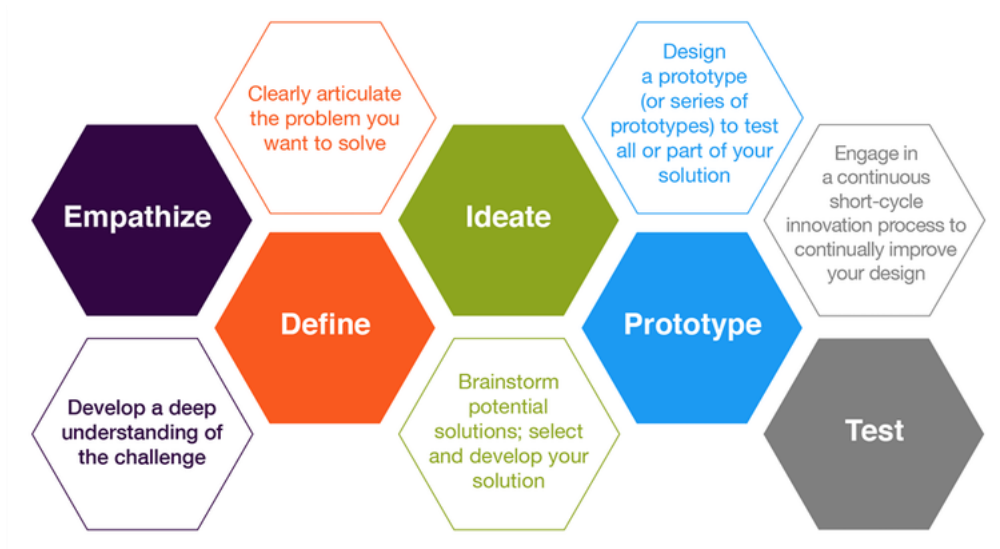
Figure 2: Design Thinking process illustration

3.1.3 Proceedings & findings

The workshop was organised and facilitated by consortium partner R2M. Due to the time available the "Empathize" phase was the only phase to be conducted. The objective of the session was to empathize with the participants representing the citizens to discuss and the following question collectively:

"How might we, MAKING-CITY and Lighthouse Projects together, better understand how we each work to bridge the gap with citizens?"

The idea behind this theme was to come with solutions to the challenges identified by the discussion panel by having some participants in the workshop play the role of citizens and other participants conducting interviews with them in order to better understand their needs and expectations. Those playing the role of citizens were identified and invited in advance, based on their knowledge and connection to citizens' perspectives.

Seven participants volunteered to play the role of ordinary citizens, not specially awared about retrofitting, carbon fee, energy transition concepts etc. The rest of the participants practiced empathy exercises with citizens, aiming at powering the discussion to bring out the different positions of citizens regarding their energy concerns.

MURAL was used as a collaboration tool during the Design Thinking workshop.

Divided into three groups, the participants went through four steps lasting about ten minutes each.

The four steps of the empathy session were:
1. Interviews with citizens

2. Dig deeper: look for feelings

3. Capture findings: needs / insights

4. Define problem statement

Each group took notes individually during each part of the session.

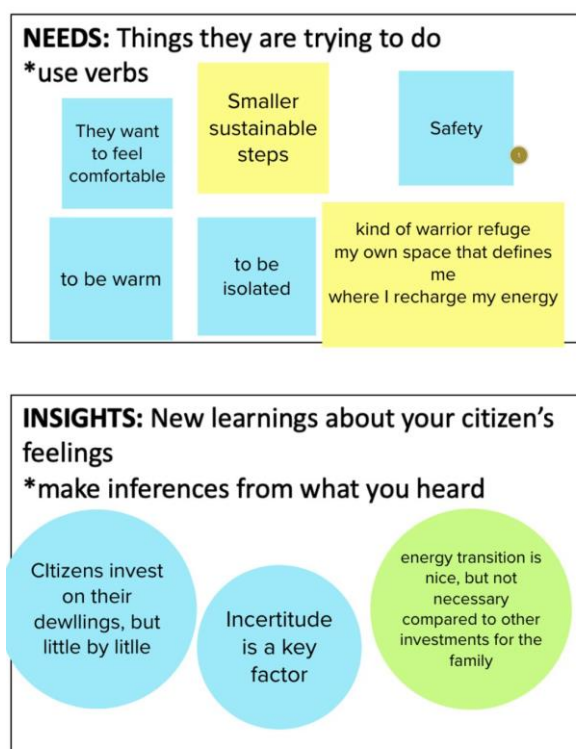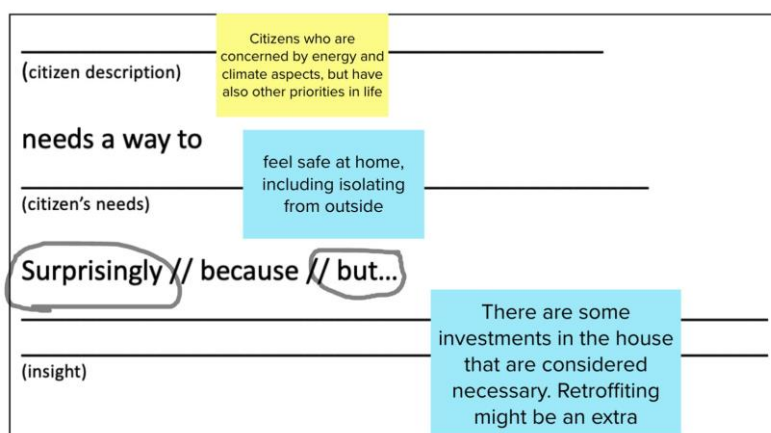**Figure 3: Example of notes took during the session Part 1 & 2 (Group 3)**

Figure 4: Example of notes took during the session Part 3 (Group 3)

Figure 5: Example of notes took during the session Part 4 (Group 3)

At the outcome of the fourth step of the empathy session, each group has established and defined a problem statement.

▶ Group 1:

"A slightly angry and frustrated citizen needs an easy way to access developments of the demohouses, surprisingly and despite having three demo houses, there is still a gap between the 'ordinary' citizens and the pioneers"

▶ Group 2:

"A home owners/association needs a way to have better information about the retrofitting possibilities, because there are many different interests and different possibilities to understand before making a decision and, as a neighbourhood we need to take decisions all together".

▶ Group 3:

"Citizens who are concerned by energy and climate aspects (but have also other priorities in life) need a way to feel safe at home including isolating from outside but there some investments in the house that are considered more necessary; energy retrofit might be an extra".

It appears that the problem statement definition resulting from each group discussion cover different aspects of the citizens perception of the retrofitting topic. This can be explained because of the spontaneous discussion that occurred within each group.

3.1.4 Results

3.1.4.1 Reports of the interview with citizens

Table shows quotes from citizens that have been interviewed during the first and second parts of the empathy session.

Table 3: Report of the interview session

Group	Interview quotes (Part 1)	Feelings (Part 2)
Group 1	"Maybe we have same ambitions, but not sure"	Neglect, frustration, anger, neglect, isolation
	"What I benefit about this"	"We do this together" (with the neighbourhood)
	"It's expensive: who pay for it?	"All the same, doesn't affect my life in any way"
	"How to start, what does it mean to me practically?"	"Enthusiastic because these are interesting topics"
	"Feeling that not all residents have the same connection with the neighbourhood"	"Nice to know but no more"
	"Having big presentations and gatherings sessions not clear"	"With each other, stronger community"
	"Using difficult and too technical words"	"Real presence in the neighbourhood"
	"Solution for meetings: no PowerPoint presentations in English but sit a in circle and explain in comprehensible words"	"Municipality, power taking initiative"
Group 2	"Aware of the different scenarios for energy transition but not in an economic way"	"Confusion for not knowing where to start"
	"Doesn't know too much about the financial models for energy consumption reductions"	"There is interest for changing stuff but it is difficult to change the comfort zone, no time"
	"House associations may not provide solutions to all of the inhabitants. People do their own renovations mostly"	"No sense of urgency, just a bit"
	Air-conditioning and solar panels are under discussion. Air-tight windows insulated already"	"Not willing additional paying. But feeling good for doing sustainable things"
	"At first everybody is willing to contribute and collaborate regarding the economic models but when things go in detail for technical works, people start running away"	
Group 3	"Citizen feel guinea pig for municipality who does things with the money and does not say over"	"Feeling a little bit lost. What to do? What is the best option? For instance, what car should I buy?"

	"Citizens invest in some needs (transport, car…) and also partly for housing (maintenance, small works)	"Feeling worried"
	"Comparison with payback time for cars – but having a car is necessary, not an option)	"What I look for at home is calm, warm and happiness"
	Change from gas to electricity implies more than the machine (cables facilities…)	"What I look for at home is warm, calm, isolation, bigger windows"
	"Feel like guinea pig, don't want its money to be played with"	"Retrofitting is desirable but strictly speaking necessary"
	"Not sure to live in the house long so not keen to undertake big works"	"Retrofitting is big, things are working slowly, there is greenwashing but I'm trying to do my share"
	"Community did not agree with installing PV panels"	"I need to feel safe at home"
	"I retrofitted my house in terms on isolation but didn't install PV panels because of a lack of information and knowledge"	

3.1.4.2 Capturing findings

Following the first steps of the session, the first findings were discussed and established by the participants and divided into two categories:

▶ **NEEDS:** things they are trying to do

▶ **INSIGHTS:** new learnings about the citizen's feelings

Table 4: Report of the capturing findings session "Needs"

Group N°	NEEDS
Group 1	Not only focus on sustainable solutions in their house, but general improvements
	Seeking for connection
	Want to know how they can adapt interesting and effective sustainable solutions
	How can they give their opinion about the project
	Maintaining old houses so that residents can stay in the area / avoid demolition
Group 2	Not looking forward to having to make decisions with other home owners who have different goals and interests

	Take one step at a time
	Make decision as a home owner association
	Get into about: - Plans for neighbourhood - Sustainable measures possibilities - Financial means - Neighbourhood community (what are others doing)
Group 3	They want to feel comfortable at home
	They want to be warm at home
	They want to isolated
	They want smaller sustainable steps
	They want safety and to feel confident about retrofitting

Table 5: Report of the capturing findings session "INSIGHTS"

Group N°	INSIGHTS
Group 1	Looking for more structure and proactive and clear communication
	Frustrating if there is something going on, but you don't have the feeling you have had the chance to contribute in the idea itself
Group 2	Advices work when it comes from trustworthy people without underlying interests (independent)
Group 3	Citizens invest on their own dwellings, but little by little
	Incertitude is a key factor
	Energy transition is nice, but not a necessity when compared to other family investments

3.1.4.3 Learnings

Thanks to this design thinking empathy session, several answers emerged and brought a deeper insight into the citizens' perception on challenges surrounding retrofitting. The mapping of the different barriers faced by citizens can now be initiated and solutions can be envisioned.

1. **Perception of retrofitting:** some citizens feel enthusiastic about engaging in sustainable activities, whereas others feel less empowered. Nevertheless, the more interested citizens see retrofitting as a complex and technical subject and would like "smaller sustainable steps". In a

more general aspect, if citizens see retrofitting as an important call for the ecological transition, this topic trails behind other priorities, such as family or personal / professional happiness.

- o *Raise public awareness in more understandable ways with informal gatherings, simple words and collective talks to help citizens see retrofitting as a smaller challenge.*

2. **Financial aspects:** citizens see retrofitting works as expensive, and even if they are interested by the savings that retrofitting can bring, the investment cost remains high when it is only applied within their own dwellings.

- o *Build and formalise the financial models as clear as possible. Communicate the different possibilities and give the opportunity to compare them on the economic aspects.*

3. **Neighbourhood powering initiative:** some citizens live in neighbourhoods that are significantly more involved in collective retrofitting plans than other neighbourhoods. The impact of the community peer influence is a factor of improved engagement and knowledge of the citizens. Nevertheless, special attention needs to be given to increase awareness of retrofitting plans: present and explain the technical parts in a comprehensive way and inform on the financial investments details.

- o *Structure the neighbourhood initiatives' communication. Increase and improve awareness of retrofitting plans. Present and explain the technical parts in a comprehensive way and inform citizens regarding the financial investments details.*

4. **Knowledge and trust:** Citizens value to their residence in the sense that they wish it to be calm, warm, safe and comfortable. They express a strong desire to be more and better informed about retrofitting possibilities. In addition, as retrofitting refers to techniques that are innovative and/or still unknown by the majority of the public, citizens need to trust their dedicated contact regarding this subject.

- o *Give special attention to citizen trust by the development of informative actions physical gatherings, sensitization, local events etc.*

Conclusions

The design thinking workshop can be considered a success, with very enthusiastic feedback from the participants. Using this methodology in a virtual workshop was challenging and an interesting proposition for participants which contributed, for some of them, to a high number of digital events since the beginning of the Covid-19 crisis.

Furthermore, it appears that, having urban transition experts playing the role of ordinary citizens and discussing with MAKING-CITY experts, in the end appeared to be an effective way to step back, observe and understand how citizens feel about these questions and how the project can manage to enhance its citizens engagement strategies.

Special thanks to the citizens' role playing: Joep Broekhuis, Els Struiving, Enery Acevedo, Cecilia Sanz Montalvillo, Sander Smit, Joke Kort and Cyril Tjahja.