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Citizen Science

NETWORK • TRANSFORM • GROW

NEWSLETTER

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Science Marketing
Science-to-Business Marketing Research Centre



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UNIVERSITY
OF TWENTE.

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CONTENTS 02

03

WELCOME

04

PROMOTING CITIZEN SCIENCE IN
GERMANY, DENMARK, THE
NETHERLANDS, AND SPAIN

08

BEYOND CITIZEN SCIENCE NOW

FOLLOW US



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03 WELCOME!

Welcome to the third and last issue of the Citizen Science NOW project newsletter!

As the project comes to an end this November, the Citizen Science NOW partners met for the last time face-to-face in Barcelona on the 2 and 3 of November 2023. Hosted by the University of Barcelona, the final meeting marked the culmination of dedicated efforts, collaboration, and innovation of the project partners in promoting and exploring potential futures of Citizen Science.

The consortium believes that the success of the Citizen Science NOW project has paved the way for a more engaged way of collaboration between scientists and citizens, offering endless possibilities for further exploration and discovery.



The lessons we learned and the bonds and synergies formed during the implementation of the project will undoubtedly serve as a foundation for future projects, inspiring generations to come.

As the last news piece we publish, in this issue, we bring to you an overview summarizing the recent milestones and the overarching achievements of the project over the past 18 months since the project first kicked off in February 2022. We hope the insights we share inspire you to delve deeper into the potential of Citizen Science in bringing social change through built-together science!



04

PROMOTING CITIZEN SCIENCE IN GERMANY, DENMARK, THE NETHERLANDS, AND SPAIN

Citizen Science NOW's commitment to broadening the impact of the project led us to launch a series of multiplier events across partner countries. These events served as strategy to showcase the project's outcomes, insights, and impact including gathering feedback on how to shape the future of Citizen Science. Through the Multiplier Events, the project aimed to engage stakeholders, foster dialogue, and promote widespread adoption of our project's results. These events were not only used to disseminate knowledge but also to build further collaboration, networking, and create more impact.

EVENTS IN GERMANY

MUAS organised two separate events to ensure the wide reach of the project results. The first event took place in early June 2023 in the municipality of Saerbeck while the second event was organized as a part of the "Wir Brennen Fürs Klima" festival also in Saerbeck Germany in August 2023. The events provided opportunities for networking and collaboration among participants and stakeholders. Read more [here](#).



EVENT IN DENMARK



Bespoke Manyone organised their Multiplier Event on October 6th, 2023 in partnership with **Speciale Festivalen**. The objective of the event was to provide insight into the Futures of Digital Citizen Science: Network Transform Grow and inspire participants from relevant target groups to learn more about the potential of citizen science and understand ways in which they can be involved or initiate citizen science projects through the CS Now resources.

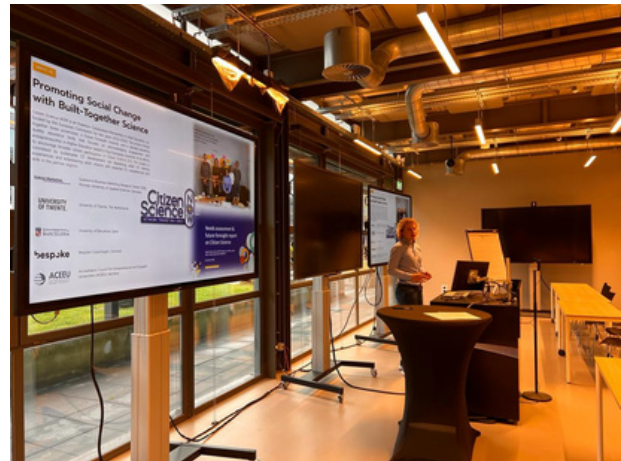
Over 50 participants took part in open discussion rounds following the presentations, networking opportunities during the exhibit, and direct conversations about what inspired them most or what perceptions had changed from engaging with the event.

EVENT IN THE NETHERLANDS

The University of Twente organized the event in a workshop format on October 31st at the TechMed Centre, Designlab, Enschede. The goal of the event was to get guidance and feedback on the learning resources, the competencies addressed in them and general ideas on the (social) dynamics between researchers and citizens.



During the workshop, the participants had the opportunity to explore the competencies that are important for active citizen scientists. They were able to deepen their understanding of the way in which they could balance working with active citizen scientists and citizen activists. The workshop was a great opportunity to think about what it means to have active citizenship, to think about the future development of citizen science and the implications that democratization brings with it



EVENT IN SPAIN

The University of Barcelona, in collaboration with the Taula del Tercer Sector, hosted a successful citizen science training course that attracted more than 140 participants in November 2023. The event aimed at stressing the importance of citizen science practices within the local community in Barcelona.

UB took the opportunity in this event to share ideas generated from the Citizen Science NOW project and used some of the resources developed within the project as a strategy to disseminate the project results in Barcelona. The event fostered an environment of generous and self-critical dialogue, as the participants were able to exchange experiences, success stories, and challenges that various citizen science projects face.

08 BEYOND CITIZEN SCIENCE NOW

During the last meeting in Barcelona, the Citizen Science NOW partners had the opportunity to work together to envision the future of the project's outcomes. The working session resulted in defined ideas, actions and commitments of project partners towards ensuring the continuous and increasing impact of the Citizen Science NOW compiled as the Citizen Science NOW Impact Vision and Sustainability Plan.



Among others, some of the commitments include:

keeping the project website, along with all social media channels, active for at least three years following the end of the project facilitating access to, sharing of, using of and discussion about citizen science.

pilot testing and improving Citizen Science NOW project results within the institutions of Citizen Science HEIs partners (MUAS, UB, UT)

creating synergies with relevant stakeholders and similar projects

further building parallels between the results of the project and the work done within our intuitions

To conclude, we believe that the Citizen Science NOW project has paved the way for a more engaged way of collaboration between scientists and citizens and we look forward to endless possibilities to continue promoting citizen science to create a greater impact.



09

Meet the consortium

Science Marketing

Science-to-Business Marketing Research Centre

Science-to-Business (S2B),
Münster University of Applied
Sciences, Germany

<https://en.fh-muenster.de/science-marketing>

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University of Twente, The
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Bespoke Copenhagen, Denmark

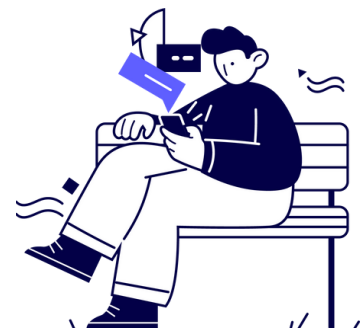
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