

## Joint intensive course/students

Lisbon, May 23-26, 2023

### Session 7

# CliC+HE discloser: Contents, strategies and organization of Multiplier Events

*private session*

UB



**There are 5 multiplier events:**



**There are 5 multiplier events:**

**E1**

**I never thought trees were so important to the city / CYI**



Retrieved from: <https://www.awatrees.com/2019/12/06/joseph-beuys-the-art-of-arboriculture/>



## There are 5 multiplier events:

### E1

I never thought trees were so important to the city / CYI

### E2

SOS AIR / BU



Retrieved from: <https://www.nbcnews.com/science/environment/says-99-percent-worlds-population-breathes-poor-quality-air-rcna22822>



## There are 5 multiplier events:

### E1

I never thought trees were so important to the city / CYI

### E2

SOS AIR / BU

### E3

Water for a friend / UNICAM



Retrieved from: <https://cheezburger.com/6210053/20-very-thirsty-animals>



## There are 5 multiplier events:

### E1

I never thought trees were so important to the city / CYI

### E2

SOS AIR / BU

### E3

Water for a friend / UNICAM

### E4

Forever Communities / ISCTE



Retrieved from: <https://www.2021portugal.eu/en/news/informal-meeting-of-ministers-informal-dialogue-on-integration-policies/>

## There are 5 multiplier events:

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### E4

Forever Communities / ISCTE

### E5

Final Conference / CNR



Retrieved from: <https://www.swedishnomad.com/things-to-do-in-palermo/>



**The national multiplier events will consist in a one-day event divided into a Dissemination Seminar and a Participatory Public Art Happening** based on the results of the activities of the local workshops and focused on climate change and its effects on health in the urban target areas subject of this experimentation.

**The Universities will provide local partners with the scientific support for events development**, and help spread the projects' results in the four involved countries and target areas.

Moreover, **the other project partners will attend virtually** (through web conference).

**Each event have a specific topic and will take place in chosen city/neighborhood with the active involvement of local stakeholders, professors and students.**





## Participants:

- CliC+HE associates (academia/universities: teachers and students)
- citizens' associations (civil sector)
- professionals (private/business sector)
- public administration officials (public sector)

A balanced composition of local participants by gender and age group will also be very important for their active contribution to the events.

**Local participants will host the Participatory happening and dissemination seminar planned for each Multiplier Event.**



Retrieved from: <https://thecitylife.org/2023/05/04/the-brooklyn-museum-announces-public-programs-in-may-for-visitors-of-all-ages-2/>

## The Associates

The Associates will be involved in the application of multiplier events and will contribute at the activities success:

- they will identify the target areas (urban district) for the experimentation, in agreement with the linked University
- they will promote the involvement of the main stakeholders such as citizens' associations, professionals and public administration officials in local workshops and multiplier events.

**Each partner institution will select 2 staff members, teachers/trainers, with expertise in the project themes, who will coordinate the local workshops, training and support the organizations of multiplier events.**



## Phases

The dissemination activity is aimed mainly at the local population, and it will be set up in two phases:

- **The morning activities provide the story of the training experience in the dissemination seminar will take place, through videos, exhibitions, interviews** with privileged interlocutors and participants, and with the presentation of the workshop's project results and spreading the knowledge acquired by students in R1, R3, and R4. The animators of this story will be the students with the contribution of local stakeholders.
- **The afternoon's activities will regard the dissemination of the project results directly on site, on the experimentation target area through a Participatory Public Art Happening.** Using an immediate and engaging language, and namely the public art, the attention will focus on a topic that particularly affects the chosen city/neighborhood. The aim is to raise awareness among citizens about problems that climate change is causing in urban health and possibilities for overcoming them. The students will improvise as artists within the city and within the neighbourhood under study, in order to stimulate citizens and ask questions about health and climate change, through a special focus of the local topic of the event (greenery, air, water, community, know-how). In particular, the goal of the workshop is to make people understand the relationship between water, climate change and health, with the support of the communicative ability of public art. This happening will therefore have the aim of transforming a design hypothesis into action to encourage the development of forms of active citizenship aware and capable of continuing potential future projects and to get students used to debate with people in view of their future professional activity.



## Targets groups

students, professors, local stakeholders (citizen's associations, professionals, public administration). It is expected to involve at least 2 professors, 5 students and 10 stakeholders (representatives, citizens, professionals, administrators and public officials of the city) for a global amount of 50 people. Exclusively, Palermo event is expected to involve 90 international stakeholders in presence.

## Dissemination

Seminar will be broadcast via web conference in order to allow the project's partners to participate. Parts of it will be recorded and will be available on the project's website.



## Palermo Multiplier Event: Final Conference

It concerns the organization of an **international conference** in the city of Palermo which will aim to illustrate the project, the results and the outputs and to discuss with international experts for the validation of the training path. It **will take place at the end of the project** and will serve as a multiplier, dissemination and sustainability event. **The project and its results will be presented to those who will benefit the most from the learning outcomes**, namely **the representatives of educational organizations and municipalities**, who will represent the core of the audience. **Teachers and students will be primarily involved as conference speakers**. **European representatives of the Erasmus+ Program will be invited and also additional speakers** representing academia, international experts on the projects' topic, **as well as representative members of the associations of European municipalities**. The conference will be **broadcast via web and a recorded** version will be uploaded on the website in order to spread it even for those who will not be physically present. It is expected to involve **90 stakeholders** in presence. During the Final Conference the overall educational methods and tools produced by the **project will be evaluated through a confrontation with external experts in order to analyze their strengths and weaknesses** and to suggest possible improvements. These activities will allow the projects' partners to evaluate the project in a comprehensive way and to think about to possible follow-ups.

**It is highly recommended that this event be organized in the same manner as other multiplier events and that, in addition to the conference, a Participatory Public Art Happening be held on the afternoon of the first day. It could be a simple, modest and short event, with participation of local artists and citizens.** This would be deeply in the spirit of the best tradition established in recent years by such conferences on climate change and urban health, e.g. the UN Conference on Climate Change and the accompanying artistic events



## Tools

For the morning activities: seminar, exhibitions, interview, we developed and proposed tools:

- **TOOL 7.1 | AUDIO/ORAL presentation**
- **TOOL 7.2 | PRINTED presentation: Posters and leaflets**

For the afternoon activities: Public Art Event, we developed and proposed tools:

- **TOOL 7.3 | PUBIC ART presentation**



## Promotion

- **Announcement** - the event must be announced on time through information that is distributed among the participants and the audience in different ways
- **The information** should contain information about the four "W": What, Who, Where and When (what will happen, who will participate, where and when it will be implemented) - information should be short, but complete and interesting in content and attractively illustrated - use all the media at your disposal (mass media, social networks, flyers, announcement posters, etc.)
- **Timing** - the information should be distributed successively and gradually, from more basic to more complex.



## Post festum

- **Maintenance** - if the event lasts a long time (several days, weeks or months) or is permanent, it is necessary to think in advance about the maintenance of installations and equipment and to plan it adequately.
- **Dismantling** - if the event is temporary, it is necessary to plan in advance the dismantling of installations and equipment and the cleaning of the space. It is important that after the event we bring the location back to its original state in the same or better quality than it was before the event.
- **Effects** - monitor and analyze effects, draw conclusions, share and verify findings with the community - improve





## Report for Communication & Dissemination

- **What?** *Very short (up to 500 words)*
- **Where?** *Very short (up to 200 words)*
- **When?** *Very short (up to 200 words) - probably with a schedule of realized activities...*
- **WHO?** *A detailed list of participants and stakeholders, with names of people and institutions...*
- **Results description / Brief (up to 1000 words):** *process, inputs, outputs, proposals... according to CliC+HE methodology and tools...*
- **Photos /** *A selection of up to 20 photos that best illustrate the main activities and results.*

All texts should be very short in scope, basic in style and understandable to everyone.

All this is for the reason of unified presentation of our CliC+HE local workshops.

## Report for Federica Di Pietrantonio

- Creation of a **joint list of relevant local, National and EU stakeholders** upon partners' input
- **List of media** and specialized press to disseminate press releases and other materials
- **Creation of newsletters** through Mail chimp campaigns
- **Production of gadgets** such as pens, pencils, etc. (common layout by UB)
- **Summary of communication and dissemination** activities at partner level (UB)



## Funding

### Multiplier Events Summary

Event ID	Leading organisation	Event Title	Starting period	Ending period	Grant
1	THE CYPRUS INSTITUTE (E10157898 - Cyprus)	I never thought trees were so important to the city	2023-07-01	2023-09-30	5000.0
2	UNIVERZITET U BEOGRADU (E10208240 - Serbia)	SOS AIR	2023-07-01	2023-09-30	5000.0
3	UNIVERSITA DEGLI STUDI DI CAMERINO (E10208672 - Italy)	Water for a friend	2023-07-01	2023-09-30	5000.0
4	Iscte - Instituto Universitario de Lisboa (E10204863 - Portugal)	Forever Communities	2023-07-01	2023-09-30	5000.0
5	CONSIGLIO NAZIONALE DELLE RICERCHE (E10209413 - Italy)	Final Conference	2023-10-01	2023-10-31	10000.0
					30000.0

**Grant support for multiplier events can only be asked for if the project intends to produce substantial project results.**

Other sharing and promotion activities will be supported via the Project Management and Implementation grant.



# WELCOME TO CliC+HE MULTIPLIER EVENT

Climate Change, Cities, Communities and Equity in Health  
Ka220 HED-Progetto n. 2021-1-IT02-KA220-HED-000032223

