

16.6 Green intelligence awareness

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Author/s and affiliations: Jose Fermoso¹, Silvia Gómez¹, María González¹, Esther San José¹, Raúl Sánchez¹

¹ CARTIF Foundation. Parque Tecnológico de Boecillo, 205, 47151, Boecillo, Valladolid, Spain

Green intelligence awareness	Knowledge and Social Capacity Building
<p>Description and justification</p>	<p>Changes in behavior and human attitudes are fundamental to achieve a more sustainable world, so that, it is very interesting to analyze the potential of an activity or intervention to increase the green intelligence awareness of a population.</p> <p>There is enormous opportunity for nature based solutions to promote understanding of sustainability in ways that positively influence citizen behavior. There are many available resources to learn and understand the fragility of our environmental and the responsibility of humans to protect, preserve and respect the world. Therefore, this KPI aims to reflect how the intervention is used for educational purposes and enhancement of public awareness.</p> <p>The Green intelligence awareness is opened to all educational and social groups, no matter what is the level of education (Post-graduate, university, school, basic education).</p>
<p>Definition</p>	<p>The KPI “Green intelligence awareness” is calculated as the Quantify the number of activities, publications or campaigns focused on the enhancement of green intelligence awareness per year, related to a NBS.</p>
<p>Strengths and weaknesses</p>	<ul style="list-style-type: none"> - This KPI will require citizens’ collaboration, so recovering the data could be difficult.
<p>Measurement procedure and tool</p>	<p>There are two different categories: Educational activities and Communication activities.</p> <p>1) Educational activities:</p> <p>The educational activities considered have to be directly or indirectly related with the URBAN GreenUP project. In the “Directly” category there are actions of the themes and NBS of the project. There can be also considered educational actions “Indirectly” related with the URBAN GreenUP project: These are activities organized by other entities and stakeholders different from the URBAN GreenUP</p>

Consortium, which are about the URBAN GreenUP general themes, such as climate change, green infrastructure, nature based solutions, sustainability, water management, resources efficiency, etc. The measurement of the KPI “Green intelligence awareness” by educational activities is expressed in the number of activities and number of recipient people (attendees):

- a) Number of educational activities (n° activities/month). We differentiate among classes: courses, conferences/symposia, lectures, workshops, seminars, guided tours.
- b) Number of people that attends to the educational activities (n° attendee/activity/class), for instance, number of people that attends to a Climate Change congress. This category could be characterized according to its characteristics: Educative level (University, school), average age, sector (architect, parks and gardens, industry, mobility, biomass).

There will be recorded a monthly record. There will be identified the NBS or related theme, such as climate change, Nature Based Solutions and others.

Table 1: Record table for KPI 127 “Green intelligence awareness” – Educational activities.

Date	Type	Activity name	NBS/ Theme	Location	Nature	Attendes	Education level
dd/mm/yyyy	Classify: Course, conference , lecture, workshop, seminar, guided tours	Name of the activity	NBS	Address, city	I = International N = National R = Regional U = Local (Valladolid)	Number of people that attend to the activity	Type of attendee (Professional , University, schools)

2) Communication activities.

This second group considers publications in different communication means such as written press (newspaper, magazines, articles, brochures), television, radio and social media.

- Editorial actions:
 - Articles, texts, photographs or videos published in magazines, newspapers, books with technical and educational content.

- Distribution of brochures, leaflets.
- Communication actions:
 - Online social networks campaigns (YouTube, Twitter, Facebook, other) with technical and educational content.

Table 3: Record table for KPI “Green intelligence awareness” – Editorial.

Partner	Type of Publication	Title	Date	Type of audience
Consortium partner or stakeholder	Type of publication (Newsletter, Articles, Press release, Interview, REport, Scientific paper, Video)	Name of the editorial	dd/mm/yyyy	Scientific community, industry, policy makers, civil society, investors, etc.

Table 4: Record table for KPI “Green intelligence awareness” – Communication.

Partner	Communication media	Title	Date	NBS/Theme	Impact
Consortium partner or stakeholder	YouTube, Twitter, Facebook	Name of the action, campaign	dd/mm/yyyy	NBS in URBAN GreenUP (VAcX) or Related theme.	

The measurability of KPI is also expressed as the size of the audience that is exposed to the communication activity impact (number of retweets and likes in Twitter, number of likes and shares in Facebook, number of plays in YouTube, etc.)

It is important to consider that all educational activities must be developed in the municipality of Valladolid, or must be dedicated about Valladolid (for instance, a magazine from other Spanish region that talks about Valladolid interventions in the URBAN GreenUP project).

Scale of measurement

City / neighbourhood

Data source

Required data	This KPI is expressed as the Sum of the educational activities per year, and sum of the publications with educational content per year (editorial). The register is recorded separately, because the concept and magnitude of each result are different.
Data input type	Data collected manually by the project personnel.
Data collection frequency	The KPI is calculated monthly. There will be calculated a total KPI annually, with will generate at least three indicators (numbers): Number of activities per year, Number or people that attends to the educational activities and Number of publications per year. The result could be expressed as ratios, for a similar period of time (month, year) $\text{Green intelligence awareness} = \frac{\text{Number of educational activities (n}^{\text{a}}\text{)}}{\text{Number of publications (n}^{\text{e}}\text{)}}$ For instance, 12a/6p means 12 activities and 6 publications per year related to a NBS in particular.
Level of expertise required	Technical / Basic
Synergies with other indicators	
Connection with SDGs	SDG4 / SDG8 / SDG10 / SDG11
Opportunities for participatory data collection	--
Additional information	
References	<p>URBAN GreenUP Deliverable D2.4 - Monitoring program to Valladolid. https://www.urbangreenup.eu/insights/deliverables/d2-4---monitoring-program-to-valladolid.kl</p> <p>URBAN GreenUP Deliverable D3.4 - Monitoring program to Liverpool https://www.urbangreenup.eu/insights/deliverables/d3-4---monitoring-program-to-liverpool.kl</p> <p>URBAN GreenUP Deliverable D4.4 – Monitoring program to Izmir https://www.urbangreenup.eu/insights/deliverables/d4-4--monitoring-program-to-izmir.kl</p>

URBAN GreenUP Deliverable D5.3: City Diagnosis and Monitoring Procedures

<https://www.urbangreenup.eu/insights/deliverables/d5-3-city-diagnosis-and-monitoring-procedures.kl>

“Educating for a Sustainable Future: a Transdisciplinary Vision for Concerted Action”. UNESCO, November 1997.