

ScienceUs

INTEGRATION OF CITIZEN SCIENCE BEST PRACTICES TO UPSCALE AND
MAXIMISE PROJECTS IMPACT RELATED TO GREEN DEAL
AND EU MISSIONS

SCIENCE INFO DAY

Citizen Science in Action: Recruiting, Motivating &
Sustaining Volunteers in Citizen Science Initiatives



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AGENDA

12:00-12:20 - From Curiosity to Commitment — The Human Power of Citizen Science

Nikos Arslanoglou, National and Kapodistrian University of Athens

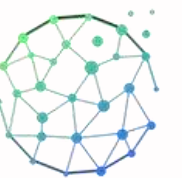
12:20 - 12:40 - Recruiting Volunteers: Outreach, Inclusion & First Engagement

Emma Loosveld, WaterLand project

12:40 - 13:00 - Motivating Volunteers: Learning, Belonging & Recognition

Janice Ansine, Senior Manager Citizen Science, The Open University

13:00 - 13:20 - Networking Sessions



What Citizen Science Really Is

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Citizen Science is:

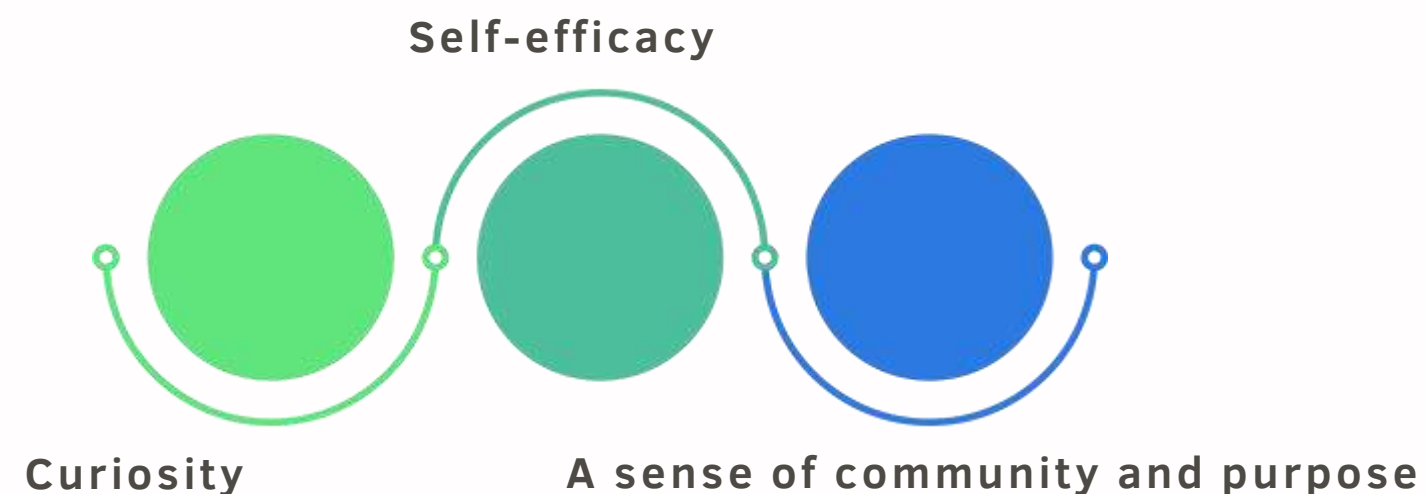
- Co-creation of knowledge
- Democratization of research
- Shared responsibility for societal challenges
- A bridge between science and society

Citizen science is a participatory approach where everyday people are directly involved in scientific research — whether collecting data, analysing findings or co-creating solutions. It exists with communities, not apart from them. This makes science more transparent, inclusive and socially relevant.

Studies of citizen science projects show that people are driven by:

- **Curiosity** — a wish to understand and explore,
- **Self-efficacy** — the belief that they can contribute meaningfully,
- **A sense of community and purpose** — a feeling of belonging to something larger than oneself.

These human motivations are what turns initial interest into sustained involvement.



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SCIENCEUS: TURNING CURIOSITY INTO COLLECTIVE IMPACT

What is ScienceUs:

- An EU-funded initiative supporting citizen science initiatives across Europe.
- Designed to build an EU-wide network of connected citizen science projects tackling real challenges, especially climate change adaptation.

The ScienceUs Three-Phase Approach

ScienceUs helps 5 projects move from local to transnational impact, much like how individual motivation can evolve into collective commitment:

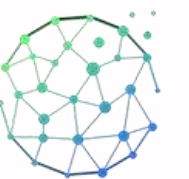
✦ **Seed** — starting with a strong idea and campaign plan.

✦ **Flourish** — expanding outreach, building collaborations and scaling up.

✦ **Harvest** — turning results into policy recommendations, best practices and sustainable impact.

This is what we call the Upscale Academy — a structured path to help the 5 citizen science projects grow, connect and influence.

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THE 5 FLOURISH - HARVEST PHASE PROJECTS — LIVING EXAMPLES OF ENGAGEMENT EDGE IS ESSENTIAL FOR ADAPTATION

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> **CoRe-ACTS – Coastal Resilience (University College Dublin - Ireland)**

The project provides tools and training so local groups and schools can eventually run monitoring—collecting high-frequency data and building a model replicable across European beaches.

> **Blue-Green Tops – Urban Climate Action (University of Patras - Greece)**

This project uses citizen science to crowdsource building/roof data via the Colouring Cities open platform—helping identify where roof transformation is feasible and accelerating climate adaptation planning.

> **Acqua Sorgente (Club Alpino Italiano - Italy)**

Local volunteers collect spring data that feeds into national water protection research — a direct link from human observation to scientific insight.

> **Alleviating Energy Poverty (Spanish Red Cross - Spain)**

The project supports practical, affordable efficiency measures to improve comfort, health and resilience while reducing emissions.

> **The Future is Climate (Demos Lab - Spain)**

Two bodies work together: a Climate Metaforum (young people) and a Climate Advisory Council (experts)—building dialogue, evidence, and long-term participation mechanisms that support adaptation policies.



CITIZEN SCIENCE AS HUMAN ENGAGEMENT

Why does this matter?

Because citizen science is not just about data.

It's about:

◆ Empowerment

Participants gain confidence and ownership over their contributions — they become active stakeholders, not passive subjects.

◆ Belonging

Working with scientists and peers builds community, shared identity, and sustained engagement.

◆ Collective civic purpose

When people see their contributions matter — when they feel part of solutions — they shift from curiosity to commitment.

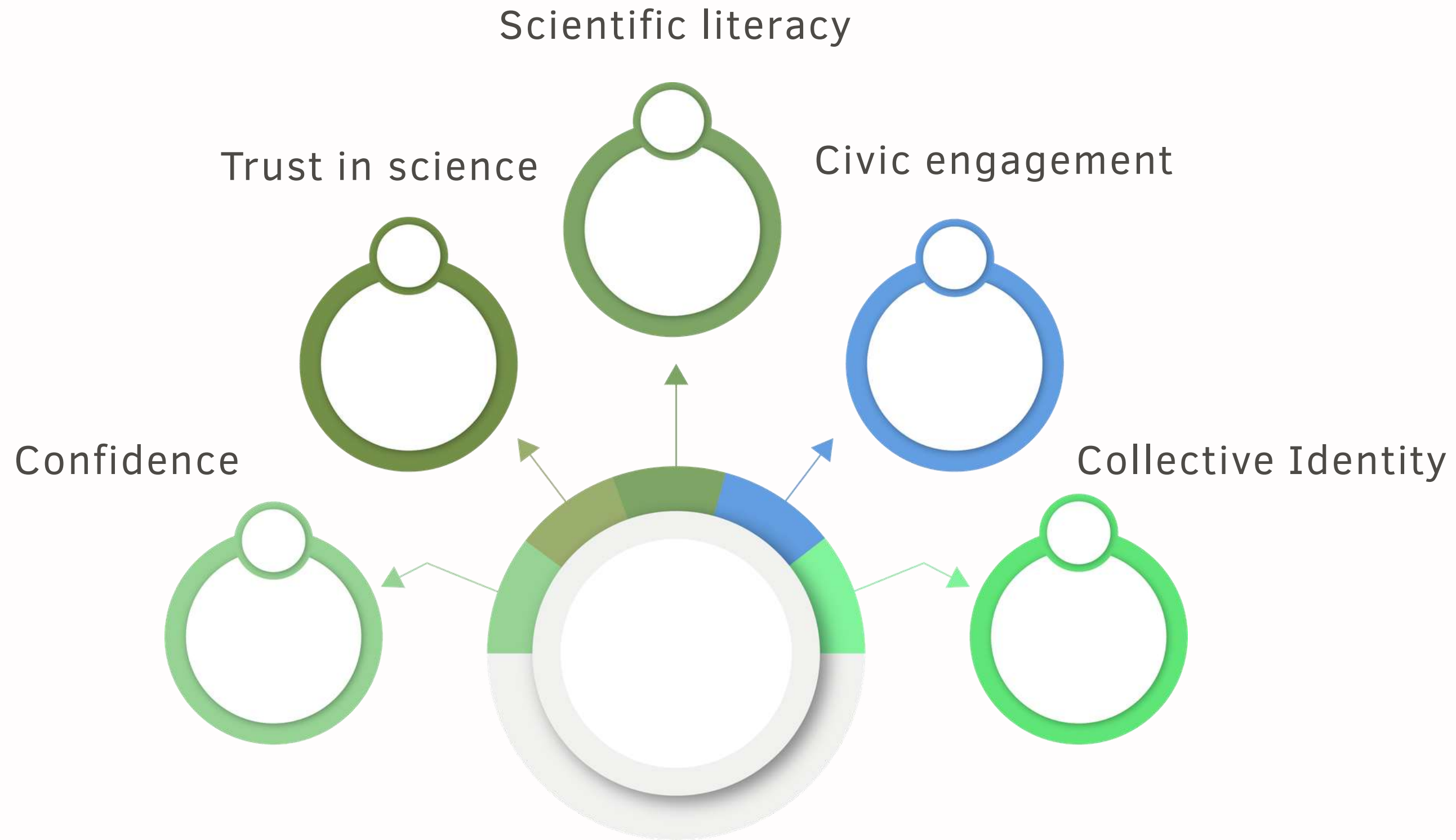
This is the real power of citizen science — it harnesses human motivation and turns it into collective knowledge that matters.



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Citizen Science increases

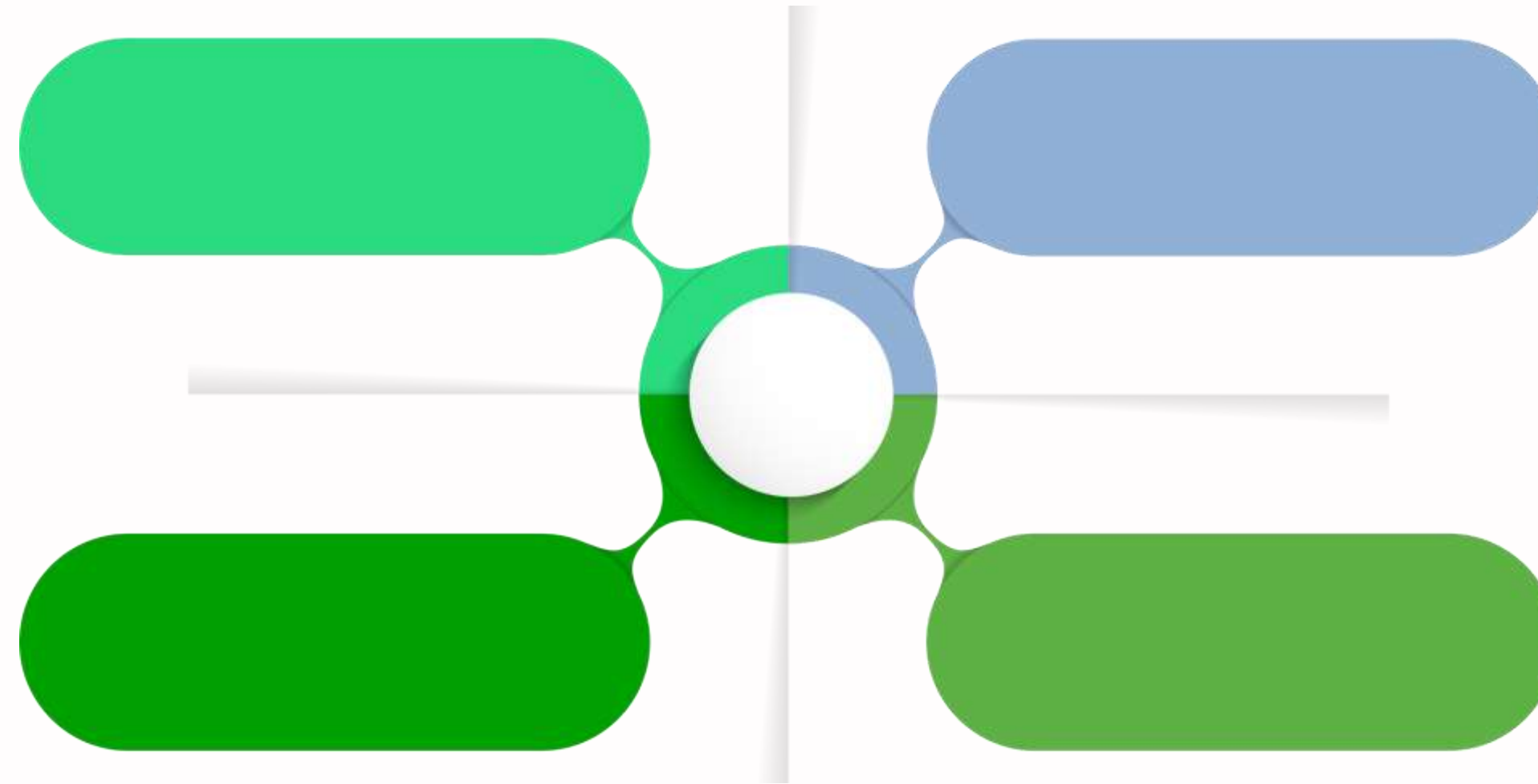


FROM PARTICIPATION TO COMMITMENT

Commitment happens when:

People see results

They feel heard



Their community grows

They see policy influence

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Conclusion

Citizen science starts with a spark — a question.

What transforms that spark into lasting commitment is the experience of contribution, community and shared purpose.

At ScienceUs, we believe that when citizens are empowered, informed and connected, they don't just contribute data — they help shape the science that shapes our future.

So today, we are going to discuss and see.

How can your curiosity become commitment?

How can your engagement contribute to collective science and shared impact?



THANK YOU

SOCIAL MEDIA

 <https://scienceus-project.eu/>

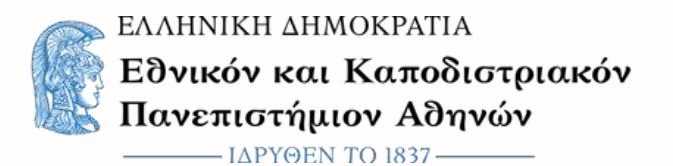
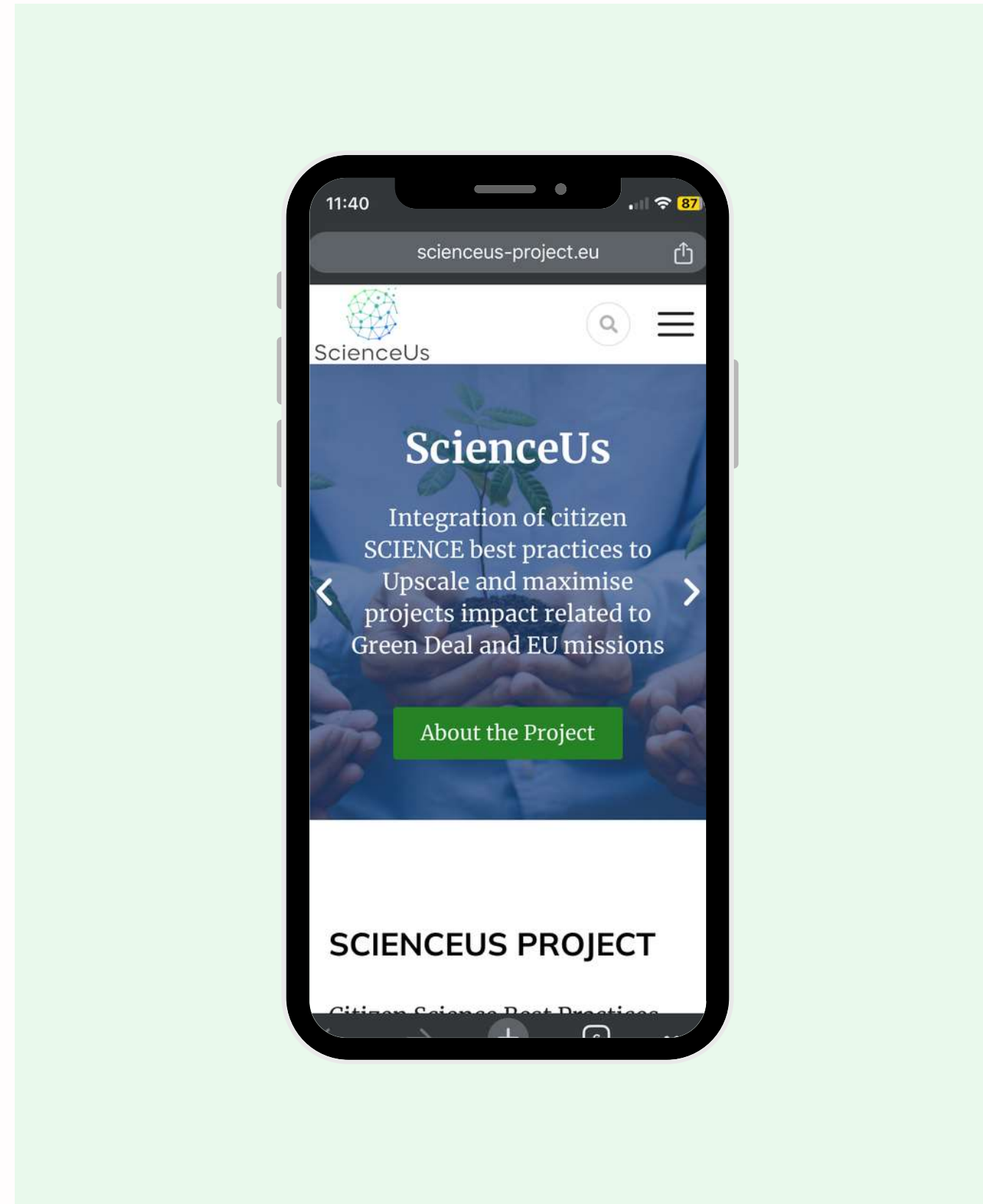
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 info.scienceus@gmail.com



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