



Crowd4SDG

Project Overview

Romain Muller & Claudia Marcelloni

04 February 2022



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 872944



Crowd4SDG

Project Overview

1. What is Crowd4SDG?

1. Goals

1. Methodology - how was it inspired by ID2!

1. Highlights

1. Impacts

1. CBI Workshop - Lessons learned

1. Future for the project

2. Present and future benefits for ID2



Crowd4SDG

1. What is Crowd4SDG?

SDGs need data



17 Goals

3.1 By 2030, reduce the global maternal mortality ratio to less than 70 per 100k live births.

169
Targets

3.1.1 Maternal Mortality Ratio

China
2015
27/100k

231 Indicators



Crowd4SDG

Youth want change



2. Goals

EU Funded Crowd4SDG has a mission

Initiate youth-led **crowdsourcing** projects that:

- **track progress** towards the SDGs
- generate **grassroots innovation** for the SDGs



Crowd4SDG

3. GEAR Cycle Methodology

GATHER

Selecting with Goodwill
100 applicants, August-September

M1



REFINE

Sharing at Geneva Trialogue
2 teams, 4 days
March

M9

M3

EVALUATE

Coaching with Open 17
12-15 teams, 5 x 2hrs
October-November

M6

ACCCELERATE

Prototyping with CBI Workshop
4-5 teams, 10x4hrs, December-February



Crowd4SDG

Timeline : 3 GEAR Cycles (2020-23)



Climate Hazards and Cities



Climate Resilience and Gender



Climate Adaptation and Rights



Specially designed data collection and data analysis tools: CS, AI and social media

Crowdsourced analysis of AI-filtered social media data about mask compliance

Are there people in this image?

YES NO NOT SURE

Are the people wearing masks?

YES SOME OF THEM NO CANNOT TELL


If so, which type?

Scarf Cloth Surgical FP2 FP3
 Gasmask Other Cannot tell

Are the people wearing the mask correctly?

YES NO ONLY SOME OF THEM CANNOT TELL

NOT SURE





Crowdsourced analysis of images about women and floods

Is this a flood image?

YES NO

Are there people in it?

YES NO

Are there more women than men?

YES NO CAN'T TELL

The following link to the tweet might help in answering to the questions :

<http://twitter.com/anuuser/status/1392662150359961600>

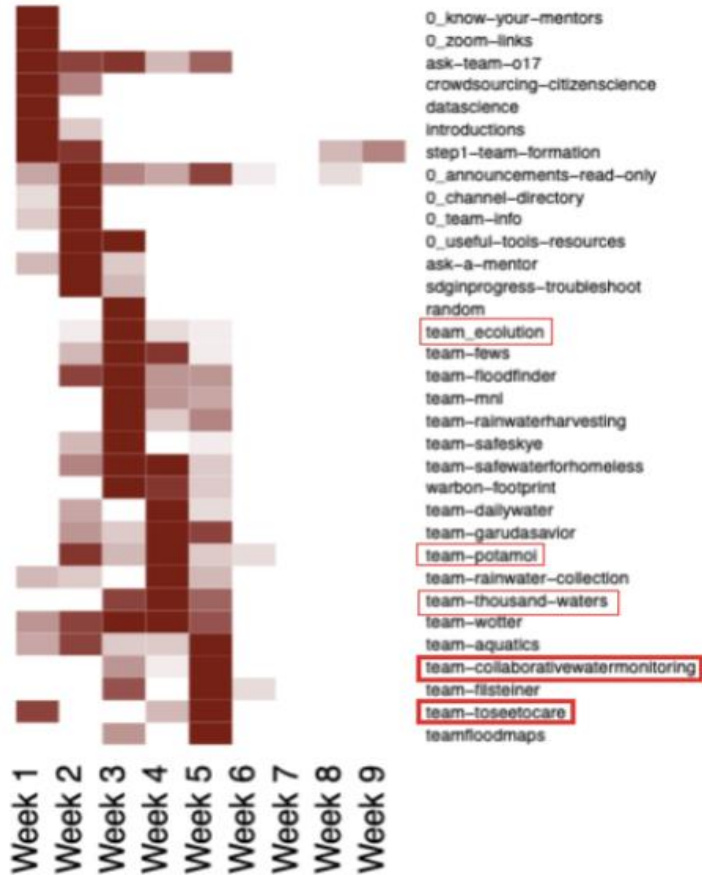




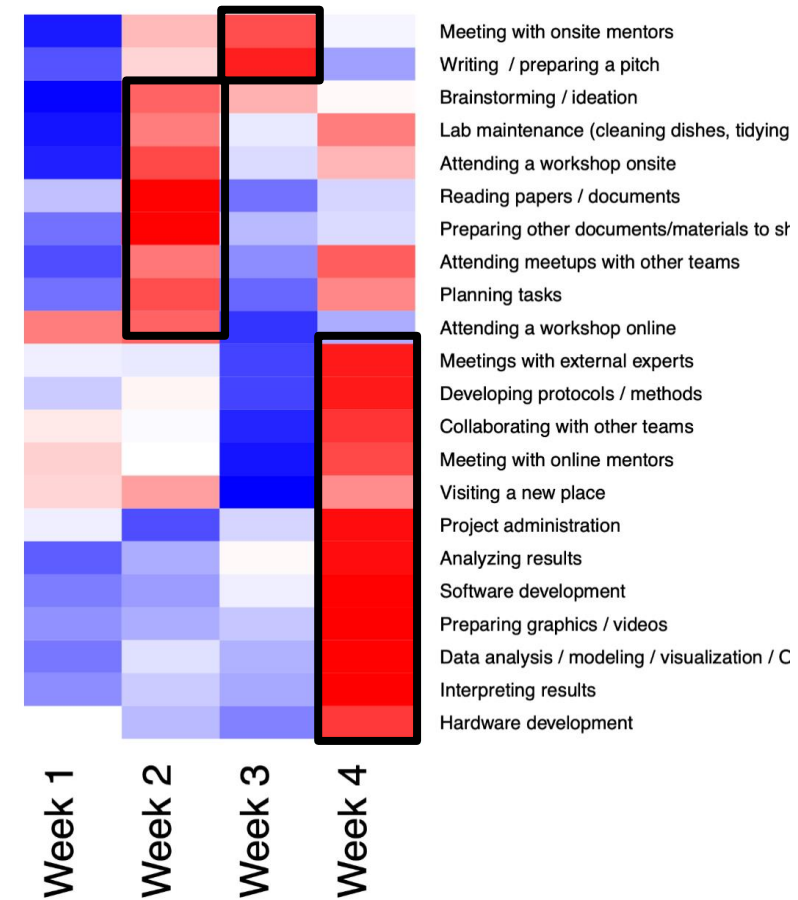
Crowd4SDG

Research on group dynamic for innovation: Digital traces of CS innovation

Temporal activity in **Slack** during Open Seventeen Challenge



Temporal activity in **CoSo** during SDG Summer School





Crowd4SDG

Customer-centric: Assessing Impact of CS data for NSOs

The poster features a dark blue background with a colorful border at the top and bottom. At the top left is the Crowd4SDG logo, and at the top right are the logos for the United Nations and UNITAR. A circular graphic on the left contains icons for a globe, a bar chart, a magnifying glass, and a document. The main text is in yellow and white, and the date and time are in light blue.

 Crowd4SDG   **unitar**
United Nations Institute for Training and Research

VIRTUAL EVENT

*Crowd4SDG Panel Discussion and
Call for NSO challenges*

**Unleashing the potential of
Citizen Science Data for
monitoring the SDGs**

Register and join the event here:
<http://bit.ly/Crowd4SDGpanel>
Register in advance to receive materials!

For more information, please contact: a2030@unitar.org

27 May 2021
14:00 - 16:30 CET
(08:00 - 10:30 EST)



Crowd4SDG

Communication efforts: Visibility in Europe and Internationally



 Crowd4SDG: Water scarcity

Thanks to the CROWD4SDG project,

 Crowd4SDG  unitar
United Nations Institute for Training and Research

Know more about the event:
https://bit.ly/info_HLPFCrowd4SDG

Register and join the event here:
<https://bit.ly/Crowd4SDG-HLPF2021>

HLPF 2021 | VIRTUAL SIDE EVENT

How can citizens contribute through innovation towards the implementation and tracking progression the SDGs?

12th July 2021
7:30 am - 9:00 am
(New York time)

#HLPF
#CROWD4SDG



Crowd4SDG

5. Impact: Research

Research Publications

8 publications in international journals

8 other publications

- 2 conferences, 2 book chapters, 2 posters
- 1 Internship Report, 1 Master Thesis

Policy Briefs

2 briefs requested by PO in DoA

2 additional briefs planned by M24

Open Access Article

A Conceptual Probabilistic Framework for Annotation Aggregation of Citizen Science Data

by Jesus Cerquides ^{1,*} Mehmet Oğuz Mülâyim ^{1,*} Jerónimo Hernández-González ² Amudha Ravi Shankar ³ and Jose Luis Fernandez-Marquez ³

¹ Institut d'Investigació en Intel·ligència Artificial (IIIA), CSIC, 08193 Cerdanyola, Spain

² Department de Matemàtiques, Universitat de Barcelona, 08007 Barcelona, Spain

³ Citizen Cyberlab, CUI, University of Geneva, CH-1227 Geneva, Switzerland



Crowd4SDG

TITLE

Best practices for Challenge Based Learning as a new paradigm for tackling climate change and building resilience societies.

DATE 23 July 2021

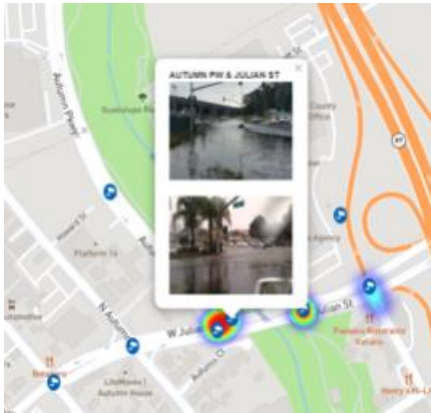


Crowd4SDG

5. Impact: Innovation

Project Flood Finder

Accepted in social incubator in San Jose



Using AI and crowdsourcing to improve flood response in San Jose

Project Digital Water

Accepted in incubator in Monterrey



Using AI and crowdsourcing to solve water supply issues in Monterrey



Crowd4SDG

#Open17ClimateGender



Crowd4SDG

#Open17ClimateGender

Wommer

Making visible the climate actions led by Indigenous women and girls



BROUGHT TO YOU BY:



Crowd4SDG

#Open17ClimateGender

DonateWater

Assessing Women's Vulnerability To Climate Change Effects On Natural Resources



BROUGHT TO YOU BY:



Crowd4SDG

#Open17ClimateGender

Climate Gender Justice

Measuring climate change impacts on women's sexual and reproductive health and rights



BROUGHT TO YOU BY:



Crowd4SDG

#Open17ClimateGender

Instituto Andape

Designing an ecological sidewalk with less cement, from recycled materials



BROUGHT TO YOU BY:

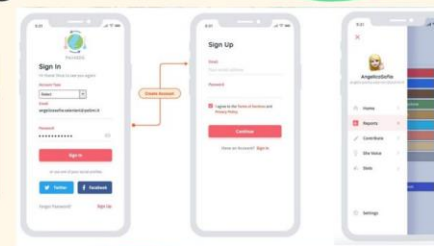


Crowd4SDG

#Open17ClimateGender

Water Warriors

Women contribution to a safer ecosystem and how to measure it



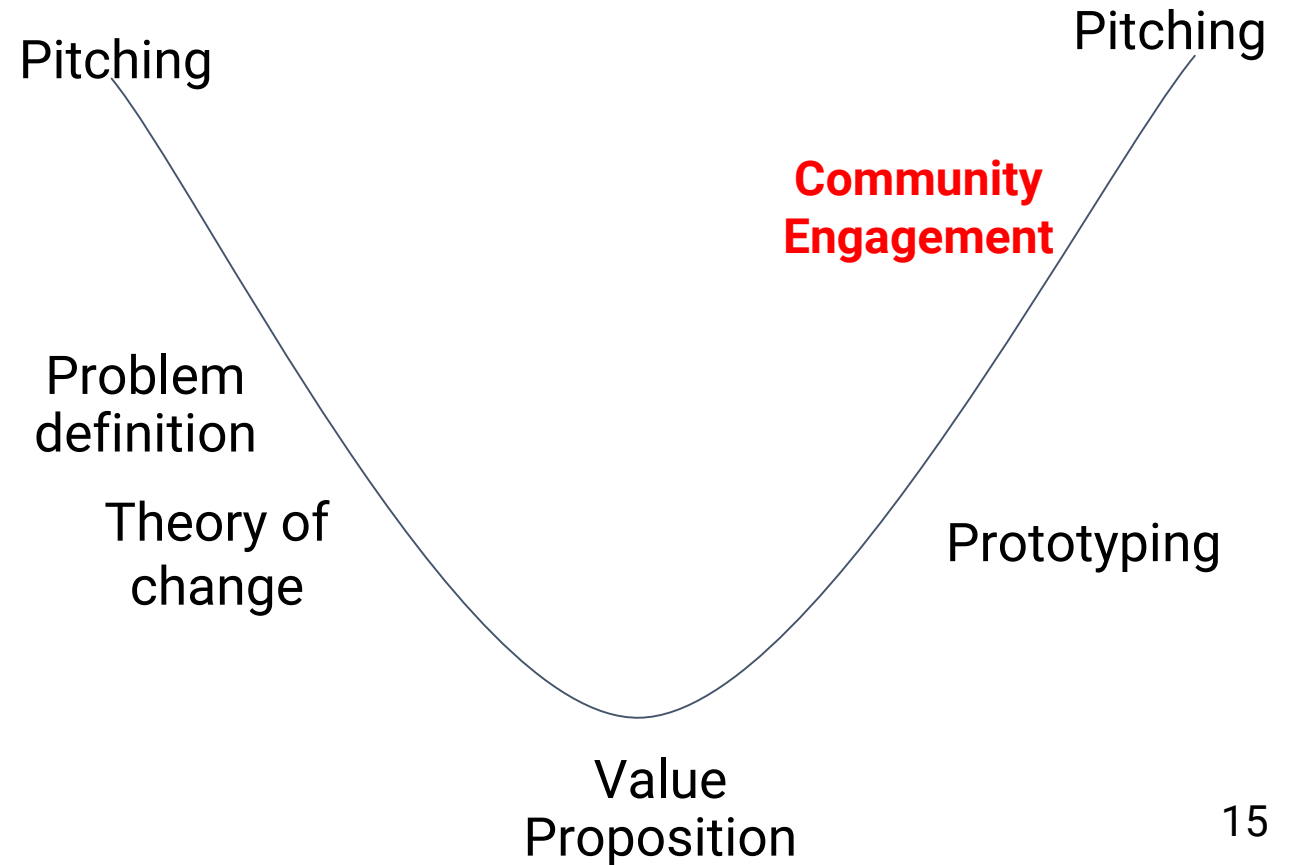
BROUGHT TO YOU BY:





6. CBI workshops and lessons learned

- **Fully online**
- **Strong focus on social innovation**
- **Link to SDG's at problem owner level**
- **Challenge definition at SDG owner level**
- **Stakeholders engagement notably with the help of designed tools for large volume data collection and data analysis**
- **Studying group dynamic for innovation**







Crowd4SDG

7.Relational Value

- **Project Partners**
- **Citizen science network in EU**
- **National Statistical Offices**
- **Policy makers**
- **International organizations (incl. Geneva Trialogue)**
- **Learning planet festival**
- **GoodWall network**



Crowd4SDG

8. Future for the project

UNICEF project based on GEAR cycle

- UP, CSIC, UNIGE

Global Citizen Science Partnership

- UNIGE, UZH





9. Present and future benefits for ID2

- **Being part of a network of Citizen Science projects supported by the EC to demonstrate the value of the cooperation between science and society**
- **Recognising the expertise of IdeaSquare in bringing Citizen Science projects from ideas to prototypes and beyond**
- **Strengthening the image of ID2/CERN as an organisation active in Citizen Science projects to address societal challenges**

How to further valorise the knowledge gained for the benefits of ID2/CERN?



www.crowd4sdg.eu

