

TERMS OF REFERENCE FOR URBANBETTER ACCRA CITYZEN RUN LEADERS

Project:	URBANBETTER ACCRA CITYZENS FOR CLEAN AIR
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INTRODUCTION

UrbanBetter Cityzens Run Leaders are citizen scientists who organise and lead runs to collect data on air pollution and/or other health/climate risk elements in public spaces as required by and on behalf of UrbanBetter.

Following a pilot Cityzens for Clean Air first phase that ran from July to November 2022 in Accra, Cape Town and Lagos, the Cityzens initiative is now being scaled across Africa.

This document sets out the terms of reference for Cityzen Run Leaders, including deliverables, timelines, milestones, and remuneration; and responsibilities of the UrbanBetter Cityzens Hub coordinator to support Run Leaders.

ABOUT URBANBETTER AND THE CITYZENS

UrbanBetter is an Africa- led global initiative and movement to accelerate healthy, sustainable development in cities. The Cityzens initiative is the advocacy pillar for UrbanBetter.

The mission of the UrbanBetter Cityzens initiative is to equip and connect a youth-led movement to increase the demand for healthy public spaces and the meaningful engagement of youth in urban decision making.

Powered by physical activity, our precision data-driven advocacy and citizen science digital infrastructure is used to

- increase awareness and demand for clean air and healthy climate resilient public spaces
- enfranchise youth with knowledge and advocacy tools/skills to act as effective change agents to design solutions and work with policy makers, civil society and the private sector to make the urban better.

As part of the next phase of scale up, we are recruiting 10 Run Leaders to participate in a 1-year Cityzens for Clean Air project in Accra.

DELIVERABLES

At the start of the project, Run Leaders will;

- Complete all Run Leader modules of the Cityzens Training platform BEFORE the workshop. These modules provide training on
 - the links between air quality, climate and health
 - use of Cityzens digital platform for collecting data and organising campaigns
 - story-telling and community mobilisation, public engagement and advocacy training
 - distilling findings from activations to inform recommendations and solutions

- Participate in a 3-day training workshop on
 - visioning the future of a healthy climate-resilient Accra
 - analysis and interpretation of data from air quality sensors
 - designing the first data-collection activation and campaign
- Contribute to user testing of different components of the Cityzens digital platform

Each quarter, selected Run Leaders will

- Meet at the Cityzens Hub to review data from the static air quality sensors in situ across the city.
- Use this data to design running activations to collect complementary dynamic data from wearable air quality sensors and on features of the built environment that help or hinder physical activity. For example, runs could be designed to better understand why parts of the city have better or worse air, explore sources of air pollution or why air quality may vary at different times of the day. The number of runs in each quarterly activation will be determined by the Run Leaders informed by the data.
- Implement the running activations, recruiting at least 10 Cityzens (who will need to complete the required digital training) each to join and support data collection.
- Reconvene at the Cityzens Hub after each activation to review findings and to strategise on
 - key messages to communicate to government representatives (these recommendations will be compiled by the Accra coordinator who will work closely with the UrbanBetter communications team to design the report that is shared with key (government and civil society) stakeholders every quarter.
 - a campaign (in person or on social media) to disseminate the key messages and further increase awareness and demand for healthy public spaces
- Write at least one blog post on health and climate risks in public space either based on their experiences as a citizen scientist or as a resident of the city. Writing will be supported by the UrbanBetter communications team to help Run Leaders improve their written communication. Blogs will be published on the UrbanBetter website.
- Share their experiences and project activities on various social media platforms (Instagram, X, facebook etc.) while tagging UrbanBetter and partners to increase reach and visibility, while simultaneously encouraging their co-runners, aka Cityzens to also share. A resource toolkit will be provided to Run Leaders to optimise their visibility.
- Strive to engage government at their local or state level, entertainers, influencers etc in their activities to amplify their impact.

To support activities of Run Leaders, UrbanBetter, through the Accra Cityzens Hub, will:

- Provide air quality sensors and other items that will be needed for each Run Leader to organise their run. The sensor library will be based at the Hub and available to be loaned to Run Leaders for their activations
- Cover costs related to the campaigns including refreshments, mobile phone data for Cityzens collecting data, merchandise for Cityzens (to be produced by the Hub only)
- Curate a whatsapp group for Run Leaders for a two-way communication
- Provide training on using the air quality sensors and Cityzens platform.

- Support Run Leaders with mentoring on blog writing and advocacy skills to optimise their own blog writing, mobilizing of other Cityzens and engagement with government.

TIMELINES

Task	Timeline
Recruitment of Run Leaders	August 2024
Run Leaders complete digital training	August 2024
3-day Run Leader Training Workshop	First week of September 2024
1 st quarter activation	Between October and November 2024
1 st quarterly data review workshop	Between October and November 2024
1 st data-informed campaign	Between October and December 2024
2 nd quarter activation	Between February and April 2025
2 nd quarterly data review workshop	Between February and April 2025
2 nd data-informed campaign	Between February and May 2025
3 rd quarter activation	Between May and August 2025
3 rd quarterly data review workshop	Between May and August 2025
3 rd data-informed campaign	Between May and September 2025

REMUNERATION

- For this project, selected Run Leaders will be paid \$200/quarter on completion of deliverables outlined above.

APPLICATION PROCESS

- Interested applicants are invited to review the key activities, deliverable and timelines above
- As part of the application process, applicants will need to confirm that:
 - they are able to dedicate time to deliver these activities within the timelines outlined.
 - they recognise that remuneration for Run Leader activities will be retrospective on completion of deliverables for each quarter.
- Interested candidates should complete the following google form: <https://docs.google.com/forms/d/e/1FAIpQLSelCdvBDQkXLqawjWpeBBuD3SUBPR9cBVCMP64GlyVGaGhPKg/viewform>
- Deadline **24 July 2024, 18h00 WAT**

NOTE

- This terms of reference document pertains only to the 10 Run Leaders selected for this time-bound project. While the Cityzens digital training will be available for as many people as possible to train as Cityzens and Run Leaders as part of the broader scaling of the Cityzens initiative, further Cityzens that complete Run Leader training (beyond the 10 selected) are welcome to use the training for their own activations but remuneration terms do not apply.

- As the Hub is envisaged as a community resource, Run Leaders are welcome to use the Cityzens platform and to borrow sensors for their own activations/advocacy missions outside the contracted quarterly activations.
- UrbanBetter reserves the exclusive right to use any media (video or image), or any other resources produced from the project
- UrbanBetter logo and branding is proprietary and use is by request only. Requests to use UrbanBetter Cityzens logos and branding should be made to UrbanBetter through the coordinator BEFORE any branding material can be used by Run Leaders.
- To piggyback on additional opportunities to amplify impact, UrbanBetter may contact Run Leaders to organise runs separate from the quarterly air quality measurement runs. This is not remunerated; however, a token may be given to help organise the run – depending on the circumstances.
- If Run Leaders have any questions, suggestions, or inputs for UrbanBetter, they will communicate this through the Accra Hub coordinator.