



## **Phenology in Citizen Science Projects – Key factors for success**

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The far-reaching consequences of recent climate change make an extensive adaption as well as climate protection measures necessary. To successfully put them into practice in democratic societies they need to be considered as legitimate, acceptable and feasible by citizens. Following the motto “Conveying Knowledge – Promoting Perception – Communication Complexity”, the project BAYSICS will set up a Synthesis-Information-Citizen Science Portal for Climate Change Research and Science Communication for Bavaria (southern Germany). The novel BAYSICS portal addresses a diverse target group including pollen allergy sufferers, nature loving citizens, pupils and those seeking recreation. The main goal is to make climate change more noticeable and perceivable in everyday life by using innovative digital solutions to analyse and discuss the results of citizens’ observations made in their own environment. The project pursues an interdisciplinary, empirical, experimental and theoretical research approach from the natural sciences, biology and geography didactics and environmental sociology. This creates attractive offers for the user groups and at the same time generates relevant knowledge about climate impacts, adaptation and protection with modern crowdsourcing media. BAYSICS focuses on innovative, digital forms of citizens’ broad participation in current research topics and science. Furthermore, its goal is the transfer of knowledge on the complexity of climate change and its regional consequences in society, as well as the combination of scientific and environmental education goals. Additionally, the close cooperation with international partners, national and regional stakeholders in the field of environmental education and teacher training, schools, NGOs, authorities and companies is an important component of the joint project.