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DIGITAL DATA PRESENTATION AND ENGAGEMENT TOOL
DELIVERABLE 5.3

WP5 - Task 5.2	**Dissemination, communication and engagement**
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1. INTRODUCTION

Deliverable 5.3 presents Our Walk App, a visual communication tool which allows for interaction with stakeholders within and beyond the consortium, and the development of an interactive datascape. It serves to provide new ways of uncovering, capturing and visualizing voices and movements that exist locally and across Europe on issues related to the specific demo sites and to sustainable build and living environment, including artistic/aesthetic aspects (Objective 5.3). The Our Walk App is part of Task 5.2 – curating and facilitating the dialogue through the channels in and around the Digital Learning Hub. Deliverable 5.3 has been prepared by AGORA, the company subcontracted to work on developing, testing and integrating the visual communication tool, supported by ben6/DTU (WP5-leader).

The app serves as a digital innovation aimed at involving citizens, stakeholders, and local communities in collaborative data collection, idea generation, and co-design for urban development. Two demonstrator projects in Gadehavegaard (DK) and Cascina Falchera (IT) focusing on social housing and reconciling cities with nature respectively showcase the value of the app.

The accompanying datascape provides an interactive map representation of collected data, aiding urban planners in understanding community preferences and challenges. Deliverable 5.3 presents the app and datascape and highlights their novel features in processes of citizen engagement. Subsequently, potential future scenarios and next steps are presented, introducing supplementary products like toolkits and a tendering model. The conclusion emphasizes the transformative impact of these tools on urban development, encouraging further exploration and utilization.

The report (deliverable 5.3) is structured as follows: Firstly, the app and datascape is presented (Section 2), including how they have been used as part of Desire (Section 3). Further, the novel features that these tools provide for citizen engagement are described (Section 4). Finally, suggestions as to what lies ahead are provided (Section 5), outlining potential scenarios and introducing supplementary products, such as toolkits and a tendering model, in a dedicated roadmap section.

2. What is it?

2.1 Our Walk App

The Our Walk app is a digital tool to engage citizens, stakeholders and local communities in the data-collection, idea generation and co-design of cities and neighborhoods. In Desire, Our Walk App has been used to engage local residents, neighbors and key stakeholders in two demonstrator projects, focusing specifically on social housing and nature in the city.

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In brief, the use of the app entails that the user firstly joins a photo task, e.g. related to documenting things they would like to preserve in their local area. Subsequently, the users upload photos related to this task and annotate the photo with an explanation of what they like or dislike about their chosen motive. Alternatively, the users can *go for a walk* with the app and take photos along the way. In this case, the data generated by the user is both their photos and their chosen pathway, which is saved in the app. This feature thus e.g. enables insights into how much certain user groups use certain areas of their local area.

Finally, after the initial phase with data generation, an engagement round is initiated. In this, users react to each other's photos and rate whether they like or dislike what is portrayed in the photo. Through these reaction rounds users can reflect on the images and see if they have the same thoughts as others, and this can be the starting point for a good discussion about how an area is designed, but also why others perceive things differently. An illustration of the user interface of these different steps in the app can be seen in figure 1.

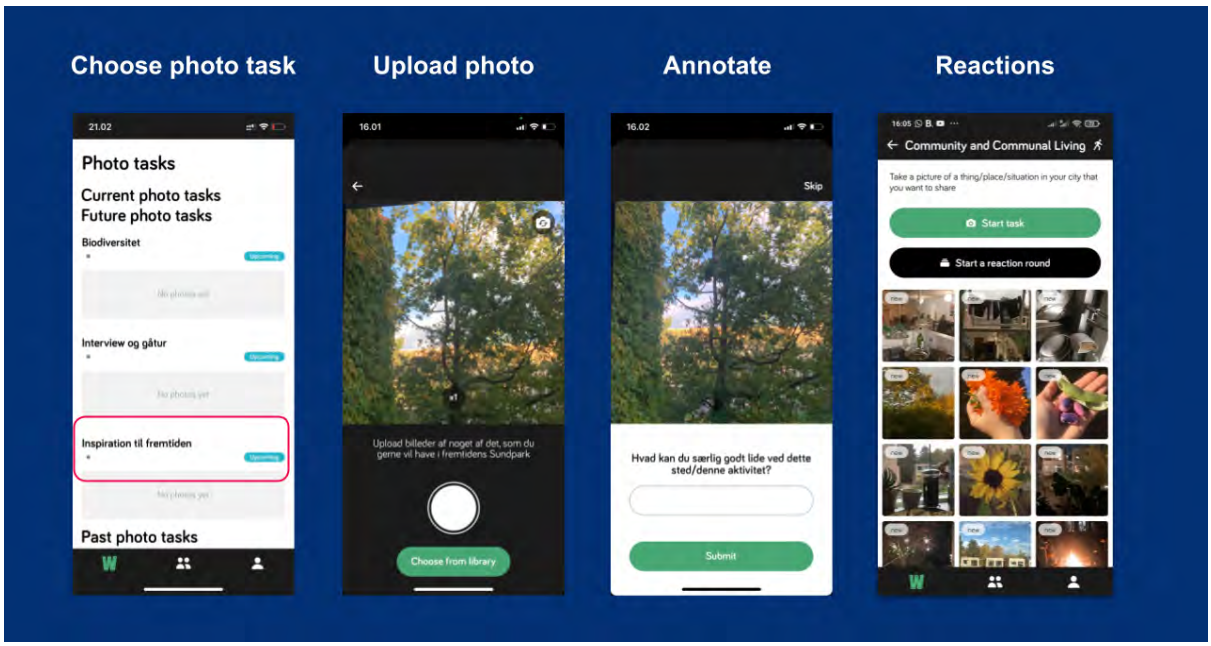

Figure 1 Overview of the different user interfaces that meets the user when collecting data with Our Walk App.

2.2 Datascape

The datascape is an interactive map representation of the data collected in the app. Specifically, the datascape displays all walks and photos taken with their exact geo-location. In addition to showing the location of photos, color codes reveal the attitude towards what the pictures show, based on whether the photographer likes the content of the picture and what others think of it. The way this is visualized is illustrated in Figure 2.

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The overall aim of the datascape is to aid urban planners in interactively exploring the wishes and challenges of a local population in an area. Which things do people like, and what are they lacking? Which of these things do people agree on, and where is there high disagreement? Using the datascape in the planning process thus supports the creation of urban spaces in which citizens feel welcome and which take their wishes into account. An example datascape can be seen in figure 2.

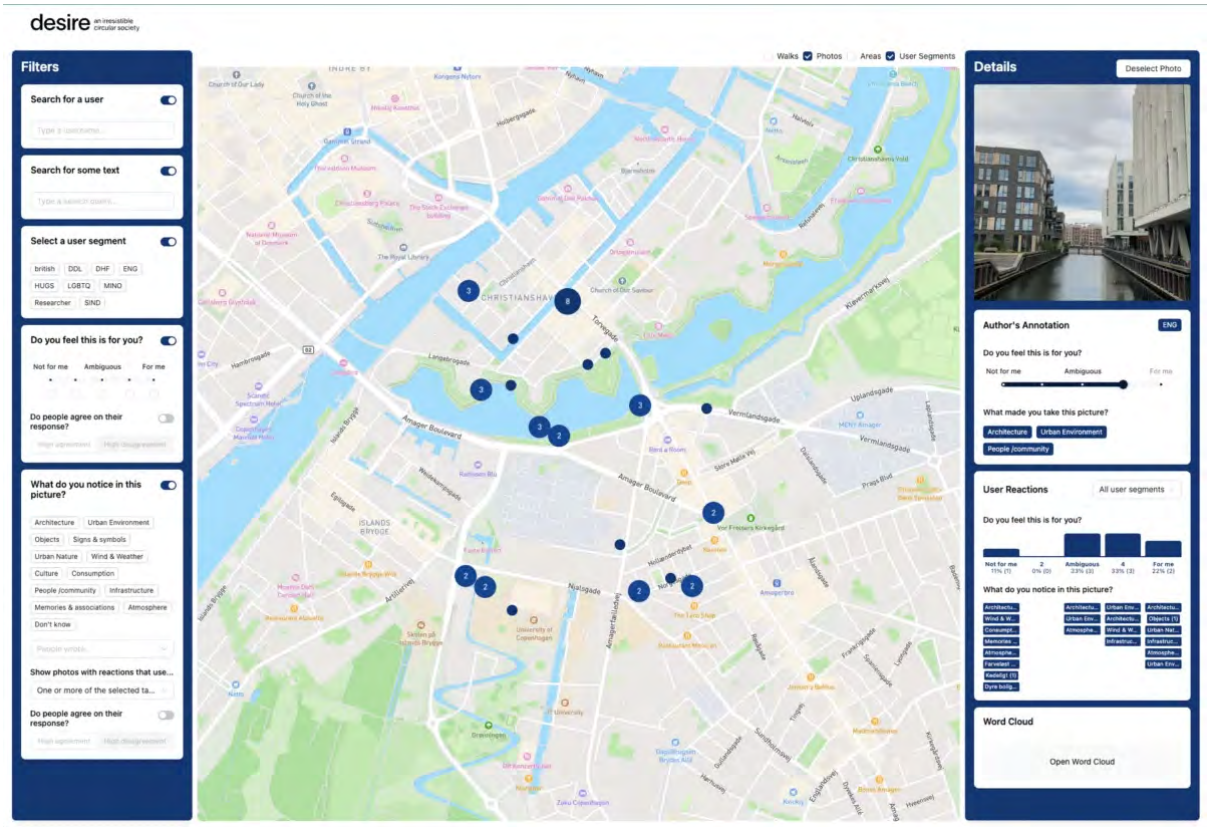

Figure 2 Example of the datascape.

The left panel includes filtering options related to the data. Here you can filter based on 1) user segments, 2) annotations by the picture taker and reactors, and 3) whether there was high or low agreement in reactions. When a datapoint is chosen on the map, the right panel displays metadata of this photo including annotations and reactions.

3. What has it been used for?

The Our Walk App has been used to facilitate two engagement projects in the social housing area Gadehavegaard in Denmark and in the area Falchera in Turin, Italy. The two following paragraphs show how digital engagement through the app contributed to these projects.

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3.1 Gadehavegaard, Høje Taastrup

Picture 1 Gadehavegaard, Høje Taastrup.

The aim of the project in Gadehavegaard was to aid the developer Domea.dk, involved in Desire as beneficiary, in transforming what is currently a massive parking lot in Gadehavegaard into a large green park area between 2027 and 2029. In this context, Domea wishes for youths who live there with their families to be the ones to create the vision for what the future green area should look like.

In this project Our Walk App was used in an engagement process in which a large group of students and their teachers from Ole Rømer School in Høje-Taastrup Municipality, in collaboration with two architectural firms, GXN and SLA[1], have developed a vision and programming for the area. Specifically, the app was used to gather data material that laid the foundation for a co-design process where the kids worked together with landscape architects from SLA as well as GXN to create prototypes that encapsulated their visions for the area, and out of which design principles were distilled.

In the process the students completed multiple photo tasks, e.g. related to what they like about present Gadehavegaard and would like to preserve, what they would like to change, how they use urban nature etc. The insights gathered with the app were used as a starting point for broader conversations with other target groups, as well as formulating the tender for the development of the area.

[1] GXN is involved in Desire as beneficiary, SLA has been contracted to take part in the activities in Gadehavegaard through another Desire beneficiary, DanskeArk.

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Picture 2 Gathering insights, Gadehavegaard.

Top: The kids gather insights on biodiversity in Hakkemosen near Gadehavegaard.
Bottom: Examples of pictures collected via the app.

3.2 Falchera, Torino

Picture 3 Cascina Falchera, Turin

The aim of the project in Falchera was to conduct a series of workshops to investigate potentials and challenges of the area and with this provide input on how to rethink the programming and activities of it. Special attention was paid to investigating through which

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actions water can become a tool against climate change, a social infrastructure and a story to tell.

In this project the app was used on an urban exploration excursion on the trail of water through Falchera, among urban gardens, lakes, libraries and torèt. During the walk participants listened to the landscape and imagined how they would like to experience the neighborhood.

Specifically, the app was used to capture elements of the local landscape and biodiversity as well as gathering input on what activities and iconic projects to prioritize for the programming of Cascina Falchera.

One of the most important findings from the app engagement was that users dreamed about an Artist in Residence program, which AGORA in collaboration with university and high school students within the field of arts, design, natural sciences, and architecture, has then helped conceptualize.

Picture 4 Workshop, Cascina Falchera

Top: Examples of pictures of the local landscape and biodiversity collected in the app.
Bottom: Pictures from workshop in Cascina Falchera, conceptualizing an Artist in Residence program.

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4. What is new and good?

4.1 Our Walk App

Capturing the essence of a local narrative, images narrate a compelling and authentic story that demands attention. These visuals serve as a potent tool for conducting participatory research with future area users, embracing a decentralized and asynchronous approach. This empowers users to engage at their convenience and in their preferred location, capturing the essence of what holds significance for them.

The principle of "Show it, don't tell it" underscores the inclusiveness of this tool, allowing for diverse forms of expression and content production. By providing a platform that accommodates varied modes of engagement, the tool fosters inclusivity and ensures that users can articulate their needs, dreams, and observations in a manner that resonates with them.

Maintaining high levels of user participation and engagement necessitates a strategic approach to facilitation. Incorporating a mix of digital and traditional engagement formats proves to be instrumental. The flexibility to alternate between these formats caters to the diverse preferences of users, ensuring a dynamic and effective means of eliciting their input and insights.

4.2 Datascape

Crafted to facilitate the swift collection and visualization of data right after usage, the design ensures that users of the datascape receive immediate rewards, fostering a sense that their contributions are promptly acknowledged and stored.

Emphasizing transparency and a broader perspective, users can easily locate their own input within the datascape. Navigating through this space allows them to feel seen while gaining insights into how their contributions align with those of other users on the same topic.

The system is highly customizable, offering adaptability and versatility. The administrator or facilitator overseeing the participatory process has the autonomy to determine and design the specific tasks they want users to respond to, tailoring the experience to meet the unique objectives of the engagement.

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5. What is next? Roadmap

5.1 App and Datascape

Scenarie A Sunset / frozen: focus: low maintenance, high accessibility
Scenarie B: interactive: high(er) maintenance, community-based

Based on the process in Gadehavegaard and Turin a series of insights have been generated, which should be kept accessible to the public. In relation to this we have two possible scenarios.

In scenario A, focus is on low maintenance while ensuring high accessibility. This includes a static, downloadable report which presents the processes conducted in Gadehavegaard and Turin, accompanied by narratives that have emerged during the process. This will be available at the Digital Learning Hub.

In scenario B, in case of a transformation of the Digital Learning Hub into a community-based and interactive platform the interactive datascape is integrated and adds value and maintenance to the Digital Learning Hub.

5.2 Additional products

Toolkit – For the use of datascape and app: A central next step in the process is to create a toolkit which describes how other stakeholders wishing to work with the Our Walk App and the datascape can make use of it.

Toolkit – For engagement: As part of the process in Gadehavegaad a toolkit for youth engagement in co-design processes was developed in collaboration with architects from GXN.

Toolkit – For establishing an Artist in Residence program: As part of the engagement process in Calchina Falchera a model for establishing an Artist in Residence program was developed, which will be synthesized into a toolkit and made accessible to the public.

Model for tendering: The next step in the process in Gadehavegaard, is a second round of engagement of the kids from the first round along with a broader selection of locals from the general public. The outcome of the second round will provide a model for the results from the engagement processes that will be central in the tendering process.

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