



Place Make It

## D2.4.: Strategy and guidelines for creation of Placemaking Ambassadors Network

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## SUMMARY OF MODIFICATIONS

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## LIST OF ABBREVIATIONS

Abbreviation	Meaning
AKNOW	Asserted Knowledge
CGE	Culture Goes Europe
ESTEL	Estrategies Socials per al Territori i els Espais Lliures
GA	Grant Agreement
GDPR	General Data Protection Regulation
PM4I	Placemaking for Inclusion
WP	Work package
YEU	Youth for Exchange and Understanding

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## EXECUTIVE SUMMARY

The Placemaking 4 Inclusion (PM4I) "strategy and guidelines for creation of Placemaking Ambassadors Network" is Deliverable 2.4 of the PM4I project. It acts as a handbook for partner organisations on how to individually carry out the Ambassadors Network in their local contexts.

The document firstly explains the purpose of the Ambassadors Network in the context of the PM4I project. This ensures that a common understanding between partner organisations is created. Then, the document leads partners through the establishment of the network: from application to recruitment of candidates. Next, it describes in more detail the activities of the network. This includes placemaking activities carried out by the local ambassadors, as well as cultural exchange activities that strengthen the network. Additionally, examples of cultural exchange activities are provided. Lastly, each partner shares their current status and information about how they will proceed in getting the network started in each respective location.

Annexed to this document is the handbook for ambassadors which each partner will create with specific, local information to ensure that ambassadors have a good understanding of the network before they begin this program.

## 1. INTRODUCTION

The project Placemaking 4 Inclusion – reviving active citizenship for reshaping societies aims to empower youth organisations, youth workers and youth through placemaking methodology and practices. Social inclusion of young people from diverse backgrounds is at the forefront of shaping local communities.

One priority of the project is to promote active citizenship and young people’s sense of initiative through creative learning, intercultural dialogue, recognition of diversity and promotion of tolerance through joint development of inclusive urban spaces fitting the needs of the communities. By creating the Placemaking Ambassador Network, as outlined in this handbook, we find concrete activities, opportunities, and solutions to how to best include youth in the project, enabling them to shape their neighbourhoods and become community leaders.

This handbook will offer information for the partner organisations on how to establish, carry out, evaluate, and report the Placemaking Ambassador Network.



Figure 1. Youth working in Oslo (Nabolagshager, 2022).

## 2. ABOUT THE AMBASSADOR NETWORK



Figure 2. Youth Researchers from Oslo (Julia Naglestad, 2022).

The Placemaking Ambassador network will constitute a space (online and then F2F meetings/working groups/workshops at local level) where the local Placemaking Ambassadors will be able to interact with each other, have access to the learning tool and online exercises, seek for assistance from professionals in any related topic concerning the development of their local initiatives/projects.

Each partner will recruit at least 5 Placemaking Ambassadors: young people with fewer opportunities. These Ambassadors will support the consultation processes during the PM4I project.

The Placemaking Ambassadors will be following and supporting implementation of the project activities (WP2-WP5) throughout the project duration ensuring a local impact even after the project has ended (becoming leaders of local communities, specifically in the field of inclusion).

Amongst the six participating countries, we will have 30 Placemaking Ambassadors who will act as role models in their communities for the processes of inclusion and active citizenship.

### 3. VALUES, AIMS AND GOALS

The following values, aims and goals guide the project and so also the ambassador's network:

#### 1. Empower

We aim to empower our ambassadors by giving them the possibility to improve skills they bring to the network, as well as acquire new skills through their work as ambassadors. The goal is to support ambassadors to become leaders of their own communities.

#### 2. Include

At the core of the PM4I project lies the aim to create inclusion for a variety of people. Therefore, the ambassador network needs to recognise diversity in youth, promote tolerance amongst them and support the intercultural dialogue between project countries.

#### 3. Create

The placemaking ambassadors will enable us to create the outputs of the project in an innovative, experimental, and creative way. This relates to innovative education we want to shape as well as an improvement of public spaces our ambassadors find themselves in.

#### 4. Activate

Additionally, we want to activate our ambassadors to be the change they want to see. This means, enabling them to participate in decision-making processes and feeling ownership over the ambassador's network and this project.

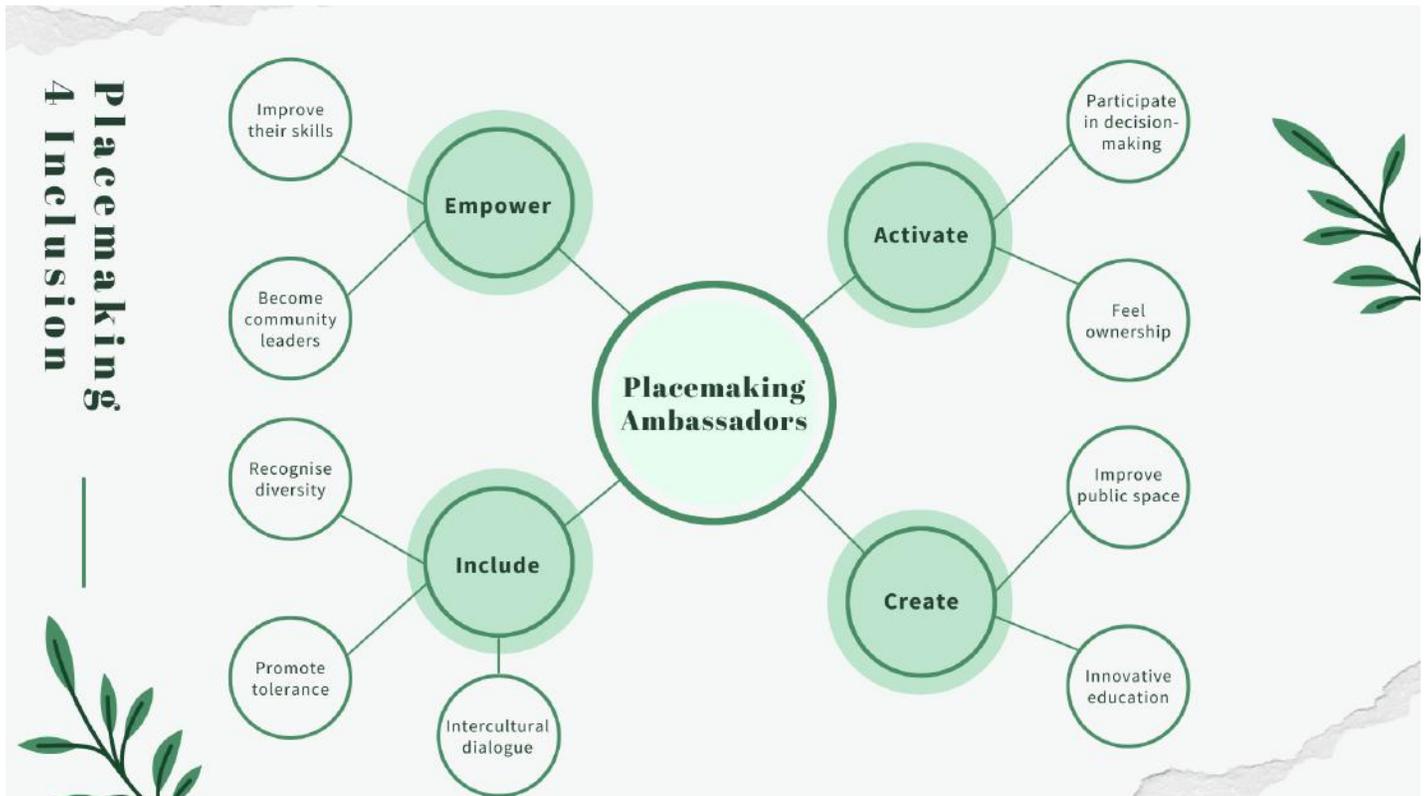


Figure 3. Visualisation of Placemaking Ambassadors values, aims and goals.

## 4. APPLICATION PROCESS

Unlike other youth programs, the ambassador network of PM4I focuses on inclusion of youth that might otherwise not be able to participate in such projects. Inclusion starts with the application process, and it is crucial to ensure that candidates are evaluated fairly. Therefore, this handbook provides a few tips for how to pick ambassadors for each project partner. According to the Citizen Sensing Toolkit, “there is no one ‘recipe’ that works without fail when it comes to building local communities: it all depends on the context (cultural, political, social and economic) and the type of community you wish to build” (p. 8, Woods et al., 2018).

### Placemaking Ambassador Profile

- Age 17-25
- Are engaged in their community
  - Members of organisations or clubs (gardening, sport, arts, etc.)
  - Engaged in their school or university (i.e., student council)
- Show an interest in the public space of their community
  - Have new ideas for improvement
  - Can understand the current situation of youth inclusion
- Are motivated for the project
- Are excited for cultural exchange

## 4.1. Youth with fewer opportunities

Since this project targets specifically “youth with fewer opportunities,” it is important to reflect on what this means for placemaking ambassadors. Since we do not want to select ambassadors based on socio-economic data (given that this is not only insensitive but also impossible data to acquire), we will find different ways to enable youth with fewer opportunities to take part in the project and shine as placemaking ambassadors.

### 1. Check your city’s data and definitions

Most cities collect data and research based on youth that is published. You can check for districts with disadvantaged youth (poverty, school dropouts, or unemployment) and focus on empowering youth living or going to school there.

## **2. Prioritise youth that participate in free activities**

Data suggests that youth that come from disadvantaged households often participate in free youth activities and spaces, such as youth houses or youth clubs (Helsedirektoratet, 2021). This means prioritising youth that elsewhere already participate in free activities of the community can be a way to encourage more inclusive candidates.

## **3. Secure funding for your ambassadors**

Ensuring that our ambassadors are being paid and employed by project partners enables those who otherwise would not be able to participate in voluntary projects due to socio-economic reasons, to be fairly compensated for their work in this project.

## **4. Focus on motivation for the project**

Because we want to create a socially inclusive environment, it is important to recognize that many young people do not have access to social engagement through student councils, hobbies, organisations, among others. Motivation and excitement for the project should be valued much higher than previous achievements.

### **4.2. Components of the Application**

Depending on the responses project partners expect for a call for ambassadors, the process could include several steps. In this sense, the process can be adapted to the different realities in the partner's local contexts. As such, the following points are suggestions that can, and should, be selected by the partners, as needed.

### 4.2.1. Digital application

A digital application can provide a quick glimpse if a candidate would be a good ambassador. As mentioned above, questions should focus less on previous skills or achievements, and more on creativity and passion for the topic of placemaking. The following elements could be useful when elaborating these applications:

#### 1. Short Resume

- Age
- School year
- Other activities or hobbies

#### 2. Critical thinking

- Please share one problem with youth inclusion that you see in your city
- Please share one problem with public space for youth that you see in your city
- Please share a public space in your city that could benefit from more youth engagement

#### 3. Creativity and motivation

- Please share one idea for your city related to youth inclusion
- Please share one idea for your city related to public space

### 4.2.2. Group workshop

In a group workshop, youth can display their creative skills, communication with others and problem-solving ideas. Therefore, this method of choosing the best candidates can enable

youth to participate who might otherwise be academically disadvantaged. Additionally, youth can display great motivation for the project. This should be highly valued, given that motivation is a key characteristic of the ambassadors we are looking for. It is important to recognize, while these skills are beneficial to have before the start of the program, that disadvantaged youth will most likely get the opportunity to work on their skills by being placemaking ambassadors. Therefore, partners should try and find the potential of each candidate for the program, rather than focus on existing skills.

In this section, two examples are given for tools that can be used in a group workshop. These tools can help partners to find out more about their candidates; how they work individually, what ideas they have for spaces, and how they communicate with each other. Creativity, motivation, and team work can therefore be evaluated easily. These examples have been tried out in different scenarios and for different youth projects by Nabolagshager, and are therefore considered to be highly beneficial.

### A. The Place Game

The Place Game was created by Project for Public Spaces (2016) as “a tool for evaluating any public space—a park, a square, a market, a street, even a street corner—and examining it through guided observation strategies.” While the group task focuses on a specific location, it is a great tool to see how critical people can think about a space. Additionally, it can give us information about what characteristics of a space can be targeted through the PM4I project.

For more information and a guide to the game:

[Project for Public Spaces](#)

[Placemaking Europe](#)

## B. Pictogramming

Pictogramming is a participatory exercise that enables a group to start thinking about possible placemaking interventions in a location. For a specific space, participants map the most common behaviours – of themselves or a community. This tool was developed by Ingeborg Njøs Slinde in collaboration with Nabolagshager and Placemaking Europe and tested in a local high school in Oslo. This task can help the ambassador candidates think critically about their own habits in a space, and innovative new ideas.

For more information and a guide to the game:

[Pictogramming Manual](#)

## 5. HANDBOOK FOR AMBASSADORS

The handbook for Placemaking Ambassadors provides useful and practical information for the ambassadors after they have been selected. Here, project partners will add their own context-specific information before the first meeting. The outlines of the handbook for ambassadors that will be filled in by project partners can be found in Annex I.

The handbook covers the tasks and responsibilities for the Placemaking Ambassadors to motivate them, inform them, and guide them through the project.

Here, partner organisations will also add location specific information such as:

- Who is the contact person/youth mentor?
- Where and when will they meet?
- How will they be paid?
- GDPR information for youth as provided by project partners and following EU GDPR guidelines



Figure 4. Youth working in Sabadell

## 6. TASKS AND TIMELINE FOR AMBASSADORS

The Placemaking Ambassadors will support us in creating the deliverables for all work packages. Thus, their activities will be related to the timeline of the project.

The specific tasks will be influenced by those leading the specific task and related work package. The following list is therefore only acting as examples for each month.

Table 1: Ambassadors' Activities & Timetable

2023	11	January	T 5.2. Awareness-Raising Campaign / Plans
		Additional info:	Ambassadors should find good practices of placemaking and social inclusion related to one of the topics that motivate them the most: Culture, Sports, Art, Education, Sports, Health, Housing,

			Participation/activism, Sustainability, Public space, Transversal. These good practices could be either at the local or international levels. Additionally, if some of them already have their initiatives on improving their communities, they can explain their project to others.
12	<b>February</b>		T5.2. Awareness-Raising Campaign / Content Creation
13	<b>March</b>		T 3.2. Test educational tools
		Additional info:	Create a pre-questionnaire for ambassadors to identify the level of digital skills and familiarity with digital tools. This will also define the UX of the platform/AR app (the lower the level, the simpler the tool).
14	<b>April</b>		T 3.3. E-platform feedback
15	<b>May</b>		T 3.3. AR brainstorm and ideas
16	<b>June</b>		T 3.3. AR testing
		Additional info:	Test and validate the AR app in English and the official languages of the project partners. An online survey shall be filled in (anonymously) by ambassadors and people from the target group.
17	<b>July</b>		T 3.4. Local placemaking event for testing

	18	<b>August</b>	T 4.2. Placemaking pilot testing / Brainstorm
	19	<b>September</b>	T 4.2. Placemaking pilot testing / Implementation
		Additional info:	Ambassadors will be main protagonists in the workshops/programme to pilot the PM41 concept including 1) testing the Placemaking Competences framework, 2) implementing the most suitable aspects of the Placemaking Cookbook 3) establishing relations and conversations with other stakeholders/decision makers on Placemaking in their communities
	20	<b>October</b>	T 4.2. Placemaking pilot testing / Review
	21	<b>November</b>	T 4.3. Youth Exchange Italy
		Additional info:	Ambassadors could help in organising the exchange (preparing content and elaborating proper communication about the event)
	22	<b>December</b>	T 5.3. Policy Recommendations
<b>2024</b>	23	<b>January</b>	Create video testimonials about the project / Prepare for dissemination event
	24	<b>February</b>	Dissemination Event Brussels

## 7. CULTURAL EXCHANGE ACTIVITIES

Similar to the individual tasks that relate to PM4I and placemaking, we will also facilitate cultural exchange activities that will create a common understanding between ambassadors of the different countries as well as establish differences and similarities between placemaking in individual cities.

For each month, there will be a cultural exchange activity that can be implemented at the same time as the main task. The activities can be influenced by the main tasks and those leading the current work package. Therefore, the following list of activities are examples.

**Table 2:** Ambassadors' Cultural Exchange Activities.

<b>2023</b>	11	<b>January</b>	Write a short summary of your ambassador team and introduce yourself
	12	<b>February</b>	Read and reflect on the introduction of the other ambassadors
	13	<b>March</b>	Write a summary of what others should know about your city when they visit (include placemaking ideas, problems, and initiatives)
	14	<b>April</b>	Reflect on other's countries and think of questions to ask the ambassadors group

	15	<b>May</b>	Take creative photos of your workspace and the closest public spaces
	16	<b>June</b>	Reflect on the photos of the other countries
	17	<b>July</b>	Common online session
	18	<b>August</b>	Evaluation & Brainstorm for activities
	19	<b>September</b>	Write letters to find your “buddies”
	20	<b>October</b>	Introduction of the buddy system for the physical exchange
	21	<b>November</b>	Video language challenge: teach the other ambassadors important placemaking terms
	22	<b>December</b>	Common online session
<b>2024</b>	23	<b>January</b>	Preparation for exchange

	24	February	Dissemination Event Brussels
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## 8. EVENTS

A few events will happen through the ambassador program. They will be adapted depending on the needs of the project. More events can be added as needed.

### 8.1. Introduction Session

At the beginning of the Ambassador program, there will be two introduction sessions. One locally, which will introduce the project and the team to each other; and one online, which will introduce the international network and the cultural exchange activities.

#### 8.1.1. Local Introduction Session

In this session, project partners introduce ambassadors to the local practicalities of the network. This is also an opportunity for ambassadors to get to know each other.

The session should include:

- Information about the project
- Local specific information about the ambassadors
- Overview of upcoming tasks
- Introduction of each other

### 8.1.2. Online Introduction Session

In this session, ambassadors of all project partners will meet online to introduce themselves.

The session should include:

- Introduction of each partner and country
- Overview of cultural exchange activities
- Getting to know each other

### 8.2. Network Online Sessions

Through the cultural exchange activities, we will have two more online sessions with the full network. Here, we can reflect on cultural activities and brainstorm new activities that can follow. Additionally, this will be a space to connect with each other.



Figure 5. Youth in Oslo meeting online with Urban Foxes (Nabolagshager, 2022).

## 9. PARTNER'S STATUS AND VISION

Each project partner has provided information regarding the current status of their ambassadors (as of October 2022) and their vision for recruitment, execution and dissemination of the ambassadors' network. The questions were provided as a template to each partner. Questions were collected and agreed upon at the partners' meeting prior to the submission of the deliverable. Each partner filled out the template according to their current status. This way, we ensured that partners began to think about the upcoming process and reflect on their individual capacities.

## 9.1. Nabolagshager (Norway)

### **Have you already recruited ambassadors? If yes, how did you go about the process?**

Yes, we have already recruited 5 placemaking ambassadors through our youth program “Oslo Living Lab.” Our ambassadors are all 17 years old and come from local high schools. These ambassadors will begin with the local introduction at the end of 2022.

### **How are you ensuring social inclusion of your ambassadors?**

Our ambassadors go to local high schools that tend to have higher drop-out rates. By including them in this project, we ensure that they have higher employment opportunities after they finish school. Additionally, we provide them with a safe environment in which they can be empowered to develop their own ideas, while also prioritising diversity (regarding gender, ethnicity, religion etc.), which has made the group very heterogeneous.

### **Please describe the practical information surrounding your ambassadors:**

Our ambassadors meet weekly at our office and work on multiple placemaking projects. They will be guided and advised by a youth mentor that has been working with them already on other projects.

### **How will you disseminate information about the ambassadors?**

We will publish content created by the ambassadors through social media channels such as Facebook and Instagram. Additionally, we often publish videos and podcasts made by the ambassadors on YouTube. Local events are usually disseminated through

traditional and online media in Oslo. We will also ensure that our ambassadors are visible as local placemaking experts by including them in other placemaking projects in the city often carried out by collaborators.

## 9.2. Urban Foxes (Belgium)

**Have you already recruited ambassadors? If yes, how did you go about the process?**

Yes, we already have 10 local PM4I ambassadors through our youth program the Academy for Urban Action. We used a combination of outreach in several Brussels' schools, social media calls and word of mouth.

**How are you ensuring social inclusion of your ambassadors?**

As Brussels is the 2nd most cosmopolitan city in the world, cultural diversity comes naturally in our setting. The partner schools are found in precarious neighbourhoods, often with a lack of public space and home to low-income families and youngsters with lesser opportunities than the more advantaged neighbourhoods. During the selection process we ensured a gender balance and made some important decisions to ensure social inclusion of mentally and physically challenged youngsters. We have included one person with the Mosaic Down Syndrome and one youngster from the autism spectrum. At this moment we have 5 boys, 4 girls and one non-binary person. For all of them we try to create a safe, welcoming and supportive environment.

**Please describe the practical information surrounding your ambassadors:**

Our ambassadors meet weekly at different locations, being our residency partners. A youth worker and action-researcher, both with ample placemaking and youth working experience will be guiding them through the activities.

### **How will you disseminate information about the ambassadors?**

We publish content that was co-created by the ambassadors, relevant people and organisations are tagged so the sharing of the different posts and stories can be facilitated. On a regular basis, the youngsters present their process, findings and results to the outside world, during their Urban Showcase. Our youngsters also organise and facilitate workshops they have designed themselves in Brussels' and Flemish high schools to spread the message and tools.

### **9.3. Sguardi urbani (Italy)**

**Have you already recruited ambassadors? If yes, how did you go about the process? If no, please describe how you will carry out the recruitment:**

We already have a group of youngsters that are eager to join the ambassador network. Nevertheless, we will launch a call for action and we will organise an event to inform about the PM4I project in order to see if some other youngster wants to join. Therefore, we will launch the call online and at the same time we will ask youth workers operating in disadvantaged neighbourhoods to identify among the youngsters involved in their activities potential participants for the ambassador network.

Later we will organise an event/workshop where we will invite all the potential participants and we will propose to them activities aimed at letting them get acquainted with placemaking issues and at letting them know each other.

**How are you ensuring social inclusion of your ambassadors?**

The group of youngsters we work with come from very different backgrounds in terms of socio-economical conditions, culture, sexual orientation and country of origin. By ensuring to have a heterogeneous group that considers difference as an added value, we will promote inclusion of all participants, also of the ones that usually are excluded by this kind of activities. In doing so they won't feel inadequate but they will have the possibility to contribute to the implementation of activities. We will ensure their inclusion also from a practical point of view: we will pick them up when they have difficulties in reaching the meeting place and we will give them support beyond the project scope.

**Please describe the practical information surrounding your ambassadors:**

Our ambassadors meet 2 times a month at our office to work on placemaking activities. They will be guided and advised by two youth mentors that have been working with them already on other projects.

**How will you disseminate information about the ambassadors?**

We will post pictures and reflections about the work developed with ambassadors on our facebook and instagram account. We will also publish updates on our website. The ambassadors themselves will contribute to produce and upload contents regarding the activities carried out together.

## 9.4. AKNOW (Greece)

**Have you already recruited ambassadors? If yes, how did you go about the process?**

We have managed to recruit five ambassadors: 2 young people under the age of 30 acting at the same time as youth workers in local/regional NGOs, 3 young people aged between 18-24 years old. They are all engaged to participate in the project activities.

All people were contacted either from the organisation's network - in the case of NGOs - or through the surveys conducted for the purposes of the second work package.

### **How are you ensuring social inclusion of your ambassadors?**

The NGOs represented by the youth workers are located in rural areas with limited access to events and E&T opportunities. This means that the two ambassadors will have the chance to raise their voice for the support of such areas towards more inclusive activities. On the other hand, the youngsters selected as ambassadors derive from a different socio-economic background - one of them originating from another country.

### **Please describe the practical information surrounding your ambassadors:**

The team will meet at the organisation's premises every last week of the month to discuss upcoming activities. The time given between the meetings will be dedicated to the actual implementation of activities related to placemaking.

An external volunteer serving as a youth mentor will be guiding them from the very beginning. The first week will be dedicated to ice-breaking activities in order for the ambassadors to get closer to their mentor and become more familiar with the process.

### **How will you disseminate information about the ambassadors?**

As with all PM4I activities and results, updates concerning placemaking ambassadors will be hosted on PM4I's website. Each partner will update the website accordingly.

Furthermore, each PM4I partner will share news and information about ambassadors on their organisation's website and social media.

The multichannel digital campaign "Place make it/ Please make it" will host stories from ambassadors and their community and each partner's social media channels will run the respective communication campaign.

## 9.5. Estel (Spain)

**Have you already recruited ambassadors? If yes, how did you go about the process?  
If no, please describe how you will carry out the recruitment:**

The placemaking ambassadors recruitment will start in early November. There are already some people who might be willing to join. In any case, there will be a call for applications on social media and on physical spaces in the city we work. Furthermore, Estel will send this call to the young people identified, asking them to share it with people in their local communities and themselves, in order to spread the call. Moreover, we will ask youth workers operating in disadvantaged neighbourhoods to identify among the youngsters involved in their activities potential participants for the ambassador network.

Then Estel will make a workshop to familiarise them with the concepts of placemaking and social inclusion, help them to map their superpowers, and make activities to make them feel part of the group.

**How are you ensuring social inclusion of your ambassadors?**

During the selection process we will ensure a gender balance, and also a social inclusion of mentally and physically challenged youngsters. When necessary we will previously ask for advice and help from the youth workers who already work with these young people, in order to make them feel comfortable in a safe, welcoming and supportive environment.

**Please describe the practical information surrounding your ambassadors:**

The meeting place will be our workspace, La Cooveta. An educator, a placemaker and a youth worker will be guiding them through the activities.

**How will you disseminate information about the ambassadors?**

One of the tasks that we will work on at the beginning is the local dissemination plan with the ambassadors. We will focus on the channel, the material, the style and the publishing period. Also, we will create offline content which will be exposed in our workspace, and will be seen by local people.

### 9.6. CGE e.V. (Germany)

**Have you already recruited ambassadors? If yes, how did you go about the process?**

We are in the process of recruiting the ambassadors by starting the outreach process. The first outreach event we did was visiting Altenburg, hosted by local associate Fack e.V, where 8 young people participated in the group discussion about placemaking. We will continue the outreach process with social media calls and word of mouth with Youth in our network and we will reach out to youth workers working with disadvantaged groups to cooperate with dissemination.

### **How are you ensuring social inclusion of your ambassadors?**

CGE e.V. has experience in working with disadvantaged youth, especially with people with migrant backgrounds.

We work in the region of Thuringia, which has a relatively low migrant population but with a rising percentage of extreme right wing followers.

Through the years, we provided a physical and supportive multicultural-friendly environment, working closely with other social and youth organisations and integration centres in Erfurt and the region. As a result, we access groups that could be more intimidated by formal spaces using non formal methodologies for migrant inclusion, with tools such as non-verbal theatre techniques, gardening, games, and entrepreneurship upskilling programs. We constantly organise local actions and activities that provide a safe net and a sense of community for migrants and newcomers. Groups of young disadvantaged people can relate to our team, which is composed of young professionals mostly from non-EU countries.

As for the ambassador program, we will rely on our experience to create a safe, welcoming and supportive environment. In addition, we will provide constant support to them with their projects throughout our solid project management skills and integrating them to our international community we built in the last years. Last but not least, the ambassador will have access to a mentoring program provided by our team and volunteers.

### **Please describe the practical information surrounding your ambassadors:**

At the beginning of the program, after the selection process, we will organise a one day event where we will introduce the program, the group of ambassadors to our team

and set the objectives. During the event we will organise icebreaker games, get-to-know-each and team-building activities, cook together, set the group rules, group and individual objectives and the agenda for the following months.

Our selected ambassador will meet on a monthly basis with a placemaker of our team who will be guiding them through the activities. In addition, they will perform team building activities to bond the group. Follow up will be done weekly with online meetings.

Ambassadors will have checkpoints every six weeks with their mentor to assess their degree of motivation and involvement with the team and the group activities.

### **How will you disseminate information about the ambassadors?**

For dissemination we will follow the dissemination guideline. Posts will be created for CGE social media, CGE website. In addition, content will be created for the official PM4I website and the project newsletter.

The content will be based on the activities done by the ambassadors, their future agenda and their personal experiences in the program. Photos and video testimonials will support the written blogs. We will encourage ambassadors to be active in their own social media. In addition, we will actively search for media coverage on the local level and reach out to the network to disseminate the activities and the program.

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## ANNEXES

### ANNEX I - Placemakers Ambassadors Network: Handbook for Ambassadors



Place Make It

## Placemaking Ambassadors Network

### Handbook for Ambassadors

PLACE MAKING 4 INCLUSION - REVIVING ACTIVE CITIZENSHIP FOR  
RESHAPING THE SOCIETIES

## Welcome to the Placemaking Ambassadors Network!



We are excited to have you with us on this journey.

# Table of Content

1. About the project
2. About our organization
3. Practical information
4. Activities
5. Cultural exchange with partner organizations

## About the Project

The project Placemaking 4 Inclusion – reviving active citizenship for re-shaping societies aims to empower youth organizations, youth workers and youth through placemaking methodology and practices. Social inclusion of young people from diverse backgrounds is at the forefront of shaping local communities.

One priority of the project is to promote active citizenship and young people's sense of initiative through creative learning, intercultural dialogue, recognition of diversity and promotion of tolerance through joint development of inclusive urban spaces fitting the needs of the communities.

By creating the Placemaking Ambassador Network, as outlined in this handbook, we find concrete activities, opportunities, and solutions to how to best include youth in the project, enable them to shape their neighbourhoods and become community leaders.

## About Nabolagshager



Nabolagshager is an Oslo-based non-profit think-and-do tank that works with the social aspects of sustainable, urban development. As social entrepreneurs, we work with people, planet, and profit to make cities greener and more social. In our work we participate in research projects and conduct social programming.

## Practical Information

- We meet Wednesdays between kl. 17-19 in our office at Schweigaardsgate 34C.
- This project starts 30.11. with an introduction session.
- Juleda will be your youth mentor: phone number # / email
- Please remember to sign the GDPR form.
- For more information, contact Nabolagshager.



# Activities

## 1. Placemaking awareness-raising campaign

Ambassadors will find good practices of placemaking and social inclusion related to one of the topics that motivate them the most: Culture, Sports, Art, Education, Sports, Health, Housing, Participation/activism, Sustainability, Public space, Transversal. These good practices could be either at the local or international level. Additionally, if some of them already have their initiatives on improving their communities, they can explain their project to others.



## 2. Testing educational tools, e-platform and AR app

Create a pre-questionnaire for ambassadors to identify the level of digital skills and familiarity with digital tools. This will define also the UX of the platform/AR app (the lower the level, the simpler the tool!).

Test and validate the AR app in EN and national languages. An online survey shall be filled in (anonymously) by ambassadors and people from the target group.

## 3. Placemaking pilot-testing

Ambassadors will be main protagonists in the workshops/programme to pilot the PM41 concept including

- 1) testing the Placemaking Competences framework,
- 2) implementing the most suitable aspects of the Placemaking Cookbook
- 3) establishing relations and conversations with other stakeholders/decision makers on Placemaking in their communities



## 4. Youth Exchange in Italy

Ambassadors will help in organizing the exchange (preparing content and elaborating proper communication about the event)



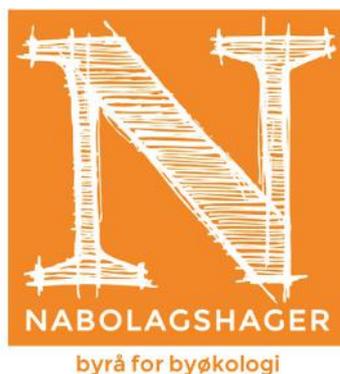
## Cultural exchange with partner organizations



**Italy**



**Germany**



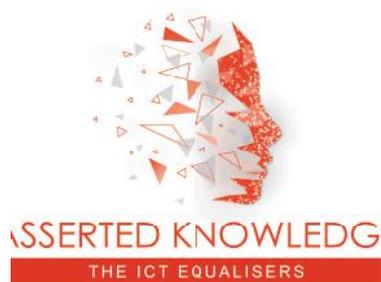
**Norway**



**Belgium**



**Belgium**



**Greece**



**Spain**