

Awareness Raising Campaign

June – July 2023

Plant your city!

The placemaking ambassadors with the support of different organisations both in Athens and also in rural areas came up with the idea of organizing ‘green’ campaigns to make the city more sustainable through planting activities.

Project creation phase

Phase 1: Conceptualization

The idea derived from a brainstorming session among young people and leaders back in December 2022. Participants were asked to think about one major challenge related to placemaking in the city.

In particular, in post-cards they were asked the following questions:

1. What placemaking is for you?
2. How do you define the term ‘inclusion’?
3. Can you think of any societal challenges in your city?
4. Can you think of any environmental challenges in your city?

After sharing a common definition of placemaking, participants were asked to come up with ideas of how placemaking can be the answer to the aforementioned questions.

The challenges identified were:

Societal	Environmental
Elderly people still have prejudice against diversity	No green is left – especially after summer fires / winter snow given that Athens is not used to that
School system does not actively support inclusion – The ‘one-size-fits-all’ model is still being implemented despite the existence of intercultural schools	No space for green in the city centre – it is full of buildings
Migrants are not really connected to the locals	No parks
There is no socio-spatial consciousness	No infrastructure for electric cars / bicycles / electric scooters

The decision:

Participants agreed that focusing on making the city green aligns with the definition they have previously provided for placemaking supporting also teamwork and inclusion, when activities are implemented and organized properly.

This led the team to organizing a group 'planting' activity to areas nearby the city that have been destroyed either by natural disasters.



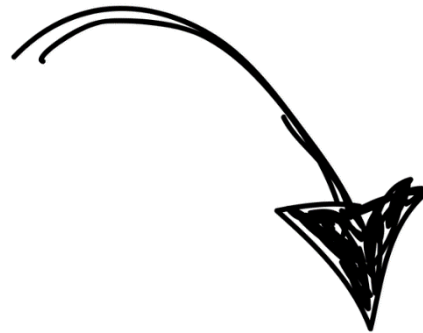
Phase 2: Planning

A first round of engaging local actors, public authorities and NGOs was planned for June 2023.

During this engagement phase, a representative from the company acting as a leader implemented an awareness workshop in the city of Argos, (supported by Learning Seed NGO), where supporting NGOs and stakeholders were located with a view to make the awareness campaign more accessible and yet engaging through face-to-face sessions.

A similar action was implemented in Athens, on the premises of the company.

The dates of the activities were 30.06.2023 in Argos and 07.07.2023 in Athens.





The engagement workshops lasted approximately 2 hours each with a view to remind participants about the goal of the project and inform them about the 'planting' activity in order to receive feedback and support during the implementation. The goal was also to mobilize them acting as ambassadors to encourage others to join the activity.

The following infographic was shared as part of the dissemination process of the activity:



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Place Make It



Place Make It



PLANT YOUR CITY



ΤΙ ΘΑ ΚΑΝΟΥΜΕ

Ελάτε με την ομάδα του έργου Placemaking 4 Inclusion (PM4I) να κάνουμε την πόλη μας πιο πράσινη! Ας φυτέψουμε μαζί όσα μικρά δεντράκια μπορούμε κι ας τα δούμε μαζί να μεγαλώνουν!

ΠΟΤΕ ΚΑΙ ΠΟΥ

Αν θες να μάθεις περισσότερα για το PM4I πριν την ημέρα δενδροφύτευσης, μπορείς να συμμετέχεις στις εξής ενημερωτικές ημερίδες:

Άργος, 30.06.2023 @ 18.00 στη Δημοτική Βιβλιοθήκη Αθήνα, 07.07.2023 @ 17.30, Κατεχάκη 44

Αν απλά θες να συμμετέχεις στη δενδροφύτευση, δεν έχεις παρά να μας συναντήσεις εδώ:

Γλυφάδα, 05.08.2023 @ 09.00, Οδός Μετσόβου



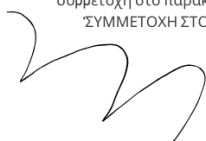
ΠΩΣ

Η ομάδα του PM4I θα σου παρέχει όλο τον απαραίτητο εξοπλισμό! Το μόνο που χρειάζεται να φέρεις είναι καλή διάθεση, όρεξη! Καλό είναι να έχεις μαζί σου ένα μπουκαλάκι νερό, μία μπάρα ή μπανάνα και το καπέλο σου!



ΠΩΣ ΘΑ ΛΑΒΩ ΜΕΡΟΣ

Φυσικά η συμμετοχή είναι ελεύθερη! Το μόνο που χρειάζεται είναι να δηλώσεις συμμετοχή στο παρακάτω email με θέμα ΣΥΜΜΕΤΟΧΗ ΣΤΟ PM4I Planting!



Διοργανωτής:



Θες να μάθεις περισσότερα για το έργο:

Μπες στην ιστοσελίδα μας:

www.placemaking4learning.eu



The activity was also disseminated through the organization's Facebook page as shown:



Phase 3: Implementation

The 'planting' activity was implemented with the support of Learning Seed as a youth-oriented NGO and EPI as a local educational institution to recruit young participants and also the municipalities of Argos and Glifada to properly organize the activity with their permission to use the selected public space.

The result of the activity was the involvement not only of the leaders and ambassadors but also of the people who were passing by for a morning walk together with their families (including also tourists in the area). Participants were given the appropriate equipment (gloves, seeds, small plastic shovels) to support this initiative.

Given the high temperature of the day, the activity lasted only 1.5 hrs, while more than 20 trees were planted!

The activity was implemented on 05.08.2023.



