

Awareness raising campaign

Dates of the activities:

7th July - 18:00-20:00

12th July - 17:00-20:00

Description:

During these two meetings we've tried to connect the previous activities with the awareness raising campaign (ARC) in a way that it made sense and give continuity to the work being done.

The **7th of July** we held an indoor meeting to decide about the contents and tools of communication for the ARC. The group decided they would like to meet some local people and stakeholders and also held a workshop for children to get to know their ideas about their neighbourhood. The outcomes of the activities would be used to create an article to share in a local online magazine and also on Sguardi Urbani social media.

The questions for the interviews defined were the following:

- Do you live here?
- Do you like the place where you live?
- (What does what you see convey to you?)
- What are the pros and cons of the area?
- What would you change about this area?
- If this space changed would you experience it differently?

As for the workshop with children we contacted the local organisation **boog** (<https://www.boogpa.org/>) that works in the neighbourhood. Unfortunately they could not help to organise the activity with children and it was cancelled.

The **13th of July** the group met in the neighbourhood to make interviews and get the needed materials to create the article. They interviewed the following people:

- Group of local families
- A representative of **boog**
- A local shop owner
- A couple of local people
- A local pizzeria owner

After around one and a half hours of outdoor work we went all together to **neu noi**, the cowork where we meet normally, to discuss the results of the interviews and share the work to be done. There were a lot of interesting reflections and realisations the Ambassadors got from the meeting with the local people. These are summarised in the article they wrote all together (each young person wrote a paragraph of the article). Plus, they decided to create a video as well. All outcomes plus the interviews are all shared in the Basecamp folder.













