

PLACEMAKE EARTH CHALLENGE

📍 FORT LAUDERDALE (FL, UNITED STATES) *Placemake:SoFlo & Pontiac Holonomy Incubator*



From Wuhan to the World - a Placemaking Declaration

The partners used their proprietary engagement tools to work toward creation of a Placemaking Declaration modelled after the Wuhan Declaration. The participants worked on prototyping a grass roots process for communities to create their own Placemaking Declaration. They have learned that by using the PlacemakingX network, collaborative partners and grass roots stakeholders can easier drawn in for brainstorming sessions and technical advice.

- The Wuhan Placemaking Declaration is a powerful example for us all. The PlacemakingX movement has officially gone "viral".

The image displays a Mural collaboration session. The main workspace is a digital canvas titled "PHIN-CO Digital Design Thinking Process: Earth Day & Post-Pandemic Futures". It contains various diagrams, including a "Six Thinking Hats" diagram, a "Design Process" flowchart, and a "Placemake:SoFlo Declaration" document. The canvas also features sections for "Mural Mouse Tips", "Collaborative Grant Opportunities", and "Research & Exhibits". The browser address bar shows the Mural URL: app.mural.co/j/digitallearning3795/m/digitallearning3795/15869630611601471803175989041fd17ace901ac0a6ac0154941. The interface includes a "SHARE" button and an "EXPORT" dropdown menu. On the right side, a video conference grid shows several participants. The names "Nahshid's iPad" and "Arely" are visible in the bottom right corner of the grid.

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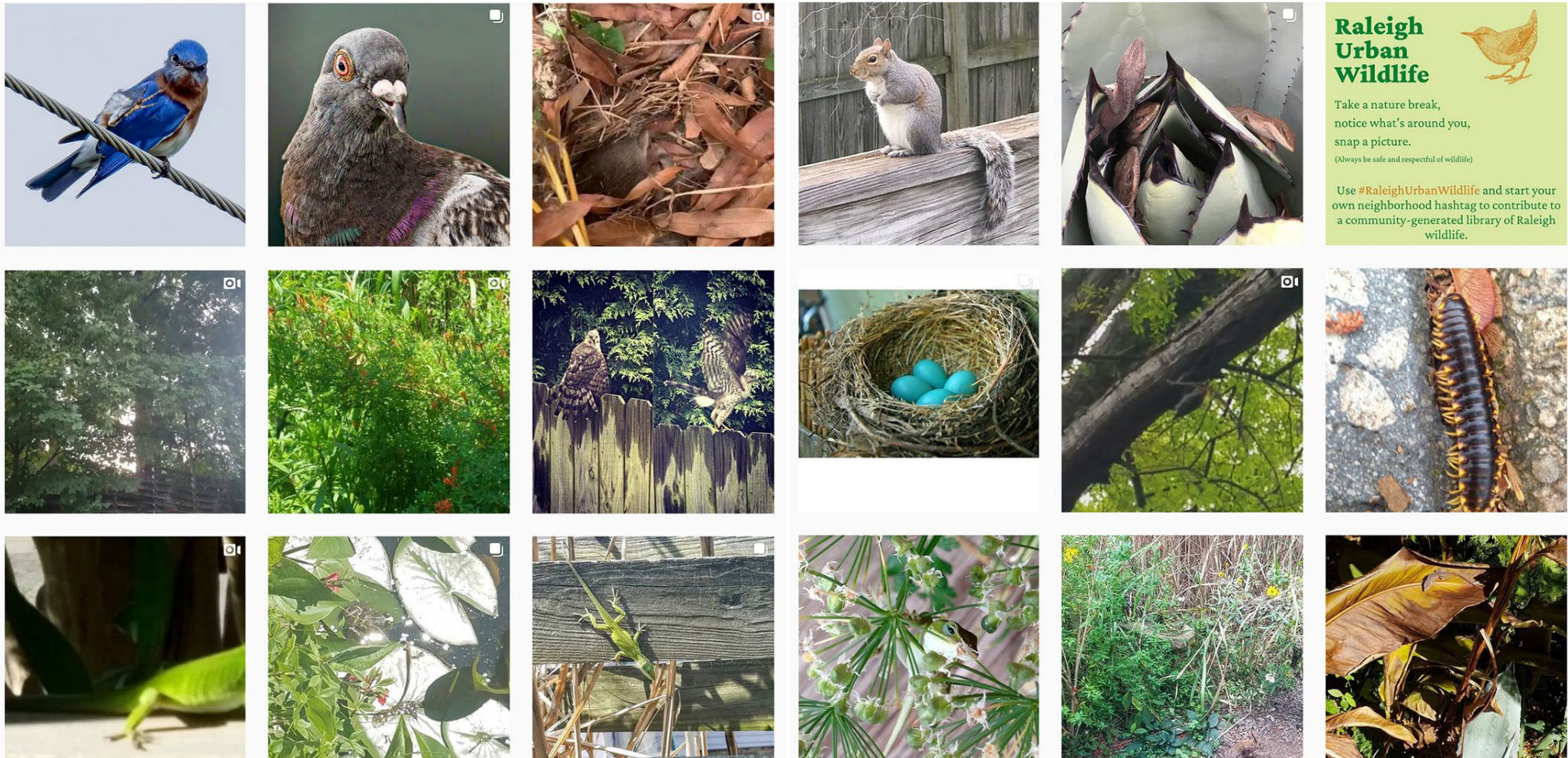
RALEIGH (NC, UNITED STATES) *Tina Govan Architect, Placemaking Studio*



NOTICE THE (wild)LIFE OF YOUR CITY!

The biggest challenge was getting people to participate, especially under the circumstances of Covid-19. I realized that people are more likely to contribute if they feel pride, or some kind of status or self-image boost, as a result of taking part. I also learned that by giving others some control and ownership, such as allowing a student to make the graphic for this project, they will spread the word to their networks and engagement will grow.

- To notice is to care. We must see and care for ALL the life around us. We are a part of a larger whole.



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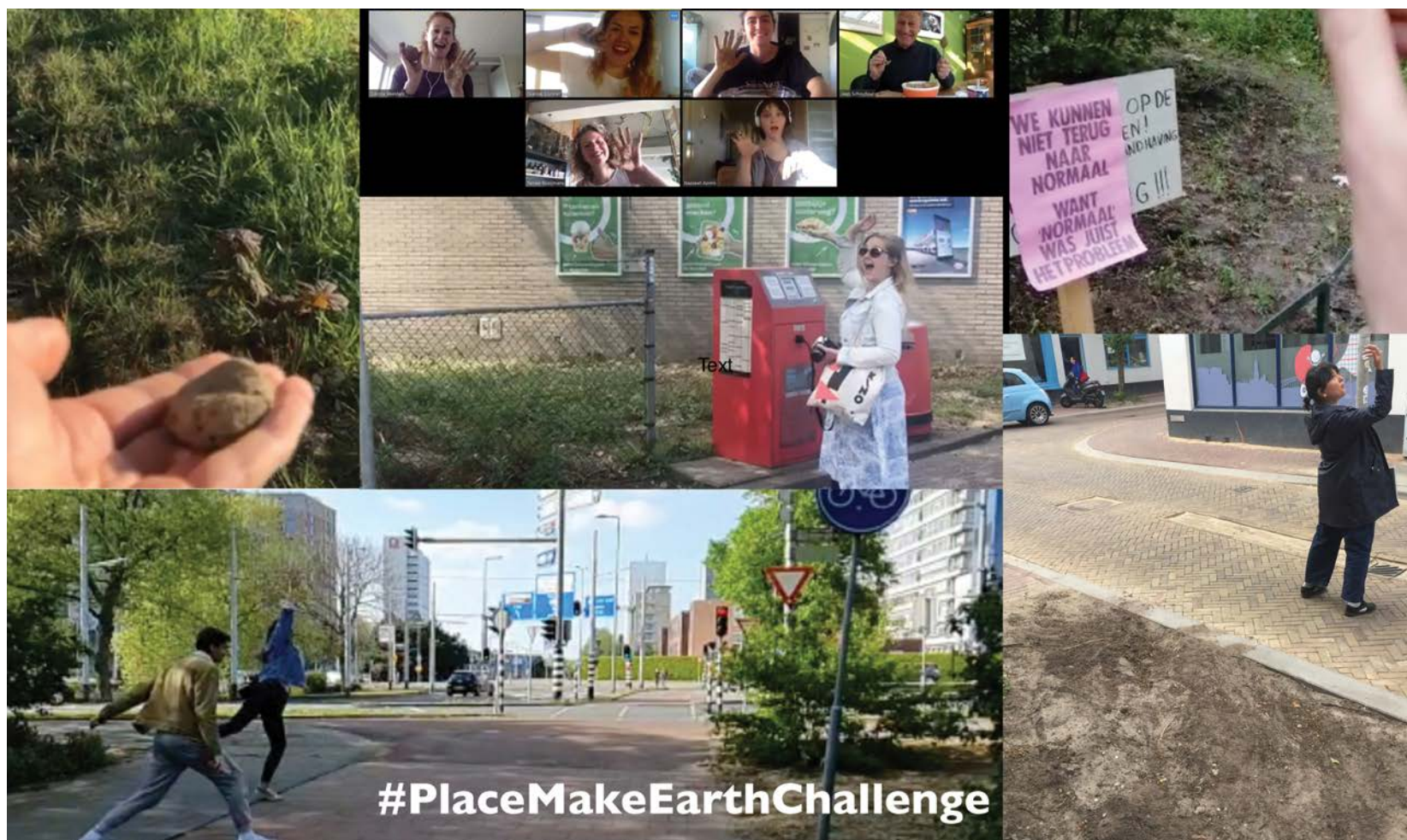
📍 **VARIOUS CITIES (NETHERLANDS)** *STIPO*



Flower Bomb Challenge

The Stipo team has done the flower bomb challenge as part of the #PlacemakeEarthChallenge together with the Guerrilla Gardeners NL, who were also celebrating the National Sowing Day in the NL on 22 April. All participants have made flower bombs as part of the morning check in on April 22 and bombed our neighborhoods in the following days.

- Quicker, cheaper, lighter solutions can be priceless; especially when the times are so restraining.



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📍 VARIOUS CITIES (SLOVENIA)

BIDs Belgium & 'Breathtaking Team'

Pocket Forest

The 'Pocket Forest' project incorporates an air quality measuring device which can be placed on clothing, bicycle, scooter, etc., that 3 Youth from Slovenia designed know as the 'Breathtaking Team'. The group was incredibly inspiring and ideal project also for Earth Day.

We were pleased to take the project as far as we could under the Covid circumstances, with some excellent communication and storytelling of the youth who participated. We hope that soon the product can be tested in the public spaces of local parks and citizens can engage with the youth to give further feedback. It would be amazing to see the 'Breathtaking Team' become an enterprise supported with funding to further develop this amazing project. An excellent collaboration between BIDs Belgium and the 'Breathtaking Team' supported by the Rampa Lab in Slovenia.

- It is vital to help youth in understanding the importance of developing critical thinking skills for some of the challenges we can find across our cities and communities.



Pocket Forest

It symbolizes the forests that are the lungs of our world.

POCKET FOREST CAN EASILY FIT IN ANY POCKET OF A JACKET.

THE SENSITIVE JACKET IS GOOD BECAUSE IT IS EASILY PORTABLE. IT IS INTENDED FOR PEOPLE WORKING IN AREAS WHERE HARMFUL GAS IS PRESENT. IT IS ALSO USEFUL FOR PEOPLE WHO HAVE DIFFICULTY BREATHING OR WHO HAVE LUNG PROBLEMS. IT CAN ALSO BE USED IN SPORTS (RUNNING, CYCLING,...).

THE POCKET FOREST ENSURES THAT YOU ALWAYS BREATHE CLEAN AIR SO YOU CAN TAKE CARE OF YOUR HEALTH.

SAMO

The product we are presenting is a product made with hard work and thoughtful design. We came up with it because we recognised the issue of pollution in megacities and wanted to improve the quality of life in those areas. And that is how Pocket forest came to life.

AJDA

One of the reasons we invented this jacket is to avoid overuse of reusable masks. Our goal was to build a device to help us determine how polluted the air is.

MAKS

I like the project because it is easy to make and it is convenient for various sports. I hope it will help as many people as possible.

PLACEMAKE EARTH CHALLENGE

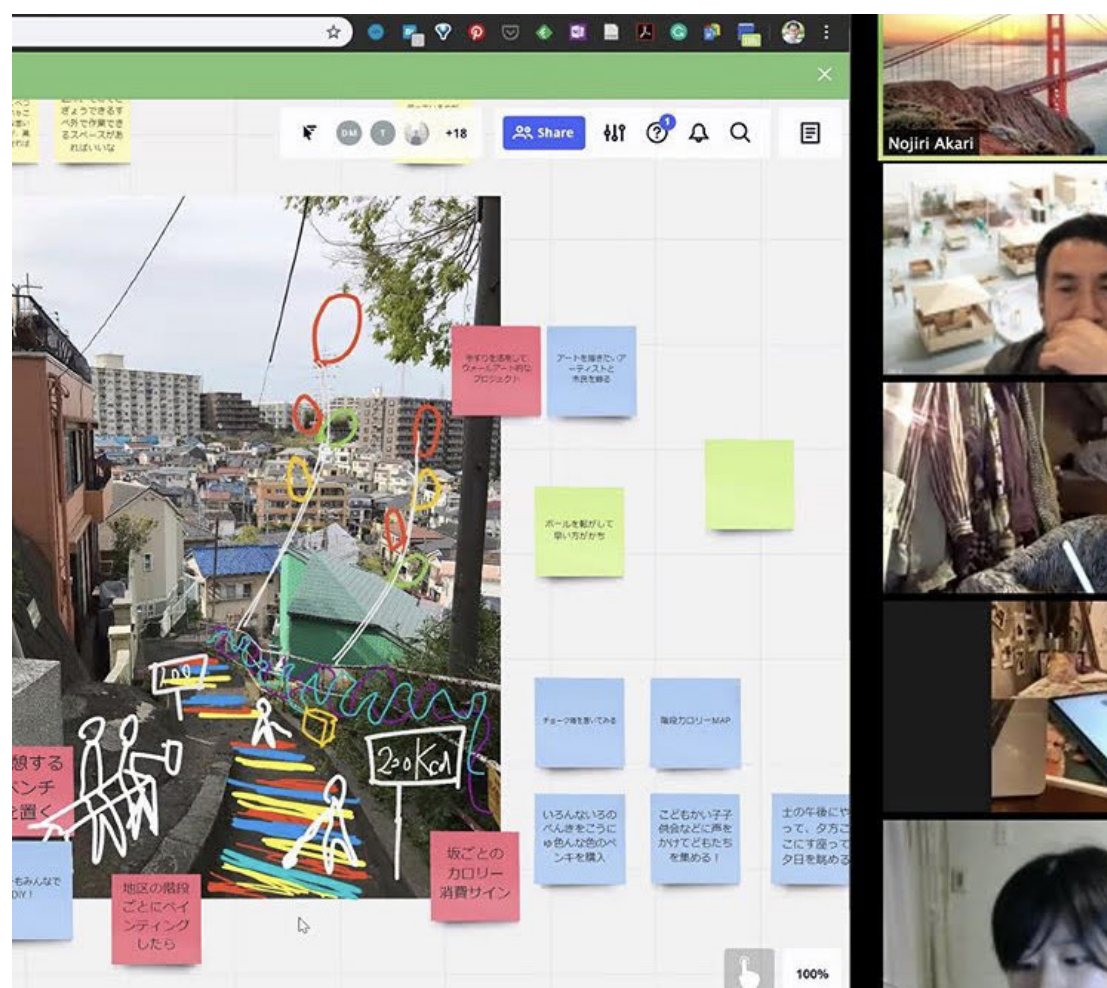
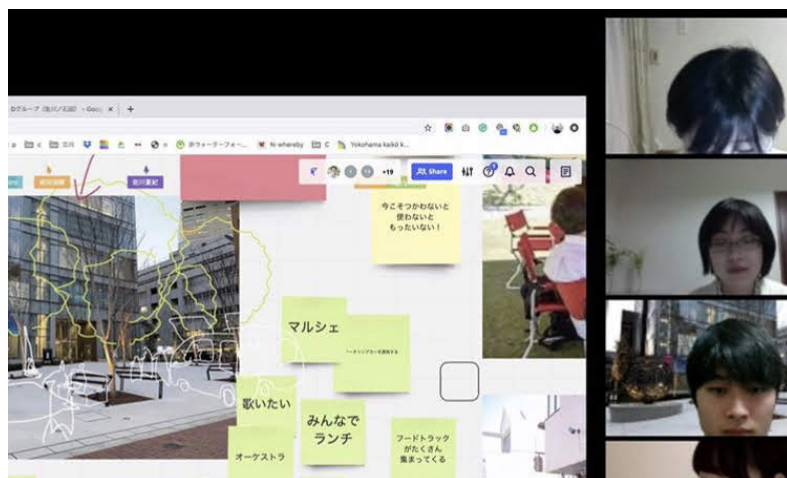
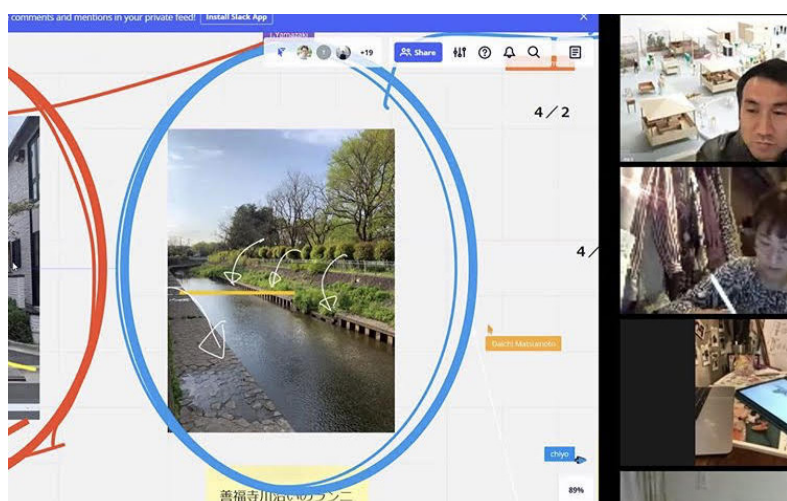
TOKYO (JAPAN) *Placemaking Japan / Sotonoba*



Place-dreaming

The project essence was to experiment with 'live drawing' on an online whiteboard in order to stimulate imagination for post-covid public spaces. Interestingly enough, during the experiment participants intuitively got used to the online whiteboard even without detailed tutorial and actively discussed on it. We are willing to refine the method with making a guide and use it for participatory ideation.

- Visual, interactive and online engagement would work both at local and global levels so it has excellent potential as a placemaking tool.



PLACEMAKE EARTH CHALLENGE

📍 TOKYO (JAPAN) *Green Army Japan*



Green Army Japan

As part of the Placemake Earth Challenge we made simple “seed bombs” and put them in vacant public spaces. During the process it was not simple to find an appropriate “voids” where we could place seed bombs and make them bloom in an effective way. In any case, the experiments were highly inspiring so we will keep seed-bombing, following growth and developing nicer bombs.

- Considering the social media in an attractive way as part of this tool utilisation can amplify its positive effects.



PLACEMAKE EARTH CHALLENGE

PONTIAC (MI, UNITED STATES) *Pontiac Holonomy Incubator - Network Collaboratory (PHIN-CO L3C)*

Earth Day (Pandemic) Placemaking Think Tank

We have always been interested in the “Butterfly Effect” and in the possibilities of networked co-creation from a hyper-local context. We began to introduce this in our practice and extended it further thematically during Placemake Earth Challenge. During the session the broader themes of Earth Day and Placemaking against the realities of pandemic crisis were explored, while bringing different actors and perspectives regarding the local economic and public health collapse.

- Value creation begins with communities and is always a bottom-up process!

The collage features several key elements:

- Sticky Note Tools:** On the left, there are icons for text, list, and comment tools, along with examples of 3x3, 5x3, and circle sticky notes.
- Mural Mouse Tips:** A section titled "Mural Mouse Tips" with instructions like "Scroll w/ Mouse Wheel / Fingers to Zoom" and "Double Click Interactive Links".
- 1st Video:** A section titled "1st Video" with a video player icon.
- Collaborative Grant Opportunities:** A section titled "Collaborative Grant Opportunities" listing various grant programs.
- PHIN-CO Digital Design Thinking Process:** A large central diagram titled "PHIN-CO Digital Design Thinking Process: Earth Day & Post-Pandemic Futures" showing a flow from "Six Thinking Hats" to "VISION" and "GAMEPLAN".
- Never doubt that a small group of thoughtful, committed citizens can change the world; indeed, it's the only thing that ever has.** A quote by Margaret Mead.
- Design Process:** A section titled "Design Process" with a flowchart.
- Research & Exhibits:** A section titled "Research & Exhibits" with various images and text.
- Placemake:SoFlo Declaration:** A section titled "Placemake:SoFlo Declaration" with a map and text.
- Participants:** A vertical strip of photos showing various participants in a video call.
- Sustainable Development Goals:** A grid of 17 icons representing the UN Sustainable Development Goals.

Scott Strawbridge, Brie Stevens, Corinna Moebius, Michael Moss, Nahshid Sulaiman (aka One Be Lo), Niki Lopez, Kathalee James, Arely Lozano, Marie (Miss Peaches) Huntley, Marie Pierce, Monica Williams, Jim Ross & MORE! Video + @phinco.org/EarthDay50

PLACEMAKE EARTH CHALLENGE

📍 **VARIOUS CITIES (BULGARIA)** *BG Be Active*



Spot Bulgaria

Due to the contemporary condition during Covid crisis our team developed the experiment in two following directions: 1) digital campaign to promote environment-friendly lifestyle as well as habits and 2) small-scale interventions with large community impact within the city Plovdiv that raise awareness of the environment, recycling and litter prevention.

- Be ready for the unexpected! Sometimes things you consider least challenging will cause issues, while those that seem difficult, will turn out to be easier to accomplish.



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SANTA ANA, CA (UNITED STATES) *Santa Ana Business Council*



Defend the Earth - Digital Art Gallery

The experiment targeted artists in the community who work on climate related art pieces. Surprisingly enough, the curation of an art show online worked great since it limited all the craziness of trying to get the pieces into the same gallery. In addition, it allowed for picking a theme and involving several local voices in a shared statement. The team behind this initiative is inspired to experiment further with doing more online gallery shows like this during COVID while real galleries are shuttered.

- Making an online gallery on the sacred topic of our planet created the very needed collective space to increase focus, build dialogue and responses.



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📍 LONG BEACH, CA (UNITED STATES) *Long Beach Fresh*



Urban Farm Place Game

As multiple possibilities were re-evaluated we decided to help the farm by creating a really high quality visual of the farm as an online place game. This was organised via corresponding photos and stories to construct a beautiful map/diagram of the farm. Based on the provided data and illustrations of plants, Madeleine Spencer, from our team, drew an attractive representation of the property which helps everyone working on the site the fruits their efforts will born.

- Having attractive visuals helps people see connections and can be used to as effective tools to communicate and meet objectives.



PLACEMAKE EARTH CHALLENGE

SANTA ANA, CA (UNITED STATES) *Downtown Inc*



Virtual Neighborhood Walking Tour

Our team used a high-definition video featuring a walk around our downtown to create a virtual neighbourhood walking tour event. We created over 100 points of historical and entertaining information to share as we walked along. In addition, we hosted the video as a “Watch Party” on Facebook, where nearly 100 interested people signed up to attend the walk and it started promptly at noon on Earth Day for a one-hour, one-mile virtual stroll around the neighbourhood.

- Translate a real-world experience into a digital one is totally possible but while doing so user experience needs to be the focal point of the experiment.

Facebook Watch Party interface showing a video titled "Walking tour of Downt..." with a "WATCH PARTY" overlay. The video content features vibrant graffiti art, including a large mural of a woman and children, and a green alien character. The interface includes a "REPLAY" button, a progress bar at -30:14, and social sharing icons. The right sidebar shows the "WATCH PARTY" details, including the video title, a "Now Playing" section, and a "Comments" section with two entries from the author and a user named Sand One.



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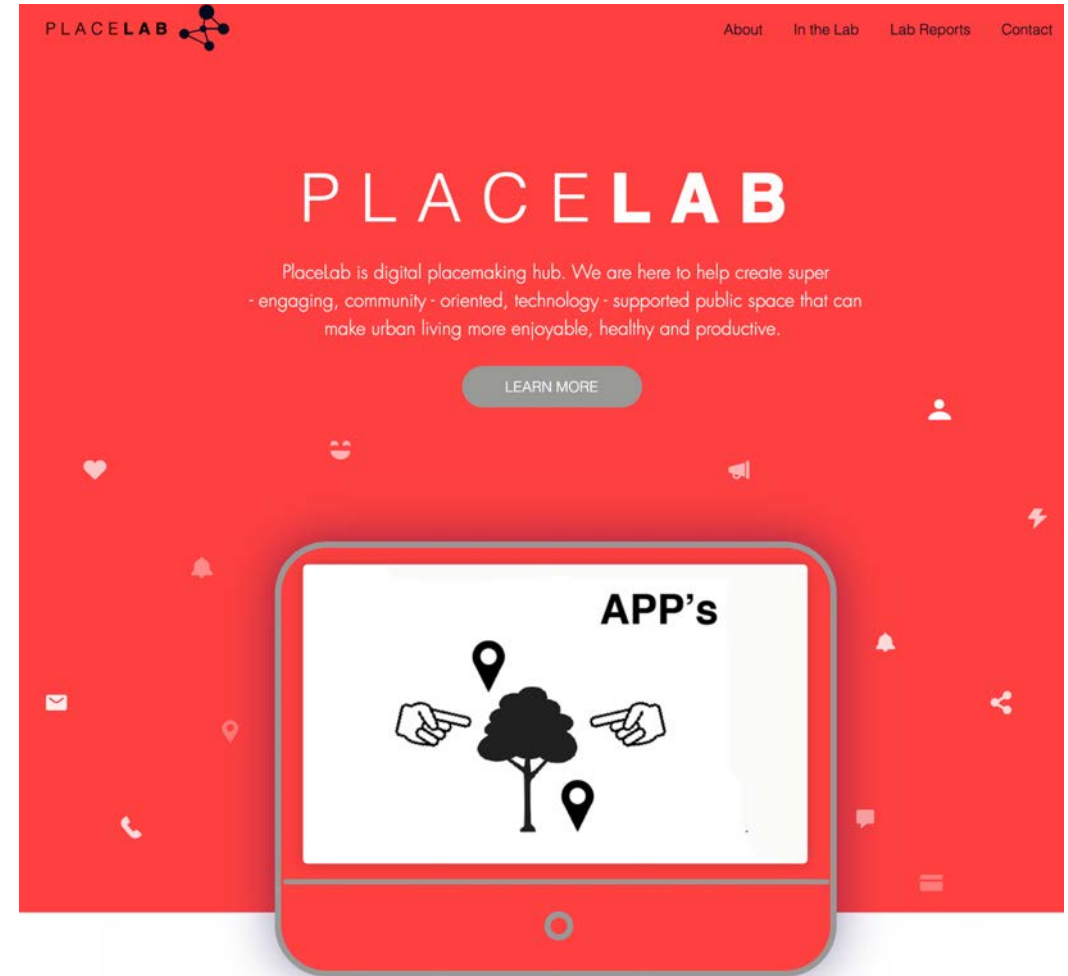
ROTTERDAM (NETHERLANDS) *BLOK74 Urban Simulations / Urban Communications*



Placemaking Web Lab

Our office used the participation in Placemake Earth Challenge as a possibility to launch a specialized website / platform placelab. It focuses on providing digital tools and support to create engaging, community-oriented, technologically-supported public spaces. The test case of the platform was executed, focusing on a concrete water square in Rotterdam for which initial engagement process and guerrilla gardening intervention was staged.

- Always look for alliances and partnerships!



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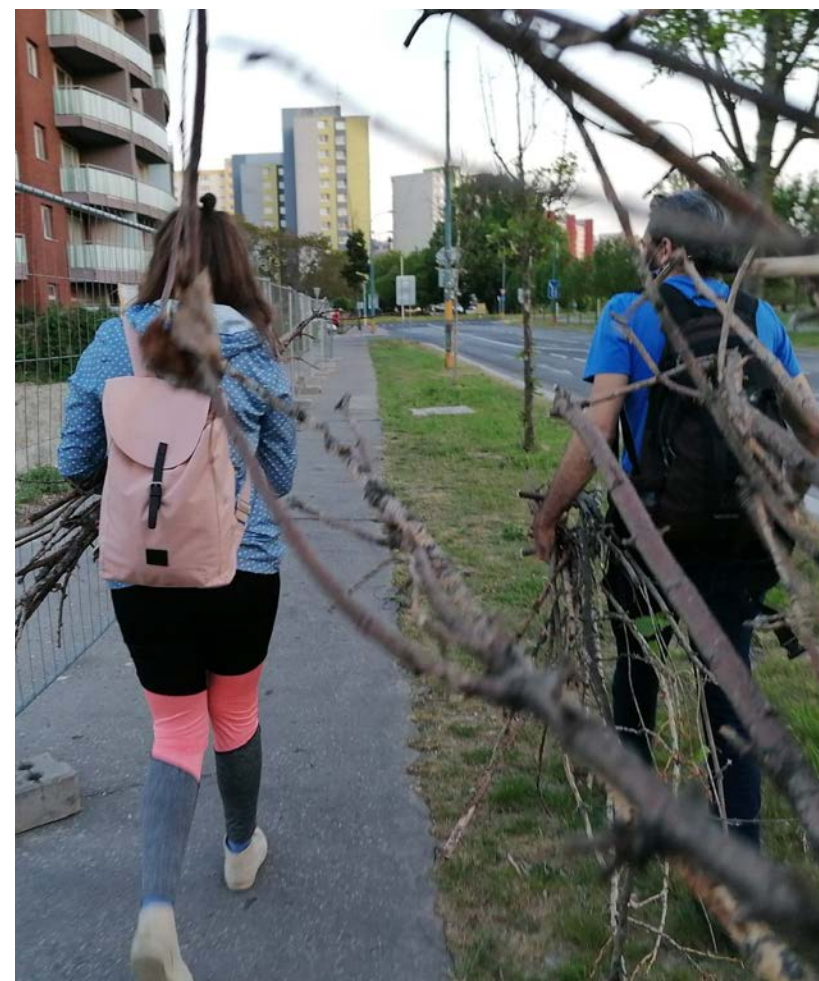
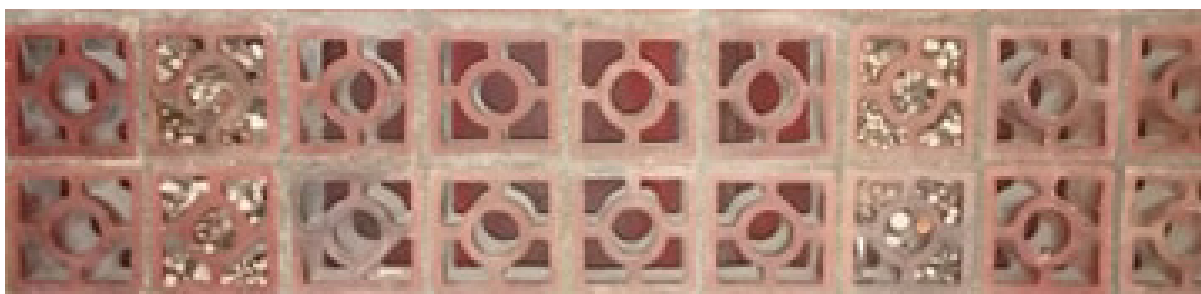
📍 **BRATISLAVA (SLOVAKIA)** *krasy terasy*



Bug Wall

The team's goals are to have a creative exercise, fun and experiment with an exciting urban structure. The ambition of activity is to generate social interactions within the neighbourhood during its realization and create spots for bugs to support their urban habitat. We will continuously and incrementally develop the project throughout the whole summer so we will be able to transform the whole wall into inhabitable space for bugs.

- Something does not need to be an innovation to develop big impact. If it is simple to do it, just do it 'lighter, quicker, cheaper' involve others and the impact will come.



PLACEMAKE EARTH CHALLENGE

📍 **STAVANGER (NORWAY)** | In | *Formal Norge*



#MakeCitiesBiodiverseAgain

Stavanger's participants joined the group of cities where it was experimented with planting flowers, which favour natural habitats for bees and other insects to raise awareness about urban biodiversity. During the process the local team was aiming to inspire local activities within the neighbourhood in order to revive a derelict public space, initially design for communal purposes.

- Activity always provokes more activities. Just going out and acting in favour of your neighbourhood is very likely to generate local enthusiasm.



PLACEMAKE EARTH CHALLENGE

HASKOVO (BULGARIA) | *In | Formal Association*



#MakeCitiesBiodiverseAgain

The participants based in Haskovo (Bulgaria) joined the group of cities where it was experimented with planting flowers, which favour natural habitats for bees and other insects to raise awareness about urban biodiversity. The idea behind the initiative was to beautify a stretch of a public path as a possibility to engage with the passers-by and local neighbours.

- Growing flowers and food will help anyone to go back to one's roots and re-connect with local context!

