

REPORT OF FEEDBACKS AND RESULTS

D.T3.1.6

Report of feedbacks and results of pilot actions

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CONTEXT

The reported events took place in the 4th and 5th period of the BhENEFIT project duration as a part of work package T3 'Increasing awareness and capacity building'.

The following events took place within the activity 3.1:

- Karlovac (Croatia) on April 16th, 2019, led by PP10 Karlovac
- Mantova (Italy) – first urban walk on April 17th, 2019, led by PP1 Mantova
- Mátészalka (Hungary) on May 25th, 2019, led by PP4 SZRDA
- Poprad (Slovakia) on June 7th, 2019, led by PP7 Spectra
- Mikulov (Czech Republic) on June 19th, 2019, led by PP12 IURS
- Idrija (Slovenia) on October 10th, 2019, led by PP5 ICRA
- Mantova (Italy) – second urban walk on November 11th, 2019, led by PP1 Mantova
- Mantova (Italy) – third urban walk on November 28th, 2019, led by PP1 Mantova

This deliverable collects the feedbacks and results from the above-mentioned events and summarizes the information obtained from the responsible project partners and the participants of the events.

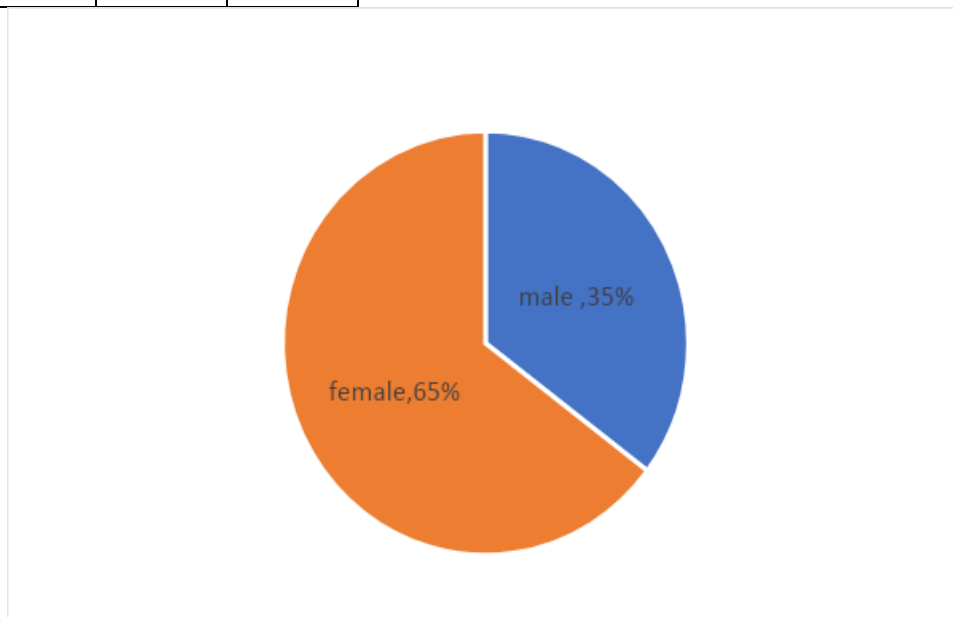
At the beginning of the 4th period the project consortium agreed on a sheet for reporting the event and a form for collecting the feedbacks after the event from the participants. The filled-in forms had been collected by the responsible PPs and elaborated into short summaries. These summaries are included in the third part of this deliverable.

The fourth part includes the collected feedback and results from the feedback forms and events' reports as a summary of the findings and recommendations in form of lessons learned.

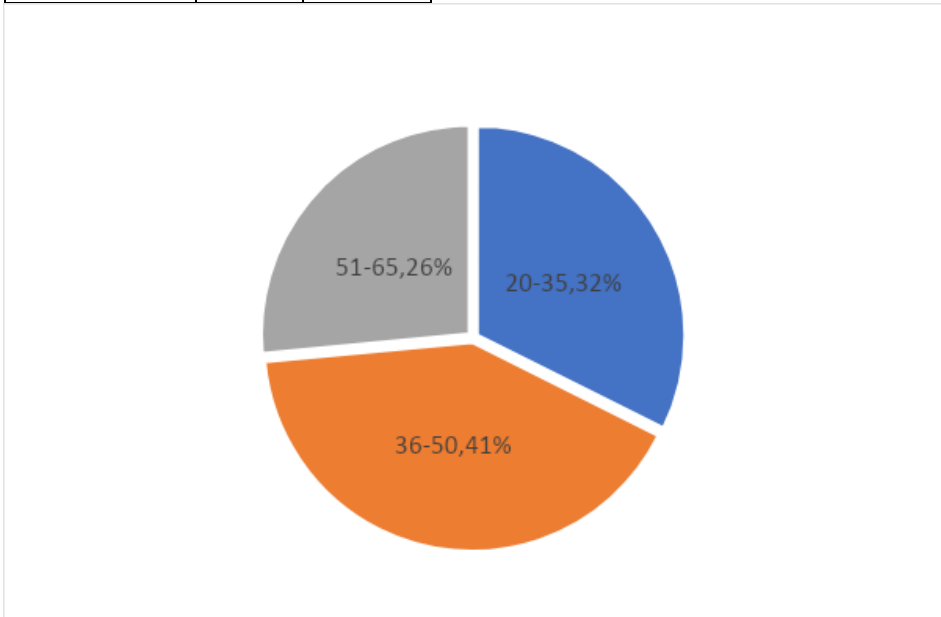
FEEDBACK REPORTS ON INDIVIDUAL EVENTS WITHIN ACTIVITY 3.1

Urban walk, City of Karlovac (Croatia), April 16th, 2019

1.Gender:	male	12
	female	22

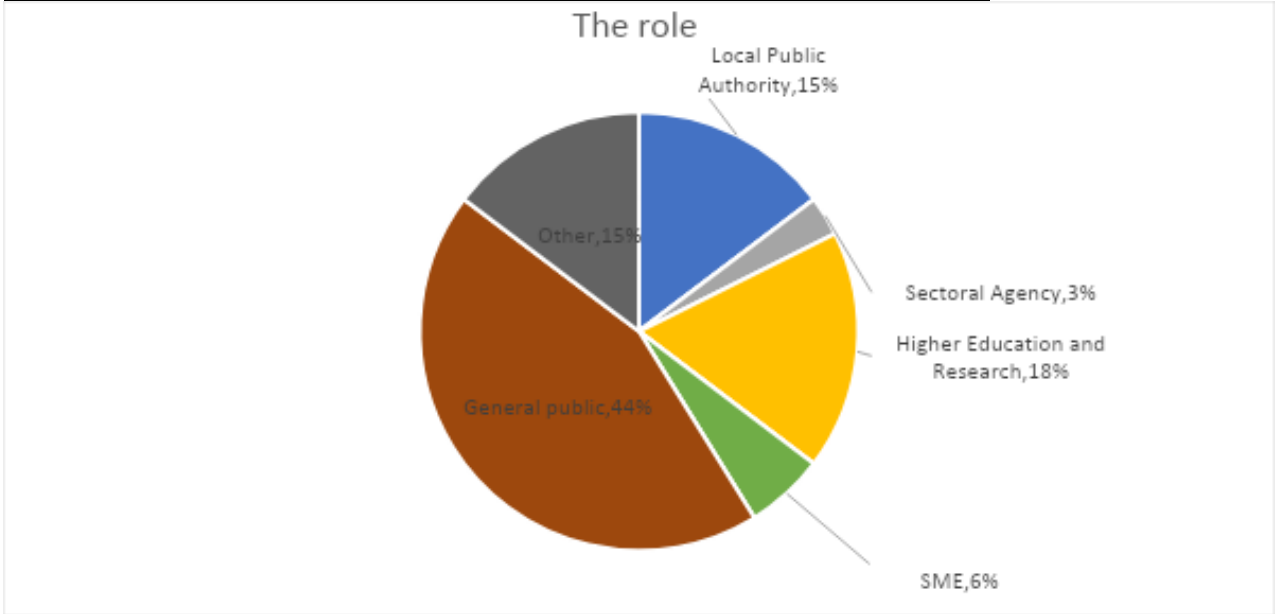


2.Age group:		
	20-35	11
	36-50	14
	51-65	9
	< 66	0



3. Please select your role:	Local Public Authority	5
	Regional Public Authority	0
	Sectoral Agency	1
	Higher Education and Research	6
	Infrastructure and (public) service provider	0
	SME	2
	Business support organization	0

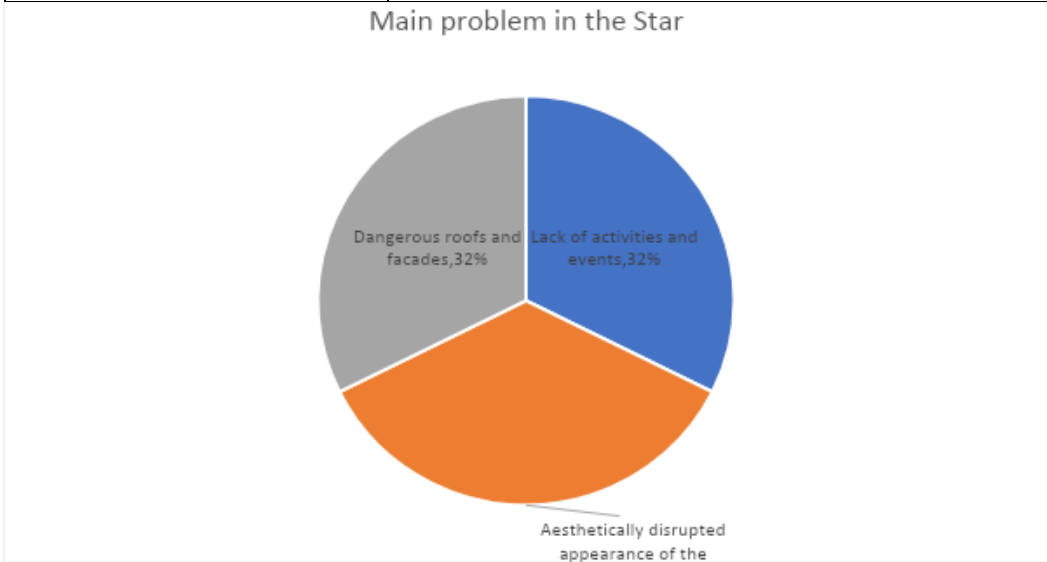
	General public	15
	Other	5



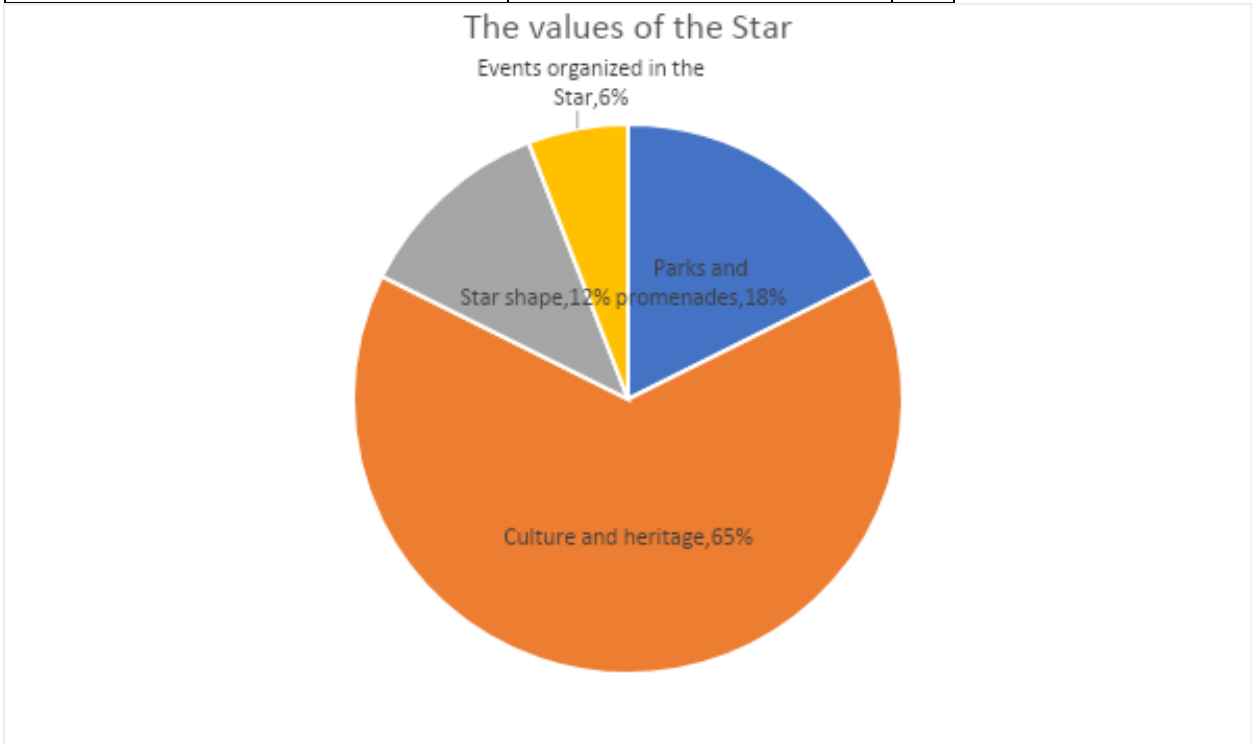
4. What was your primary goal in attending this event?	Gaining more subject matter expertise	11
	Greater active participation	14
	Business networking	2
	New development projects discovery	3
	Other	4



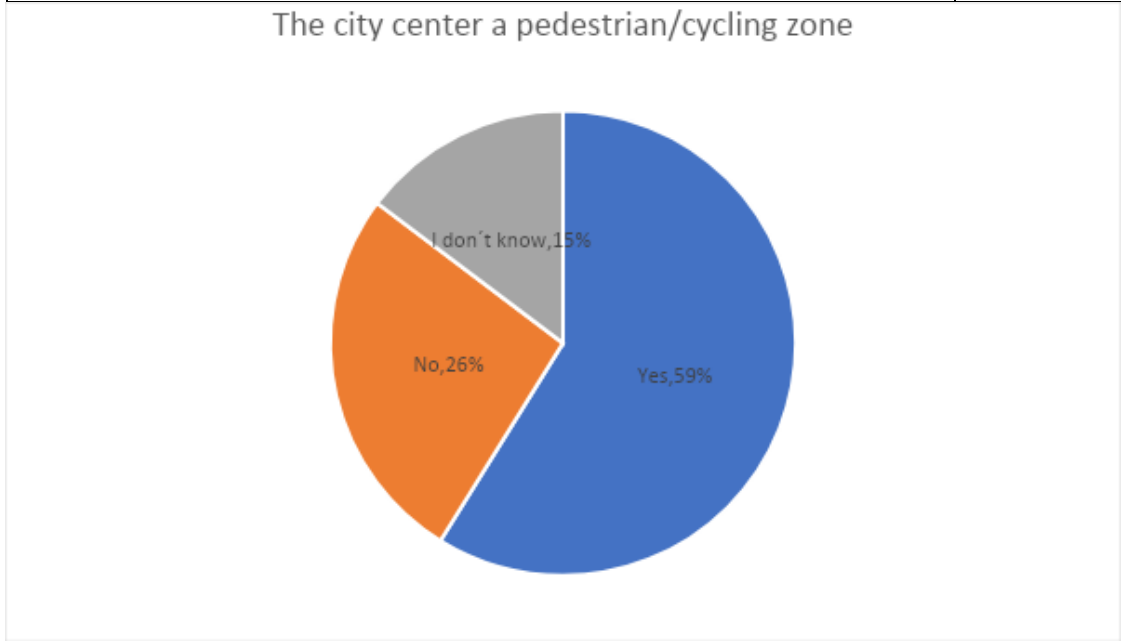
5. What do you think is the main problem in the Star?	Lack of activities and events	11
	Aesthetically disrupted appearance of the buildings	12
	Dangerous roofs and facades	11



6. Which are by the values of the Star?	Parks and promenades	6
	Culture and heritage	22
	Star shape	4
	Events organized in the Star	2

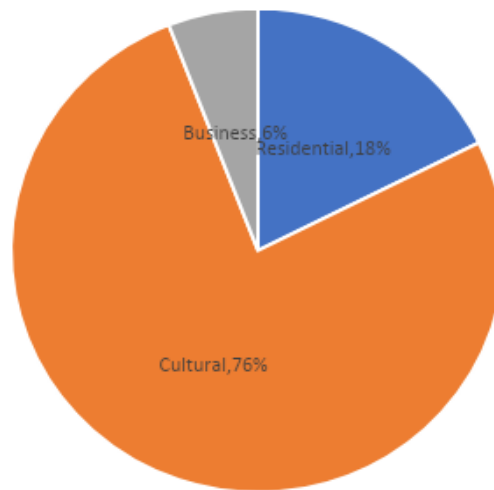


7. Do you think that the city center must become a pedestrian/cycling zone?	Yes	20
	No	9
	I don't know	5

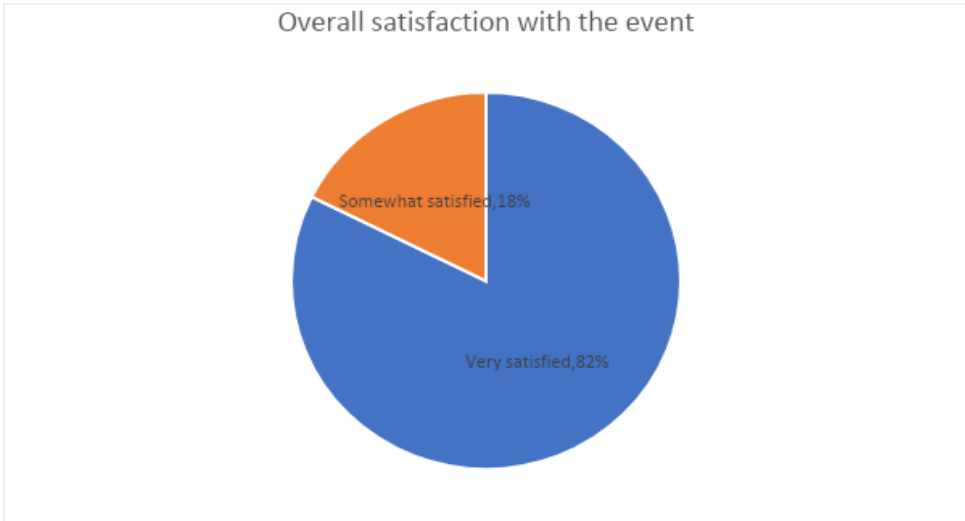


8. What content should be dominant in the Star?	Residential	6
	Cultural	26
	Business	2

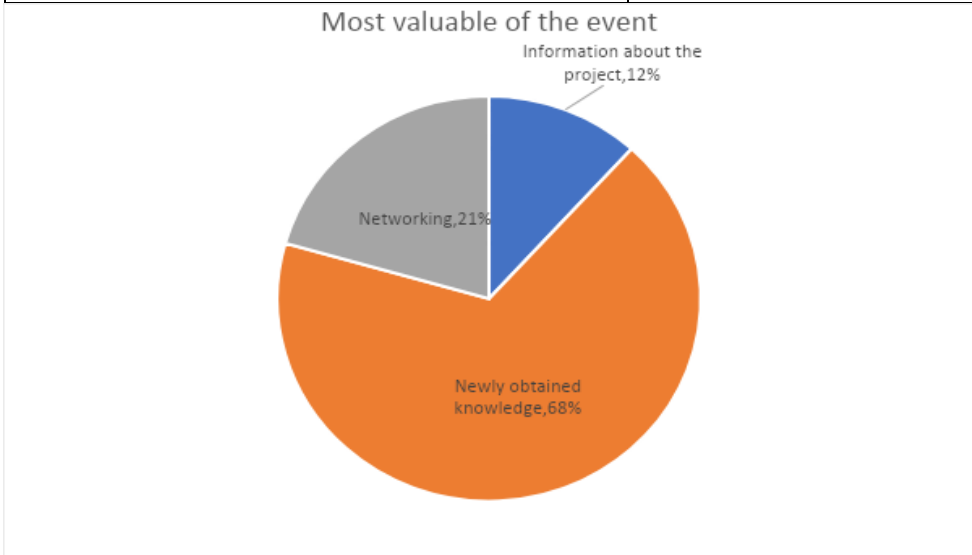
Dominant content in the Star



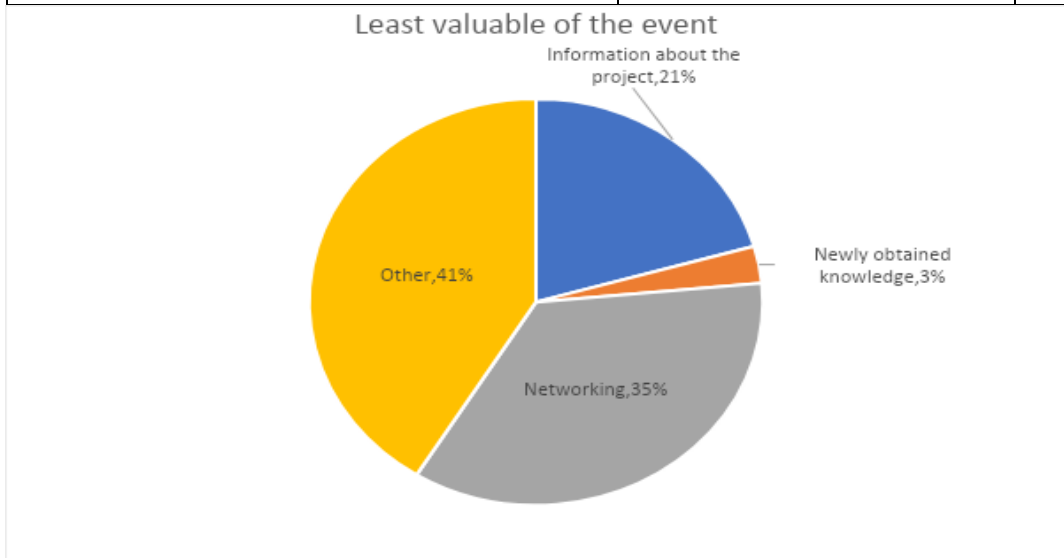
9. Please indicate your overall satisfaction with this event:	Very satisfied	28
	Somewhat satisfied	6
	Neither satisfied nor dissatisfied	0
	Somewhat dissatisfied	0
	Very dissatisfied	0



10. What was MOST VALUABLE about the event?	Information about the project	4
	Newly obtained knowledge	23
	Networking	7
	Other	0

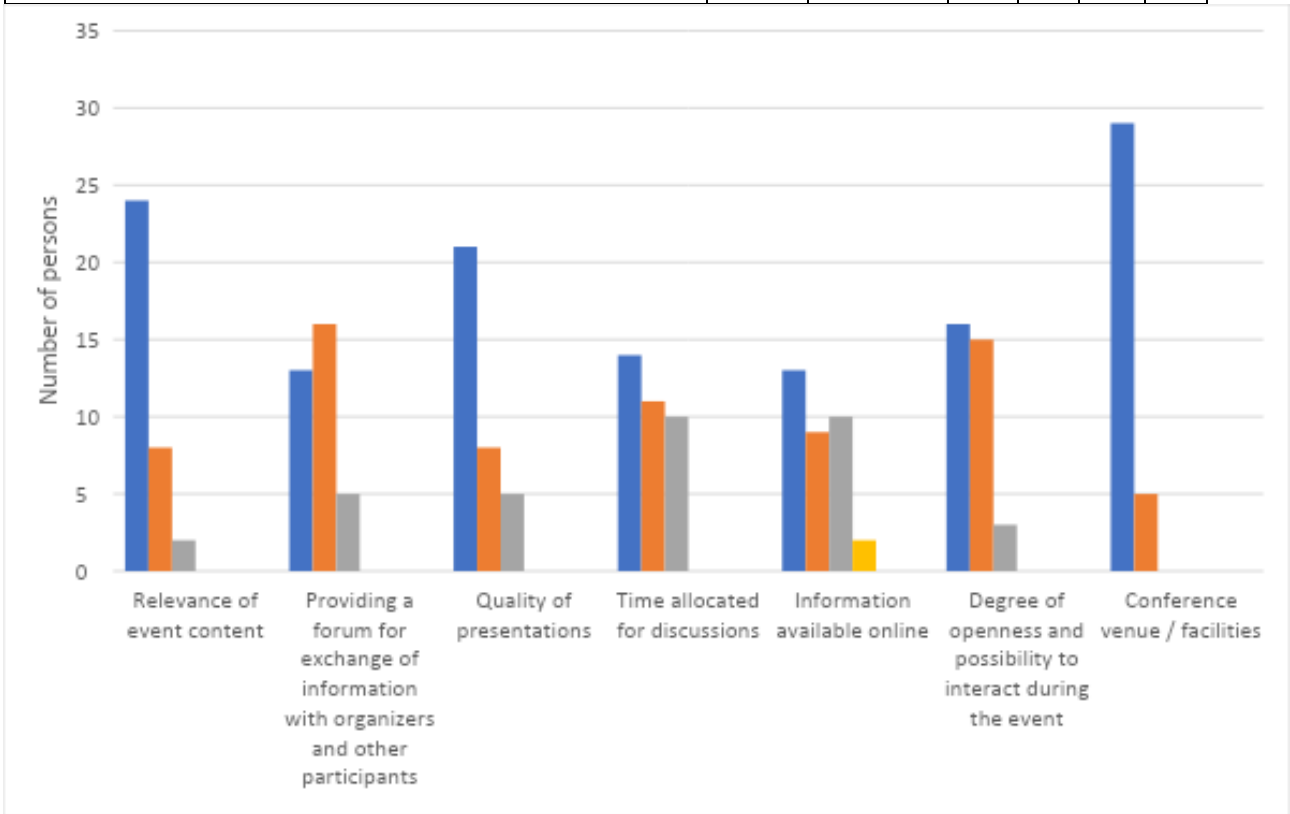


11. What was LEAST VALUABLE about the event?	Information about the project	7
	Newly obtained knowledge	1
	Networking	12
	Other	14



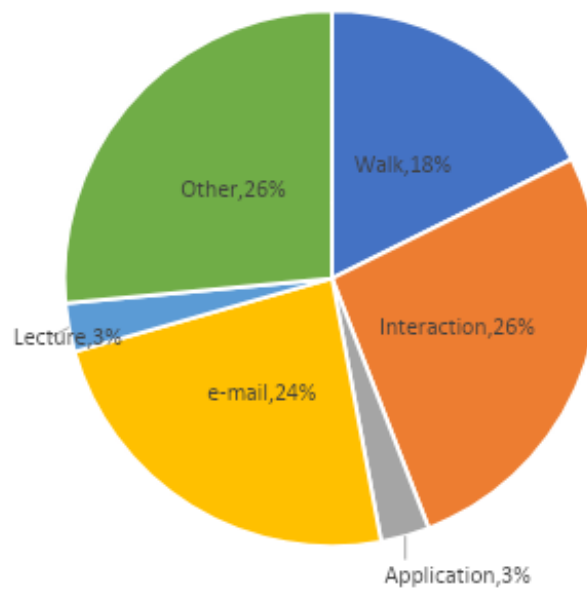
12. How would you rate the following items?						
	Excel lent	Very good	Go od	Fa ir	Po or	N /A
Relevance of event content	24	8	2	0	0	0
Providing a forum for exchange of information with organizers and other participants	13	16	5	0	0	0
Quality of presentations	21	8	5	0	0	0
Time allocated for discussions	14	11	10	0	0	0
Information available online	13	9	10	2	0	0

Degree of openness and possibility to interact during the event	16	15	3	0	0	0
Conference venue / facilities	29	5	0	0	0	0

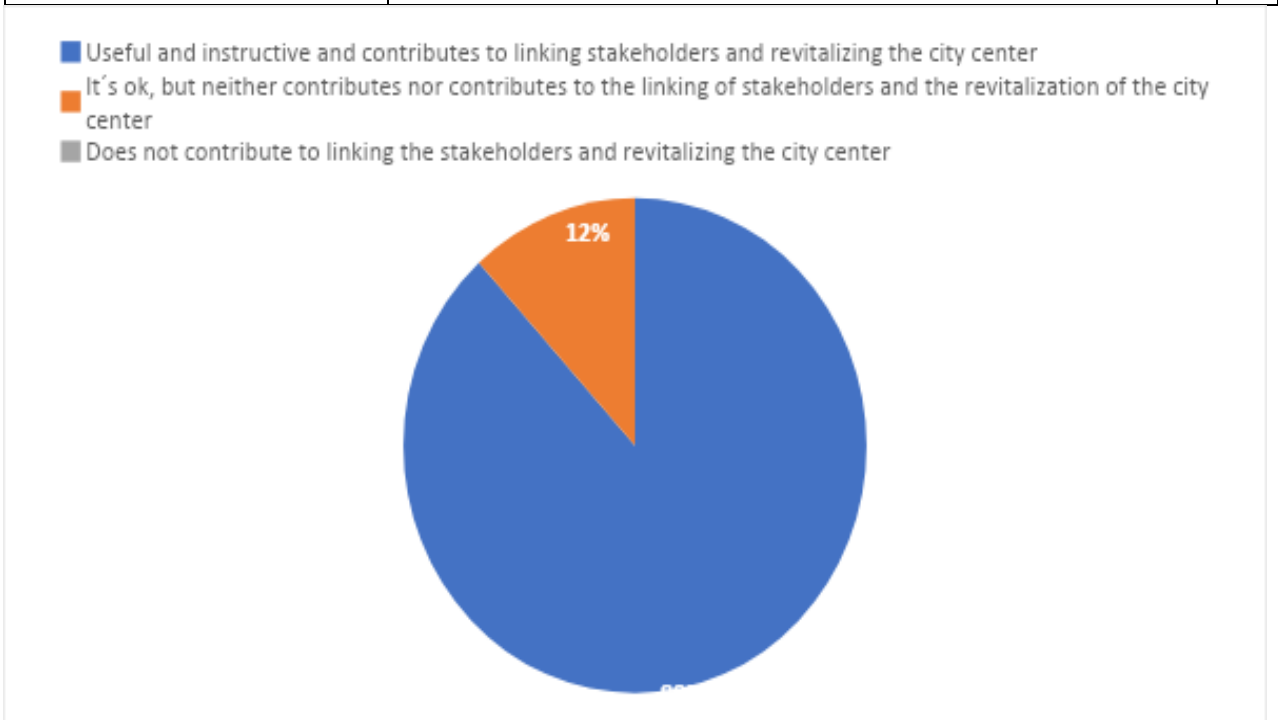


13. What form of communication for future events do you prefer?		
The answers were the following:	Walk	6
	Interaction	9
	Application	1
	e-mail	8
	Lecture	1
	Other	9

The form of communication for the future events

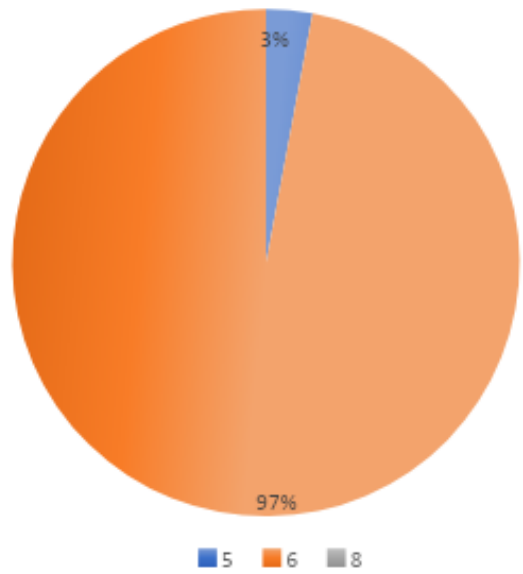


14. The urban walk through the Star organized within the BhENEFIT project is for me:	Useful and instructive and contributes to linking stakeholders and revitalizing the city center	30
	It's ok, but neither contributes nor contributes to the linking of stakeholders and the revitalization of the city center	4
	Does not contribute to linking the stakeholders and revitalizing the city center	0



The Karlovac Star is conceived as a military fortress bordered by chansons with how many bastions?	5	1
	6	33
	8	0

Number of bastions in Karlovac Star



Urban walk, City of Mantova (Italy) – First - April 17th, 2019

The Urban Walk organised on 17th of April 2019 in Mantova was the first one of the participatory path. The current reports sums up the opinions given by participants who filled in a feedbacks form shared with all partners.

QUESTIONS

Questions were divided in 2 sections:

1. Personal information
 - Sex
 - Age
 - Organization/role
 - Mean used to know about the event
 - Goal in taking part to the event
2. Feedbacks from the event
 - General degree of satisfaction
 - What has been most appreciated?
 - What has been less appreciated?
 - General knowledge of topics discussed
 - Evaluation of aspects as: relevance of the topics, share of information with participants/organizers, quality of presentations, possibility to interact, places
 - General indications
 - Most preferable mean of communication for future events

ANSWERS

Section 1

Sex of participants: 66% men, 44% women

Age of participants:

- 20-35: 33%
- 36-50: 33%
- 51-65: 33%
- 66+

Organizations represented:

- Local authority: 16%
- Regional authority
- Sectorial authority
- University
- Public services provider
- Enterprise
- Citizen: 83%
- Other

Communication mean: 83% received the invitation via email, 16% via Facebook

Goal in taking part to the event:

- Learning: 83%
- Active participation: 16% (+16% of a person who answered both learning and active participation)
- Networking: (+16% of a person who answered both learning and active participation)

- Other

Section 2

General degree of satisfaction

- Very satisfied: 66%
- Quite satisfied: 33%
- Neither satisfied nor not satisfied
- Not satisfied

What has been most appreciated?

- Info about the project: 33%
- Cultural information: 66% (+33% of 2 people answering both)
- Networking
- Other (+16% of a person specifying "Information about on-going projects in the city centre)

What has been less appreciated?

- Info about the project: 16%
- Cultural information
- Networking: 33%
- Other: 16% "Information about the project in a more informal way"; 16% "project presentation before the walk"
- No answer: 16%

General knowledge of topics discussed:

2 people answered that they didn't know well the on-going project of recovery of the Giulio Romano Pescherie; 1 person declared that didn't know the tools developed by the project;

1 person declared that didn't know in detail the history of places visited during the walk; 1 person declared that didn't know some information about the city; 1 person didn't answered.

Evaluation of aspects:

- relevance of the topics: 50% excellent, 50% very good
- share of information with participants/organizers: 16% excellent, 33% very good, 50% good
- quality of presentations: 33% excellent, 33% very good, 33% good
- possibility to interact: 16% excellent, 50% very good, 33% good
- places visited: 33% excellent, 66% very good

General indications

We had feedbacks from 2 participants who declared that they would appreciate: to know the results of the project and the arrangement of other initiatives

Most preferable mean of communication for future events

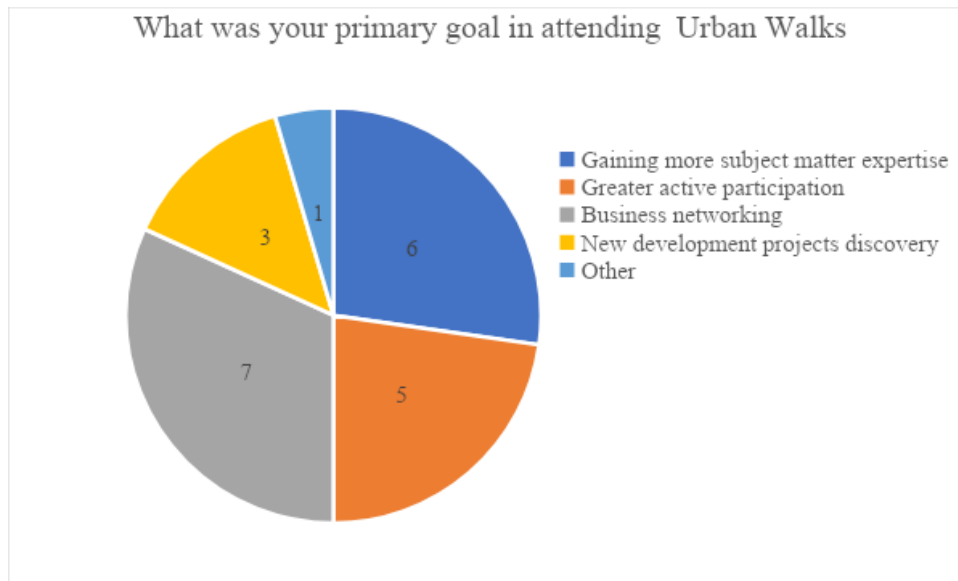
1 participant declared to prefer to receive an email, 1 declared to prefer Facebook, 1 declared to prefer both Facebook and emails.

Urban walk, City of Mátészalka (Hungary) on May 25th, 2019

The Urban Walk in Hungary was organised by PP4 on 29th of May 2019 in Mátészalka. The participants filled in the feedback form of the event, and we give a short summary of their opinion.

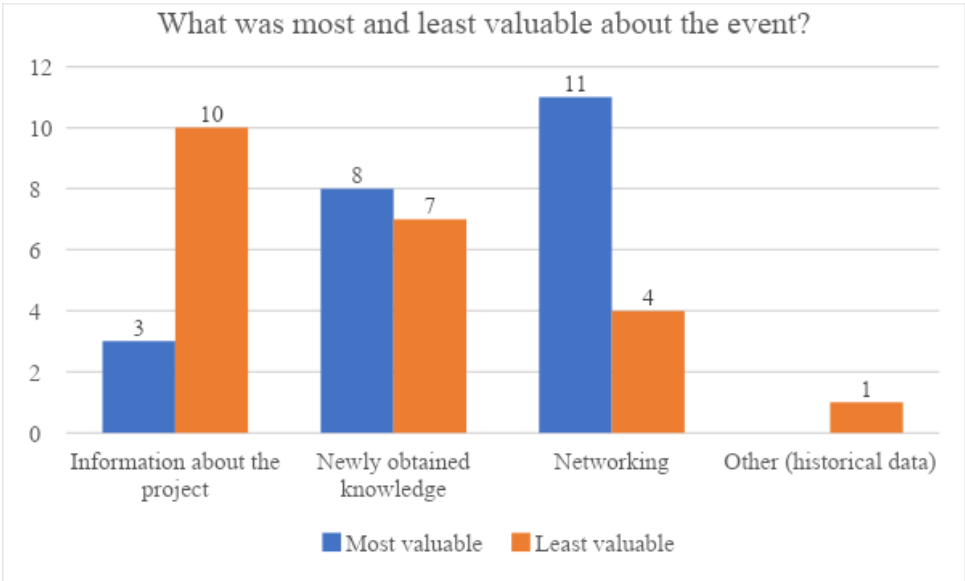
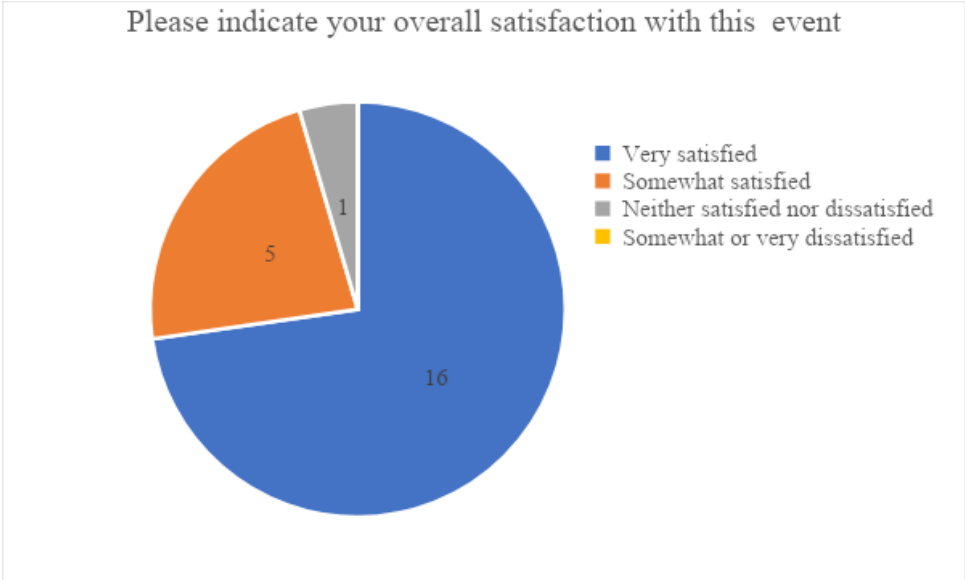
The questionnaires were filled in by the 22 participants of the Urban Walk in the historic centre of Mátészalka. **The first part of the questionnaire was about some basic personal data:**

- 59% of the participants were female, and 41% of them were male.
- The age distribution of the participants is as follows: approx. 68% of them were between 51 and 65, while other age groups (youth, middle-aged, elderly) were slightly underrepresented.
- The organisations represented by the participants were relatively homogeneous: the majority of them were decision makers from local authorities or the associations of them. They were directly invited by PP4 via e-mail.
- They have clear professional motivation to take part in the Urban Walk: one third of them see an outstanding opportunity for networking, but also gaining more subject matter knowledge and active participation in the processes regarding HBA were important for them.



In the second part of the questionnaire, the participants evaluate the content and quality of the Urban Walk:

- The vast majority of them (73%) were very satisfied with the Urban Walk in general.
- They have the impression that most of the information and outcomes were very useful and valuable – mainly the networking with the relevant stakeholders (50%) and the newly obtained knowledge regarding the historical built heritage and its maintenance (36%). The pure information about the project and its implementation is considered to be less beneficial to the participants.
- They also evaluate the organising, the relevance, the quality and other circumstances of the Urban Walk. Fundamentally, they find it excellent and very good; only the online information received a lower value.

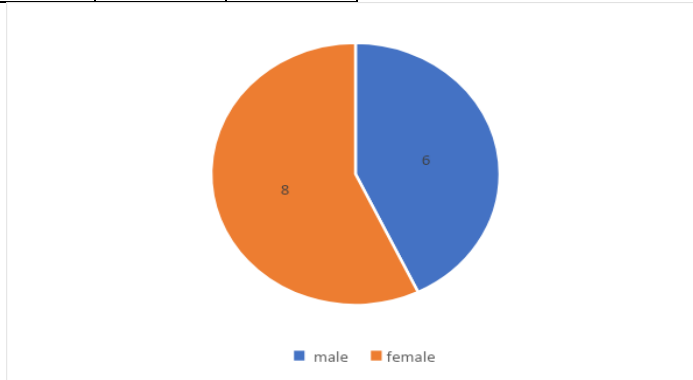


How would you rate the following items?	Excellent	Very good	Good	Fair	Poor	N/A
Relevance of contents	6	7	7	2		

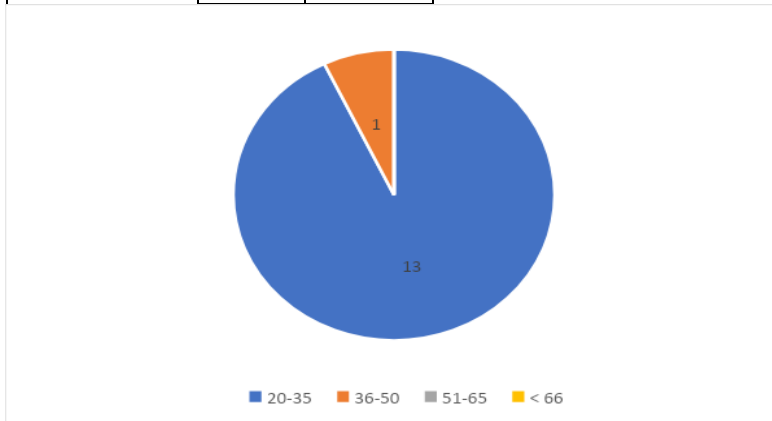
Providing a forum for exchange of information with organizers and other participants	8	7	6	1		
Quality of presentations	7	9	4	2		
Time allocated for discussions	9	9	4			
Information available online		5	11	4		2
Degree of openness and possibility to interact during the event	10	11	1			
Venue / facilities	11	9	2			

Urban walk, City of Poprad (Slovakia), June 6th, 2019

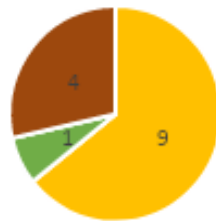
1.1 Gender:	male	6
	female	8



1.2 Age group:	20-35	13
	36-50	1
	51-65	
	< 66	

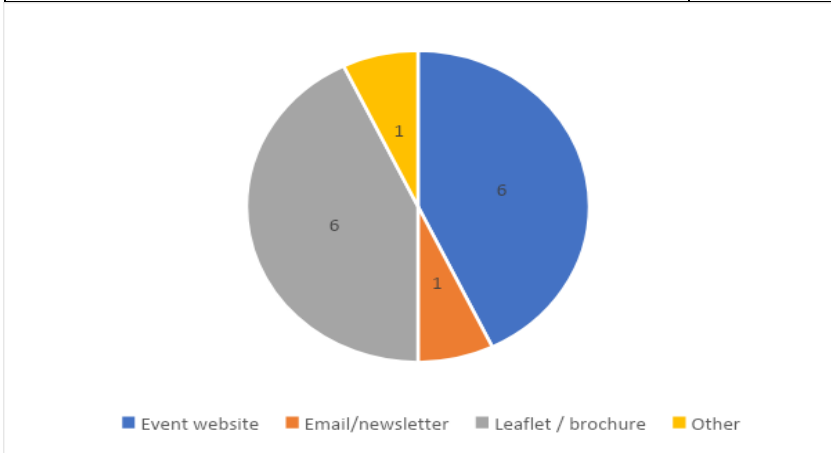


1.3 Please select your role:	Local Public Authority	0
	Regional Public Authority	0
	Sectoral Agency	0
	Higher Education and Research	9
	Infrastructure and (public) service provider	0
	SME	1
	Business support organization	0
	General public	4
	Other	0

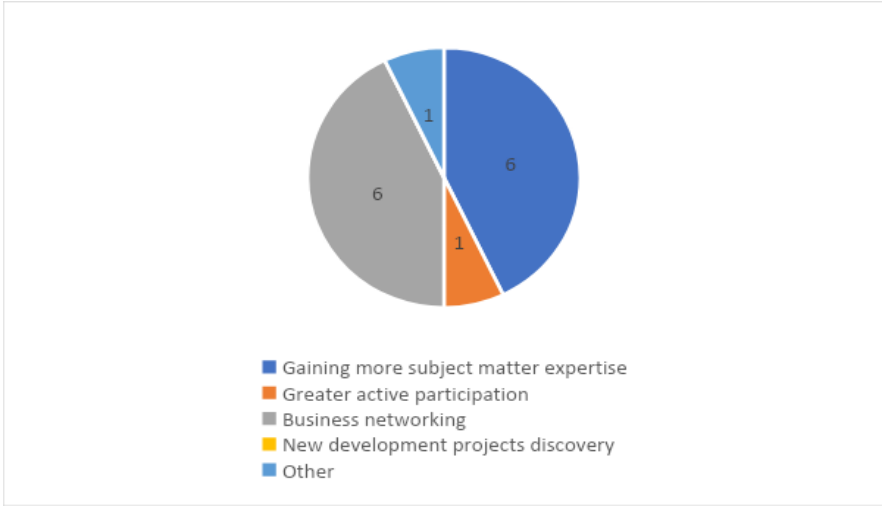


- Local Public Authority
- Regional Public Authority
- Sectoral Agency
- Higher Education and Research
- Infrastructure and (public) service provider
- SME
- Business support organization
- General public
- Other

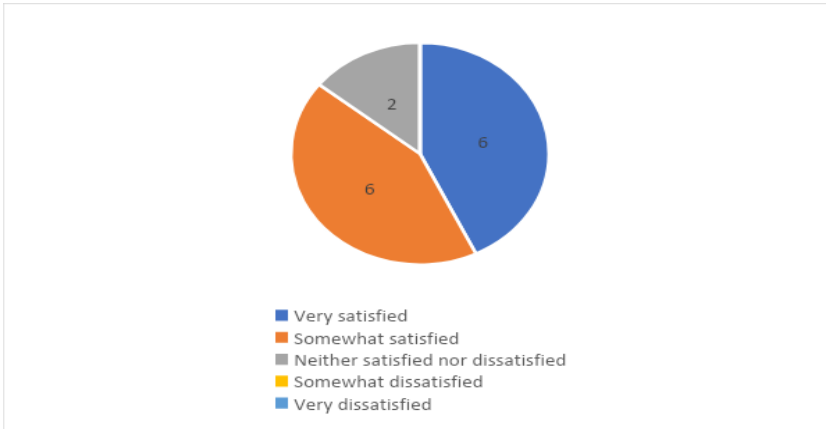
1.4 How did you learn about this event?	Event website	6
	Email/newsletter	1
	Leaflet / brochure	6
	Other	1



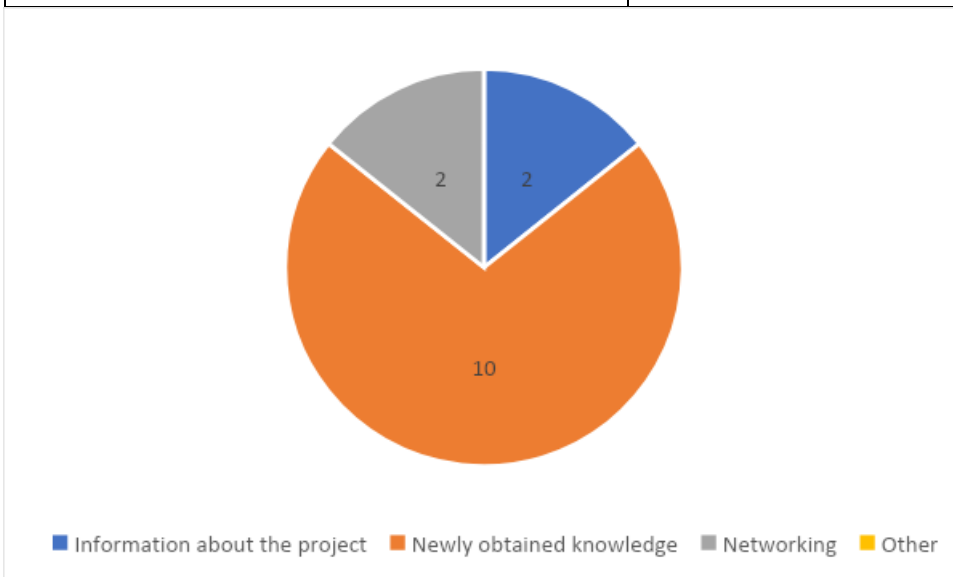
1.5 What was your primary goal in attending this event?	Gaining more subject matter expertise	6
	Greater active participation	1
	Business networking	6
	New development projects discovery	0
	Other	1



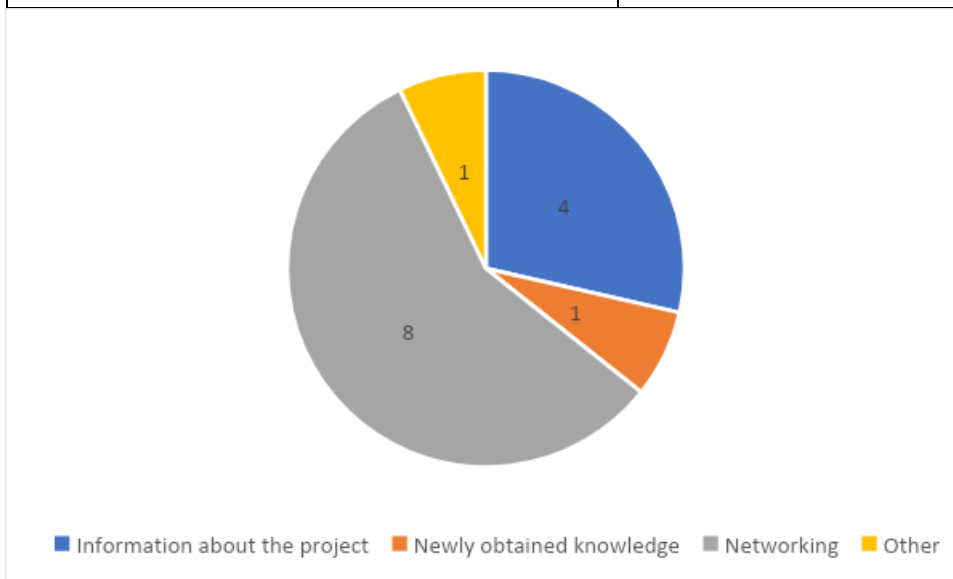
2.1 Please indicate your overall satisfaction with this event:	Very satisfied	6
	Somewhat satisfied	6
	Neither satisfied nor dissatisfied	2
	Somewhat dissatisfied	0
	Very dissatisfied	0



2.2 What was MOST VALUABLE about the event?	Information about the project	2
	Newly obtained knowledge	10
	Networking	2
	Other	0



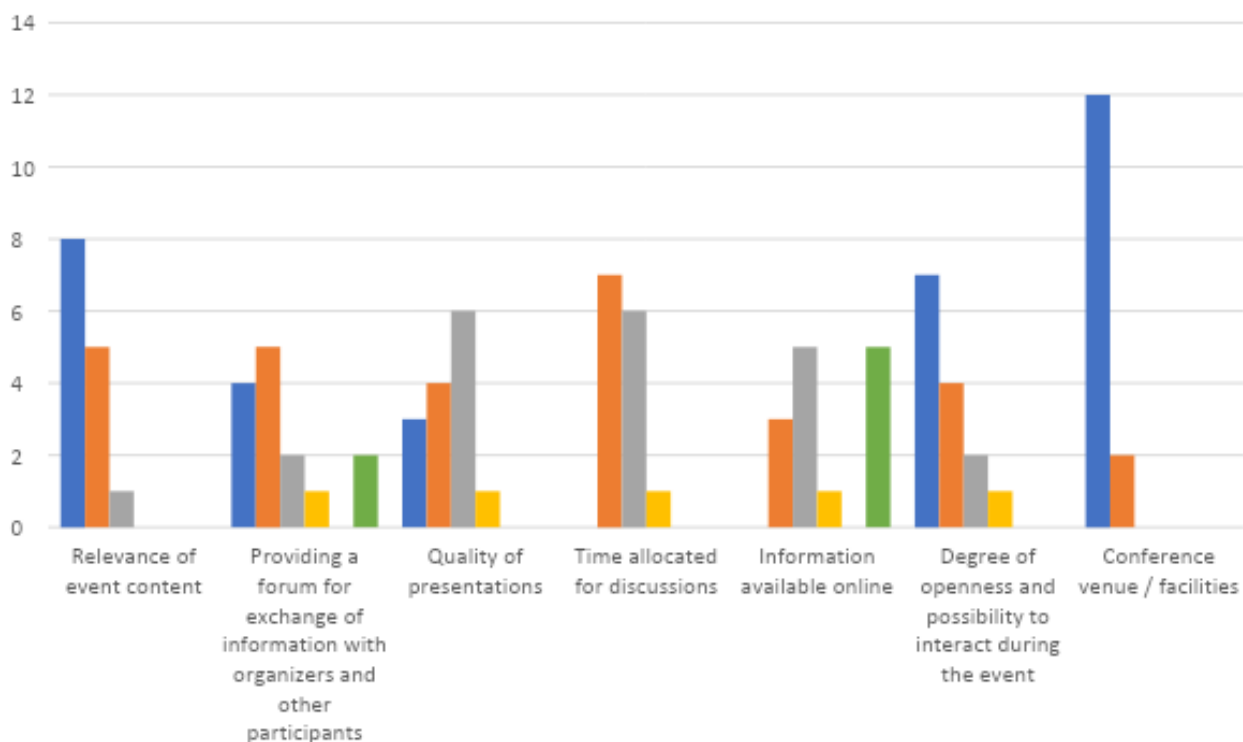
2.3 What was LEAST VALUABLE about the event?	Information about the project	4
	Newly obtained knowledge	1
	Networking	8
	Other	1



2.4 Did you have previous knowledge about the topic of historical built heritage management?

- No, but I think it is important for the humanity to protect the heritage as it creates the culture
- A bit
- Yes I did have some knowledge, it is important to protect both tangible and untangible heritage
- No I didn't have any knowledge, it is important for keeping traditions and culture
- Ni
- Just a bit

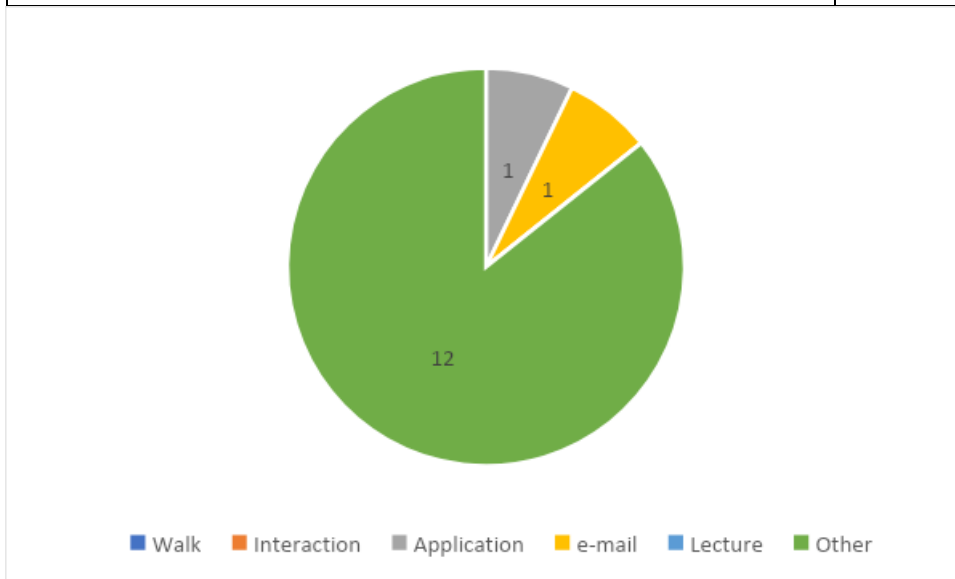
2.5 How would you rate the following items?						
	Excellent	Very good	Good	Fair	Poor	N/A
Relevance of event content	8	5	1	0	0	0
Providing a forum for exchange of information with organizers and other participants	4	5	2	1	0	2
Quality of presentations	3	4	6	1	0	0
Time allocated for discussions	0	7	6	1	0	0
Information available online	0	3	5	1	0	5
Degree of openness and possibility to interact during the event	7	4	2	1	0	0
Conference venue / facilities	12	2	0	0	0	0



2.6 Is there anything else you would like to evaluate?

- I would like to appreciate the lecturer
- thank you for your time you took to prepare this event

2.7 What form of communication for future events do you prefer?		
	Walk	0
	Interaction	0
	Application	1
	e-mail	1
	Lecture	0
	Other	12



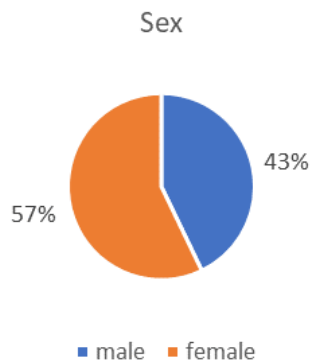
Urban walk, City of Mikulov (Czech Republic), June 19th, 2019

The event was organized by the Institute for Sustainable Development of Settlements (IURS) in cooperation with the Mikulov municipality on 19 June 2019. The participants were first welcomed at the premises of the Mikulov Municipal Office and acquainted with the project objectives. Subsequently, a visit to the historical center – the Mikulov Conservation Area (HBA) – took place with expert commentary. The event was attended by 7 persons; all participants filled in a feedback form.

The first part of the feedback was focused on personal data, from which the organizers learned more about the structure of participants:

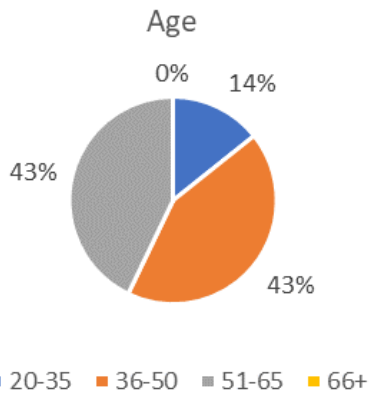
1.1 Sex

43 % of the participants were men, 57 % women, the structure of respondents was well balanced



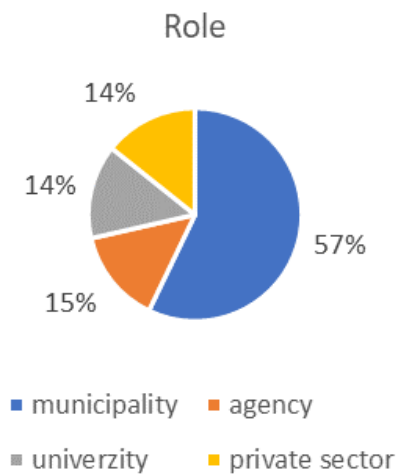
1.2 Age

14 % of the participants were under the age of 35, 43 % of the participants were at the age from 36 to 50 and 43 % of participants under 65 years of age; older age groups weren't represented



1.3 Role

Representatives of municipalities were mostly addressed by the event (57%), representatives of the private sector as well as university and regional agencies



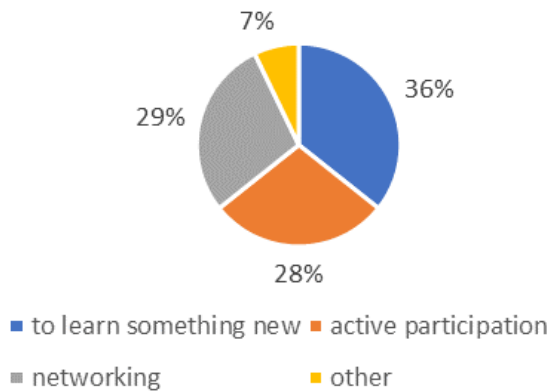
1.4 How did you learned about the event?

All the participants were invited by the organizers via email.

1.5 What was the main objective of to attend on this event?

The main motivation for participation in the event was mainly interest in learning something new (36%) and also the opportunity to actively participate in the project and to contribute with their professional observations in networking (29%).

Main objective to attend the event

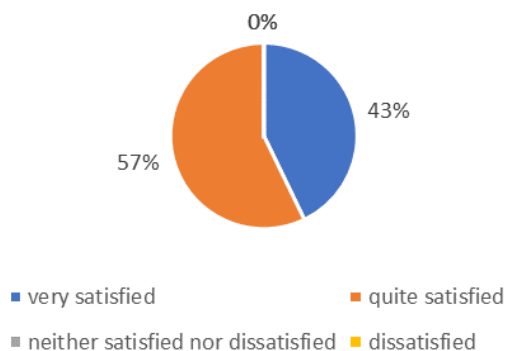


In the second part of the feedback questionnaire, the participants had the opportunity to evaluate the format of the event, its content and possibly comment on the course of the Urban Walk

2.1 Please state your overall satisfaction with the event

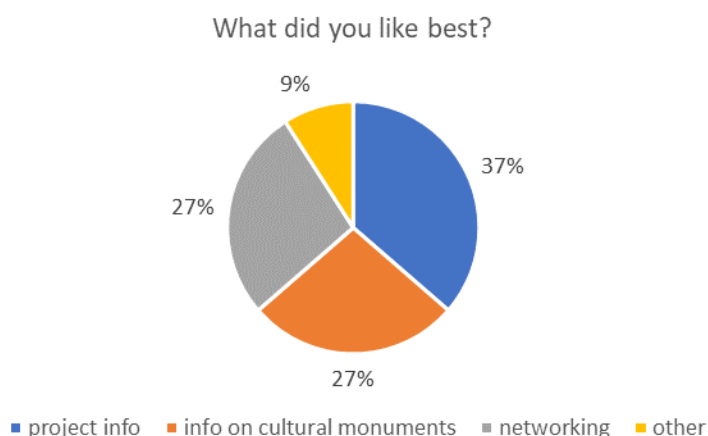
All participants were satisfied with the event, 43 % of them were even very satisfied.

Overall satisfaction with the event



2.2 What did you like best?

The participants mostly appreciated the Urban Walk course itself, where they obtained professional commentary on the historical monuments visited (27 %), as well as the possibility of communication and mutual exchange of know-how with other participants, which was highly valued (27 %). But most often, according to the questionnaire's feedback, the participants were addressed by the general information about the BhENEFIT project.



2.3 What did you like the least?

Contrary to the previous, negative reactions were only exceptional and related to the time space allocated to the whole event (little time for all items on the agenda).

2.4 During the event we discussed topics from HBA Mikulov, did you already know about it?

The participant's acquaintance with the area visited was then subjected to verbal evaluation. Most of the respondents are acquainted with what is happening in HBA Mikulov. Some participants even pointed out the topics they perceived to be most useful during the interpretation. Concerning the HBA Mikulov, it was mainly information from the area of preparation of new development projects in the area, activities of public administration and the city's needs in the area of monument protection, possibilities of application of environmentally friendly measures.

2.5 Assessment of selected aspects

The organization, the importance of the content, the quality of presentations, possibilities of interactions during the meeting were also evaluated. The participants agreed the Urban Walk event was useful in every way, and they assessed it as very good. And, as about the choice of Urban Walk venue and the quality of the presentations, then even assessed as excellent.

	excellent	very good	good	sufficient	weak	don't know
Importance of content	3	4				
Exchange of information with organizers / other participants	4	3				
Quality of presentations	6	1				
Possibility of interaction during the meeting	4	3				
Event venue	6	1				

2.6 Which means of communication would you prefer at the next event?

Respondents agreed that the ideal form of communication in organizing other events is email.

Urban walk, City of Mantova (Italy), Second - November 11th, 2019

The Urban ride organised on 9th of November 2019 in Mantova was the second one of the participatory path. The event was a ride and each participant took part to the ride with its one bike. The current report sums up the opinions given by participants who filled in a feedbacks form shared with all partners.

QUESTIONS

Questions were divided in 2 sections:

3. Personal information

- Sex
- Age
- Organization/role
- Mean used to know about the event
- Goal in taking part to the event

4. Feedbacks from the event

- General degree of satisfaction
- What has been most appreciated?
- What has been less appreciated?
- General knowledge of topics discussed
- Evaluation of aspects as: relevance of the topics, share of information with participants/organizers, quality of presentations, possibility to interact, places
- General indications
- Most preferable mean of communication for future events

ANSWERS

Section 1

Sex of participants: 63% men, 37% women

Age of participants:

- 20-35: 12%
- 36-50
- 51-65: 64%
- 66+: 24%

Organizations represented:

- Local authority
- Regional authority
- Sectorial authority
- University
- Public services provider
- Enterprise
- Citizen: 88%
- Other: cultural association 12%

Communication mean: 50% received the invitation via email, 38% found the information via communication flyers, 12% took part of the event thanks to the word of mouth

Goal in taking part to the event:

- Learning: 62%
- Active participation: 38% (+25% of a person who answered both learning and active participation)
- Networking

- Other : get into deeper 12% who answered Learning and Other

Section 2

General degree of satisfaction

- Very satisfied: 62,5%
- Quite satisfied: 37,5%
- Neither satisfied nor not satisfied
- Not satisfied

What has been most appreciated?

- Info about the project: 12,5%
- Cultural information: 75%
- Networking
- Other (+12,5% of a person specifying "Knowledge of European fundraising projects")

What has been less appreciated?

- Info about the project: 12,5%
- Cultural information: 12,5%
- Networking: 37,5%
- Other: 12,5% "short time"
- No answer: 25%

General knowledge of topics discussed:

4 people answered that they knew only part of the projects and initiatives presented, 3 people declared the knew the initiatives, 1 person didn't reply

Evaluation of aspects:

- relevance of the topics: 25% excellent, 50% very good, 12,5% good
- share of information with participants/organizers: 50% excellent, 37,5% very good, 12,5% good
- quality of presentations: 37,5% excellent, 37,5% very good, 25% good
- possibility to interact: 37,5% excellent, 12,5% very good, 25% good, 25%
- places visited: 37,5% excellent, 50% very good, 12,5% good

General indications

We had feedbacks from 4 participants: 3 declared that they would appreciate: to repeat the experience connecting the initiatives with others, 1 participant said that each association/experience had the chance to present itself but not the listen to the others (because the ride was arranged into different stops over, in each of them an association presented itself without then take part to the following stopovers. 1 participant suggested the idea to repeat the event presenting the activities of smaller actors.

Most preferable mean of communication for future events

3 participants declared to prefer to receive an email, 3 declared to prefer Facebook and social media in general.

Urban walk, City of Mantova (Italy), Third - November 28th, 2019

The urban walk, informal event and design workshop organised on 28th of November 2019 in Mantova was arranged as an entire day composed by different events: urban ride in the early morning, design workshop and informal event. The current report sums up the opinions given by 11 participants who filled in a feedbacks form shared with all partners.

QUESTIONS

Questions were divided in 2 sections:

1. Personal information

- Sex
- Age
- Organization/role
- Mean used to know about the event
- Goal in taking part to the event

2. Feedbacks from the event

- General degree of satisfaction
- What has been most appreciated?
- What has been less appreciated?
- General knowledge of topics discussed
- Evaluation of aspects as: relevance of the topics, share of information with participants/organizers, quality of presentations, possibility to interact, places
- General indications
- Most preferable mean of communication for future events

ANSWERS

Section 1

Sex of participants: 36% men, 64% women

Age of participants:

- 20-35
- 36-50: 55%
- 51-65: 27%
- 66+: 18%

Organizations represented:

- Local authority: 18%
- Regional authority
- Sectorial authority
- University
- Public services provider
- Enterprise: 27%
- Citizen: 9%
- Other: public service provider (9%), architect (9%), professional order (9%), cultural association 18%

Communication mean: 91% received the invitation via email, 9% found the information via communication flyers

Goal in taking part to the event:

- Learning: 9% (+9% of a person who answered all options)
- Active participation: 73% (+9% of a person who answered all options)
- Networking: (+9% of a person who answered all options)

- Other: 9% without any specification (+9% of a person who answered all options)

Section 2

General degree of satisfaction

- Very satisfied: 18%
- Quite satisfied: 73%
- Neither satisfied nor not satisfied: 9%
- Not satisfied

What has been most appreciated?

- Info about the project: 18%
- Cultural information
- Networking: 55%
- Other: presentation of projects from other cities (18%), debate (9%)

What has been less appreciated?

- Info about the project: 9%
- Cultural information: 9% (cultural information already known)
- Networking
- Other: short time (9%), information about the project sometime poor detailed (9%)
- No answer: 64%

General knowledge of topics discussed:

9 people answered that they knew the general information presented, 1 person answered no, 1 person answered "partly"

Evaluation of aspects:

- relevance of the topics: 36% very good, 55% good, 9% sufficient
- share of information with participants/organizers: 45% very good, 36% good, 18% sufficient
- quality of presentations: 36% very good, 64% good
- possibility to interact: 18% excellent, 36% very good, 36% good, 9% sufficient

- place where the event took place: 36% very good, 9% good, 55% sufficient (bad audio in the design workshop room)

General indications:

We had 1 comment from a participant who pointed out the bad audio of the design workshop room.

Most preferable mean of communication for future events:

All the participants declared to prefer to receive an email.

SUMMARY OF FEEDBACKS AND LESSON LEARNT FROM ACTIVITY 3.1

Urban Walk is an ideal tool to initiate discussion on different topic of urban planning and the challenges of sustainable urban development by welcoming participants to witness successful planning tools, governance, community engagement, and interventions in urban spaces. The participants in general evaluated the vents as positive and also indicated they would like to join similar events in the future.

Positive aspects

- There is a big role of LSG members as carriers of knowledge as well as a contact point with the participants – general public – local inhabitants.
- Urban walks as an appropriate tool to kindle an interest among the local population
- Interactivity as important characteristics in order to keep attention of the participants. Urban walks offer an opportunity to move beyond one-way communication to interactive setting.
- Urban walks provide an opportunity for PR activities of the municipality to demonstrate the project and other achievements
- Urban walks as a beginning of deeper participation of citizens / as a basis for further participation as they provide a chance for a face-to-face contact with local population. Further on, citizens can be more likely to participate in outlining/commenting local strategies and other forms of involvement in the public affairs.
- Various age groups can participate and therefore it is important to plan the route of the urban walk even for elderly / children / mother with baby stroller in terms of length or barrier-free access.

- Urban walks are a great opportunity to gather the views of participants on the settlement / monuments / specific places. People like to express their views often in spontaneous settings as opposed to e.g. presentation in city halls.
- Urban walks as opportunities to experience the genius loci / identity of the place.
- Urban walks as opportunities to demonstrate serious professional topics to future professionals (students) via in-situ demonstration and interactions with professionals.
- Using maps to demonstrate wider relations in the territory not visible at first sight when participants are located in-situ.
- Urban walks could be organized as a part of broader participation structure for larger project and the results should be then used in the development process or as an input to another type of participation event/method.
- Besides the urban walk guide, it is a good idea to have another designated person taking notes and minutes of the meeting and inputs by the participants. The collected information can be also used as data inputs to the GIS system as in the system developed within the BhENEFIT project.
- It is possible to merge the urban walks with other events with similar objective, such as in the BhENEFIT project info days, especially when the local community is smaller and the likelihood of their interest in larger number of events is low.
- Urban walk can be also used as means to present municipalities' projects (e.g. regeneration project) and bring closer the project idea to the general public.
- Wide range of participants under the group of general public ensured the best way to learn, share ideas and present different points of view.
- Although the name of the participation method is urban walk, other means of transport can be used, for example urban biked ride.
- It is important to give more tourist importance and visibility to this heritage which can contribute to a more efficient way of maintenance indirectly.
- Stakeholders need to cooperate more intensively within the region to achieve more visible results and to share resources with each other.
- General public does not have enough information about the local values; nevertheless, built heritage could strengthen the local identity and attachment to the settlements.
- The ownership and maintenance structure of the historic buildings varies from town to town and from building to building. It makes difficult to design easy-to-adapt solutions.

Problems/deviations

- There is a difficulty in gathering people, especially in smaller municipalities/communities.
- Weather being an important factor, hard to predict. What is important it to have a backup plan in case of bad weather.
- In case of larger groups, it is a challenge to involve all the participants and that some people take too much time with their questions which may not be relevant and/or of interest of all the participants.
- Dedicate time during the walk for explanations about project approach and activities (and not before starting the walk) in order to arrange a more dynamic event avoiding the “frontal” approach.
- It is crucial to invite people via multiple channels in accordance with local customs. The channels include social media posts (Facebook, Instagram etc.), local newspapers, local radio stations, leaflets delivered to the homes or presented on the municipality building etc.

Suggestions and recommendation for the future events

- Create a storyline to complement the expert content of the urban walk to help understand and take attention of the participants. Also, by storytelling you can form any topic, no matter how unthankful or serious it is and bring it closer to general public.
- Provide refreshments and some small presents / gift bags as a type of ice-breaker.
- Make the urban walks interactive in a way to involve people into two-way communication. Avoid lecture-like approaches and combine them with questions for discussion or collect ideas/impressions of the participants.
- Make sure the route is easy and doable for all age groups, from children up to elderly. According to this, please make sure the access is barrier-free and there are places to sit at the stopping points, especially in case of longer events.
- It is advised to have one more person for taking notes and helping the lecturer with giving materials and other duties to allow for full concentration of the lecturer and ability to answer the questions undisturbed.