

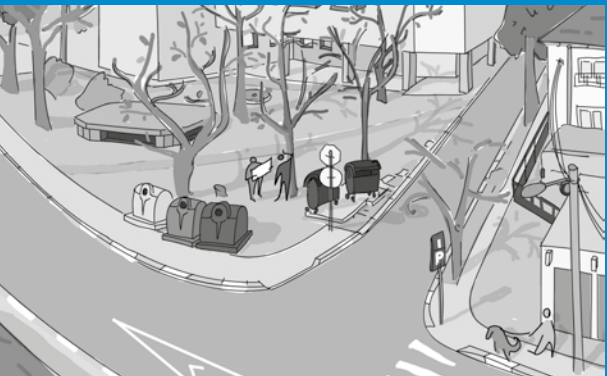
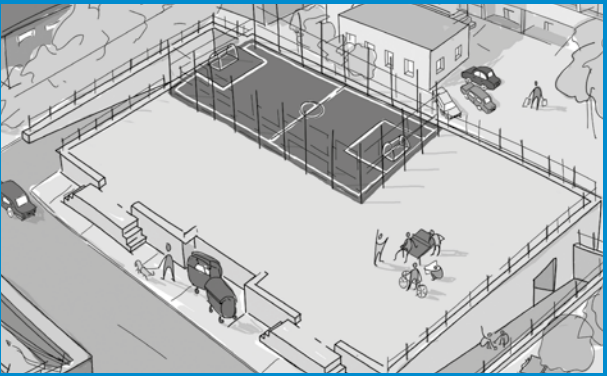
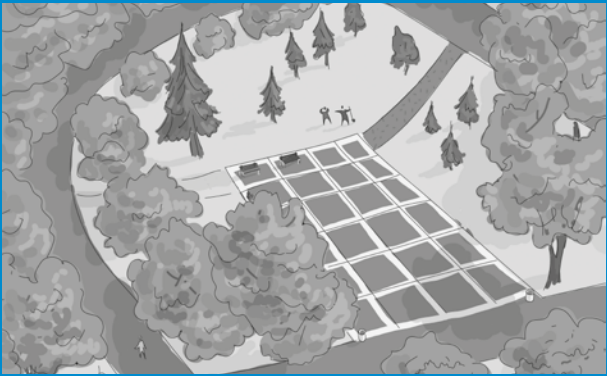
Placemaking for  
Active  
Recreation  
Kit

# PLACEMAKING FOR ACTIVE RECREATION APPROACH

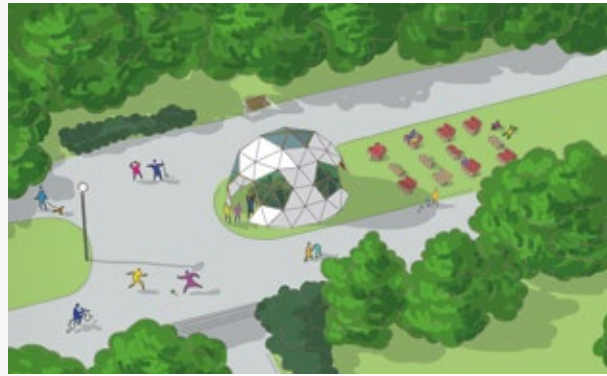
Healing our cities: Green, Active, Social



BEFORE



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Placemaking for active recreation approach was created by

**CONCEPT AND STRATEGY:**

Laska Nenova

**PROCESS DESIGN:**

Angel Bondov, Todor Kesarovski

**CONTRIBUTORS:** Todor Kesarovski, Angel Bondov, Laska Nenova, Bilyana Mileva, Anna Bradley, Vlad Fedorov, Gina Kafedzian;

**DESIGN:**

Studio PUNKT

**PHOTOS:**

„The SPOT“ project by BG Be Active, Angel Bondov, Todor Kesarovski



## INTRODUCTION

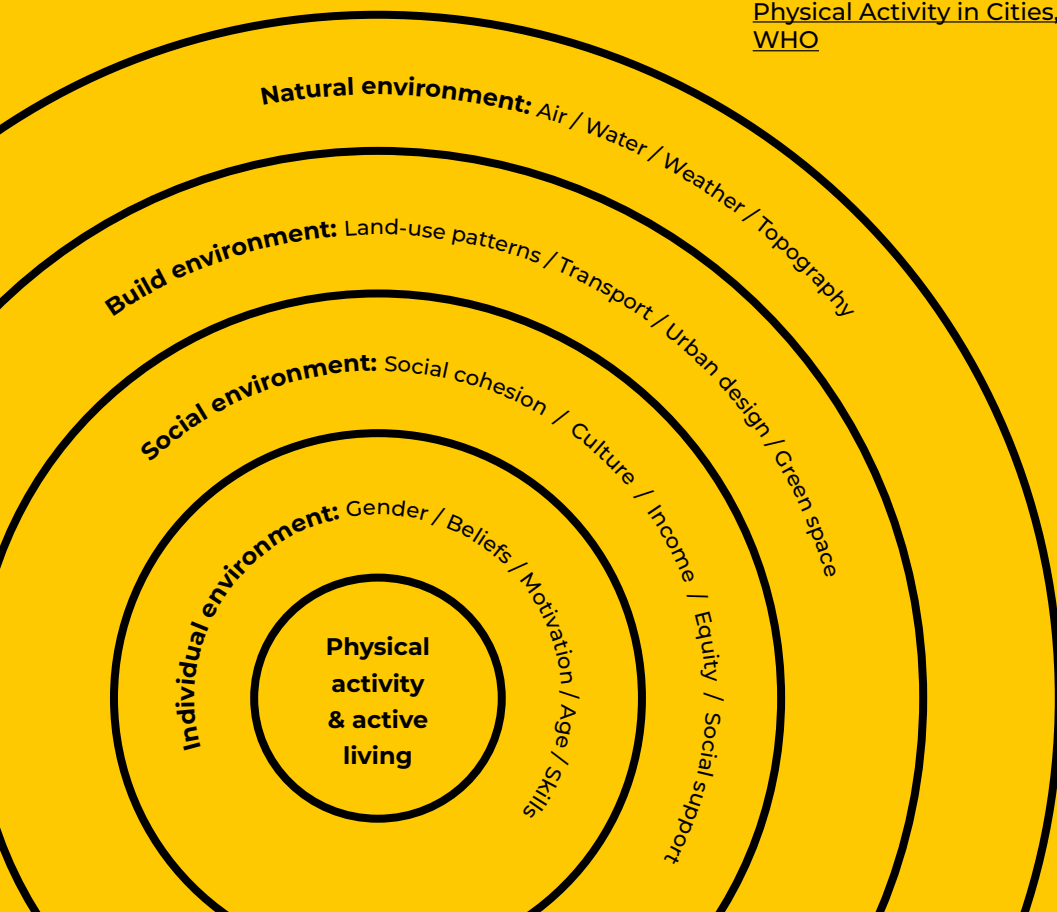
*All in all, beautiful, exciting, clean and safe environments encourage movement, and hence, the design of the urban environment is essential for citizens' level of physical activity.*

The link between the promotion of health-enhancing physical activity and the design of built environments is that the streets and squares that make up the public realm provide a valuable platform for daily exercise. The need to rethink these public realms to help us lead healthier lives began to be apparent towards the end of the 20th century, and the urgency to do so has been increasing ever since.

Many high-level, international organizations whose mission is to combat the explosion of illnesses that result from contemporary lifestyles send out consistent messages about how we can and should lead healthier lifestyles, each one focusing on the aspects of most relevance to its specific concerns. They include the United Nations, the World Health Organisation, the National Health Service, Public Health England, Habitat, Transport for London, the Mayor's Office, The Design Council/CABE, The Royal College of Physicians, The Lancet, local authorities, universities, urban planners and countless other comparable organizations around the world.

**Factors influencing physical activity in communities**

Source: [Towards More Physical Activity in Cities](#), WHO

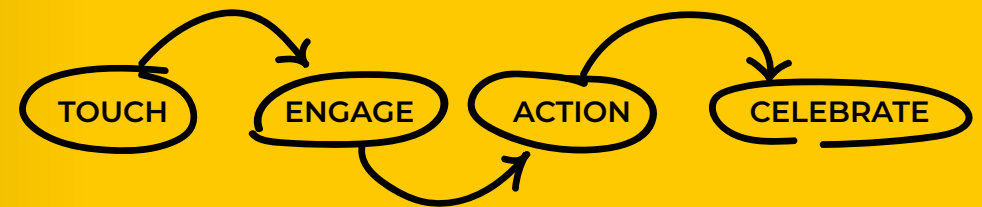


In 2017 BGBA initiated the first national placemaking project “The Spot” – with a focus of co-creating public spaces suitable for sport, fun, and social gatherings. The first Spot project was implemented in 10 Bulgarian cities, with a population of under 75 000 people, together with local civic organizations active in sport, environment protection and youth.

Based on this first project, BGBA continued working and developing the concept in Bulgaria. In 2021 with a project funded by the Erasmus+ program “Placemaking for Active Recreation Kit” the “Placemaking for active recreation approach” was further developed with the expert help of Placemaking Europe and International Sport and Culture Association.



*PARK project's overall objective is to link placemakers (grassroots urban designers) and grassroots sports organizations and professionals, and as a result to create a common solutions package that will support and improve the capacities of both sectors and result in improved programs and places facilitating physical activity in the urbanized areas*





# PLACEMAKING FOR ACTIVE RECREATION APPROACH

Healing our cities:  
Green, Active, Social

# PLACEMAKING GLOSSARY

## Introducing key terms

**Placemaking:** the process of building communities around a place; working with communities to build urban space into home-like places. The term was coined by Project for Public Spaces (PPS) in New York City during the 1980s. Read more about placemaking [here](#).

Within this process, we at Placemaking Europe recognise a handful of necessary elements that set you up for a long-term and resilient high quality place: get to know and deeply engage with your community, take short term action to experiment, bring out human-scale in the plinths and the street experiences, work with developers, think long-term, connect with your local civil servants, and find a circular funding mechanism.

**Power of Ten:** in any urban square or area, there should always exist at least 10 reasons for a user to be there or to participate in different activities. Urban spaces and the places we create do not exist in a homogenous state, but rather many parts that come together, where all users can find at least a small piece where they feel at home and want to be. Read more about the Power of Ten [here](#).

**Eyes on the street:** an idea put forward by Jane Jacobs, sees that humans want to go where other people are to observe each other and to feel a sense of safety from the collective surveillance on the street. By having many users observing and participating in the public realm, behaviours that go outside social norms and rules will likely not be tolerated. Check out *The Death and Life of the Great American Cities* by Jane Jacobs.

**Triangulation:** Bringing together multiple types of activities in one space. By doing this thoughtfully, more users can interact and connect on new ways to evolve the place and generate added value for one another – in other words, a place becomes more than the sum of its parts when they exist together. Further, this strategy adds 'eyes on the street' for safety and motivates increased use.

**Orgware:** how the functions are organised, including the daily management of the place, the maintenance of the area, and how decisions are made and communicated.

**Software:** how the place functions for its users, what types of behaviours occur, how do the people socialise and practise their cultures.

**Hardware:** how the place exists in a physical sense. Does it have appropriate pedestrian infrastructure, colourful features, nice quality materials such as street furniture to relax or clean trash cans; is the physical design nice to stay

in and enjoy? Read more about orgware, software and hardware -- and how to combine to make great places -- [here](#) (pp 10).

**Stakeholders:** anyone that can be impacted by or assert power to the project at hand – this ranges across all levels, from those who are low to high in either category. Often you start with the groups who are high in these considerations, but then you must grow to include those who have been overlooked or not yet considered. For example, you may initially think of the land property owner, but you should also consider the land maintenance worker or the local trash collector.

**Place-led:** using the inherent identity and intangible qualities of a place to guide your project into the next steps. This can also be called the 'DNA' of the place. Naturally, this is a necessity in placemaking. To best understand what are the qualities and get to know your place, implement the Place Game analysis. Within grassroot sport organisation, perhaps this uses the communities norms for types of sport(s) practised as a starting point to build from.

**Sustainable placemaking model:** (Rather than a business model!) A framework building on the placemaking process to include future oriented organisation, governance, and funding to ensure the placemaking intervention will move beyond the temporary in order to provide long term impact – social value, among environmental and economic. Thus, creating a sustainable mechanism is a means to achieve this goal; to create a feedback of social, environmental, and economic value – such as connection to place, sense of belonging, and social cohesion- to ultimately bolster a lasting higher quality of life for the local context. Importantly, the nature of a Sustainable placemaking model does not seek profit as a priority, rather, integrates profit/funding into the framework in order to foremost support and maintain 'people' and 'planet'

**Top-down:** decisions made by a higher up for the overall system ("controlled, directed, or instituted from the top level"). This is often found in rigid bureaucratic systems.

**Bottom-up:** when citizens can take their own actions to start a movement and intervention, where all those involved have the chance to get involved and make a statement, this is supported by a flexible and accessible public policy.

**Co-create:** within a participatory process, users and stakeholders are able to work together with the project team to bring about solutions.

**Light – quicker – cheaper:** Getting to action right away to make change happen in an easy manageable way until the long-term solution is found and able to be implemented. This is a great way to test out ideas to see if they work for the community and to build trust that they are being listened to and long term change is in the process. This is often found with bottom-up processes.

**Participatory process:** when the users are genuinely welcomed to be involved and make an impact in the decisions throughout the whole public space process. This is from when you begin to get to know the place through handing over the place management, or long-term care, to the community), not a one moment consultation.

**Plinth:** the groundlevel facade of a building or structure. We are particularly interested in plinths that are next to public space. We recommend a series of characteristics for good quality and human-scale plinths in The City at Eye Level. Brick wall with no other use? Can you turn it into a temporary squash court for the day? As community organisers and citymakers, we can creatively work with the plinths around us to transition it towards the human experience, and even engage with building/business owners to see how they can make their facades more inviting and porous to the public sphere.

Source: [Let's Heal our Cities](#), PARK research paper

# MOVEMENT GLOSSARY

## Introducing key terms

**Physical Activity** is any movement exerted by skeletal muscles that results in energy expenditure above basal metabolic rate. Physical activity is understood to mean practically any kind of movement activity, such as walking, cycling, dancing, sports games, etc. Regular physical activity is one of the most important factors influencing the quality of life and makes a significant contribution to the maintenance of health and well-being. Targeted physical activity promotion at school helps to counteract the development of disease and discomfort at any age, to promote the motor development of students and to improve their learning capacities in all subjects.

**Active recreation** is leisure time physical activity undertaken outside of structured, competition sport. It is a set of activities within the wider range of physical activity options that also include active living, active transport and sport.

**Physical Literacy** can be described as the “motivation, confidence, physical competence and knowledge and understanding to value and take responsibilities for engagement in physical activities for life” IPLA, 2016.

For more information: [physical-literacy.isca.org/what-is-physical](https://physical-literacy.isca.org/what-is-physical)

Taking placemaking as a tool to purposefully increase physical activity is quite innovative for the grassroots sport sector. Placemaking works as an iterative strategic process challenging traditional top-down constructs in order to co-create thriving long-lasting places. Importantly, placemaking robustly includes both economic and social perspectives to ensure high quality of life imbued in the place itself and thus percolating into the daily lives of the users.

However, as a rule, urbanists and grassroots sport health-enhancing physical activity advocates find themselves overlooking the potential for their mutual cooperation due to the wide distance they seem to identify between their competencies. With this methodology, we breached the gap and connected urban space and physical activity problematics and presented practical guidelines for the practitioners in both spheres to take full advantage of each other's experience.

At the same time, we have looked at the principles and definitions of the grassroots sport sector and worked to build the link between placemaking, physical literacy, and physical activity.



# PLACEMAKING FOR ACTIVE RECREATION APPROACH

The operational process is structured in 4 main stages and 3 intermediate stages:

- Preparatory and planning stage (Intermediate stage 0)
- **Touch and Consensus (Stage I)**
- Reflection and planning (Intermediate stage 1)
- **Engage (Stage II)**
- Reflection, budgeting and planning (Intermediate stage 2)
- **Action (Stage III)**
- **Celebration (Stage IV)**

Each of the stages has a certain focus and strives to achieve concrete results. Please make sure that for each stage and intermediate stage you add time for reflection and evaluation of the stage.

In the following pages each stage is described in detail.

## OVERVIEW OF THE STAGES



# PREPARATORY AND PLANNING

## Intermediate Stage

DURATION: 15 TO 20 DAYS BEFORE STAGE I

### STAGE DESCRIPTION:

The preparatory stage is all about planning, coordination and communication of the intervention to happen in the community. The stage begins with:

- Vision and goals for the intervention
- Internal stakeholder mapping followed by
- Meetings with the identified key stakeholders including representative(s) of the local administration.

The main tools that come into use during this period are digital and physical advertising materials (stickers, posters, find the resources on [park.bgbeactive.org](http://park.bgbeactive.org)). During this stage the partner should clarify the goals of the intervention.

### PREPARATORY AND PLANNING STAGE - GOALS:

1. Promotion of the intervention in the community through sharing of information with the help of posters, brochures, word of mouth techniques; *(It is important that this INFORMATIVE campaign is organized within good time and aims to reach the whole community where the intervention will happen);*
2. Initial mapping of the needs in the local community through online surveys on Social media; Community groups and other means;
3. Contacting local community groups and local volunteer groups;
4. Getting in touch with the municipality, sharing the idea about the intervention, initiating possible cooperation while working to get all of the permissions required to work on the public space;
5. Identifying local partnerships and resources – a key step and task on the part of the local partner in order to secure local partnerships and resources as quickly as possible.

### IDENTIFYING STAKEHOLDERS:

#### PURPOSE

- To identify and recruit project participants and relevant stakeholders
- To inform locals of your project idea
- To find partners for your project
- To identify opposition to your project; to connect with the local community.

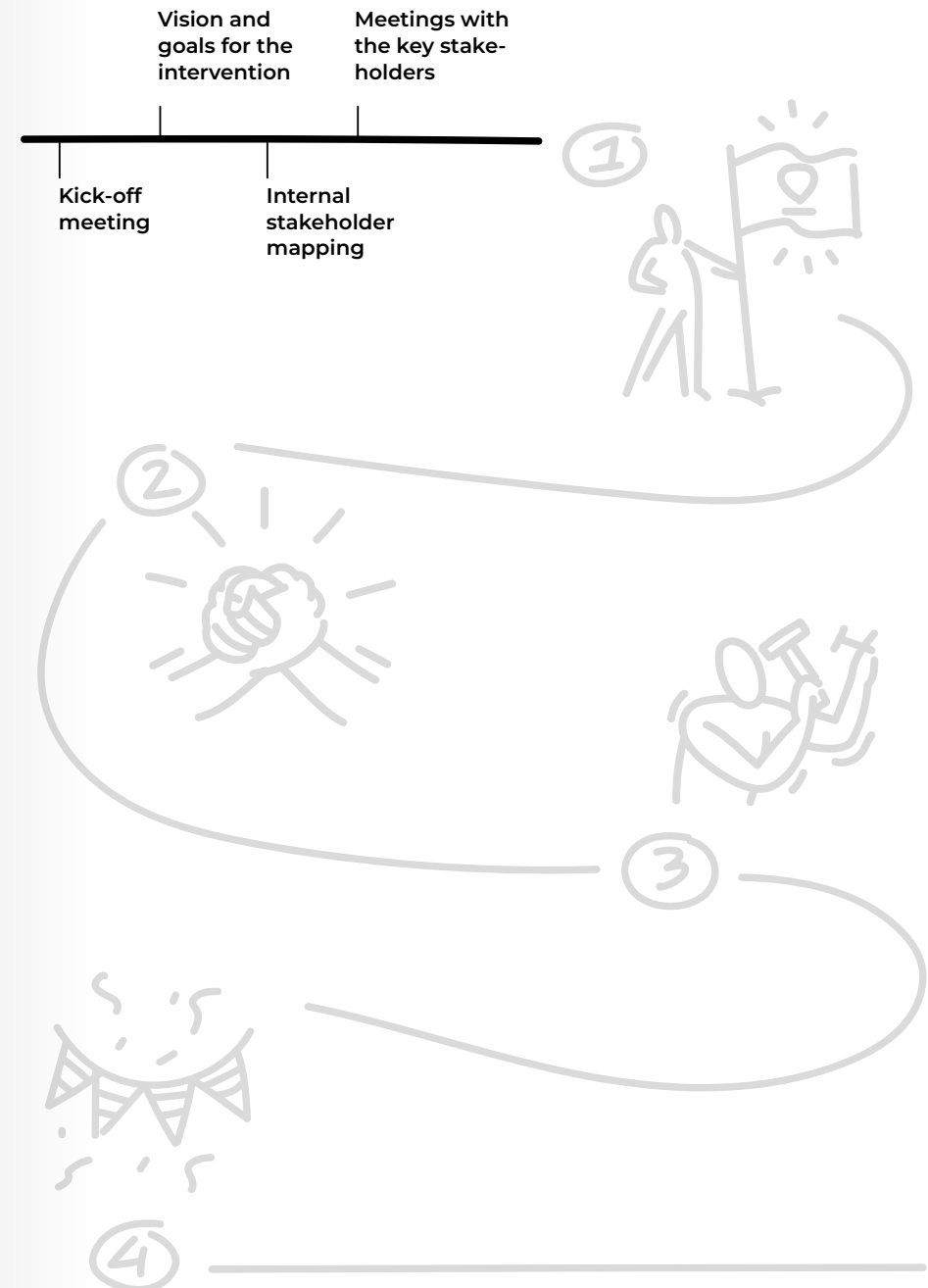
#### WHEN?

Before Stage I and intermediate stage I

#### WHERE?

You have an idea for a placemaking intervention, and want to begin mapping and mobilizing the community. Use [this tool](#) to get to know the community!

### PREPARATORY AND PLANNING INTERMEDIATE STAGE



# TOUCH & CONSENSUS

## Stage I

DURATION 1.5 – 3 DAYS

### KEY ACTORS TO REACH:

- community leaders
- local authority
- local NGOs

### ACTIVITIES / PURPOSE

- installing of a physical provocation at the location;
- elaboration of an initial action plan;
- dissemination of communication materials in the public space and via social media platforms

### ENGAGEMENT TOOLS:

- Physical provocation
- Posters/brochures
- Public polls
- [Place Game](#) (Find on [placemaking-europe.eu](#))

### DESCRIPTION OF STAGE I:

There are several approaches to this stage. As the main idea is to make a physical provocation at the space where the intervention the stage is all about drawing attention to the places. One option for this first stage is to create a space where the community members leave their ideas, desires, and feedback. This could happen with posters and brochures left to provide more information about the initiative with clear direction where the community members can leave their comments. Other items for the collection of ideas from locals such as wish boxes, stickers, recycled vinyls for ideas and more could also be placed on the chosen space. You can stage a special event on one or two weekends and be accompanied by physical structure. The physical structure could be placed close to the place that will overgo the placemaking process or in popular places where large flows of pedestrians pass. The coordination team should be on-site and through personal conversations, discussions, and workshops to gather people's ideas and suggestions on changing the target public space.

### GOALS FOR STAGE I:

1. Initial scanning and analysis of space, flows of people, communications, existing elements, scale, potentials.
2. Social engagement where the the aim is to stimulate a process of more effective research and conversions, in which the necessary information is gathered directly from the people who come to meet the team.
3. Presentation of exemplary interventions in order to give citizens a clearer idea of what could happen with the space;
4. Defining shared values on the basis of the needs and proposals of local people;
5. Preparation of initial design sketches on possible interventions on a pre-prepared substrate of the public space.
6. Holding meetings and interviews with identified stakeholders, as well as potential sponsors from which you can obtain materials.

## TOUCH AND CONSENSUS (STAGE I)



## TOOLS TO USE:



### POSTERS/BROCHURES

#### PURPOSE

Informing local community and partners about the project, its different stages and challenges related to community engagement

#### WHEN?

During Stage I and intermediate stage 0

#### WHO?

Local community and stakeholders

#### WHERE?

- within and nearby the spot
- at hot spots for youngsters around the city
- info points

Find PARK's pre designed materials on [park.bgbeactive.org](http://park.bgbeactive.org)

### POLLS/ SURVEYS

#### PURPOSE

- researching the needs and desires of local citizens and youngsters living in close proximity to the location of interest
- receiving feedback about the project and its structure

#### WHEN?

Before & during Stage I and intermediate stage I

#### WHO?

Local community and all stakeholders

#### WHERE?

- hard copies spread among schools, nearby residential buildings, on the spot
- online environment via social media and other (local) digital channels



Source: [trails.org/our-work/placemaking](http://trails.org/our-work/placemaking)

### PHYSICAL PROVOCATIONS:

#### PURPOSE

- Provoking interest in local citizens regarding the quality of public space and possible transformation(s)
- Collecting ideas concerning the renovation of the spot of interest

#### WHEN?

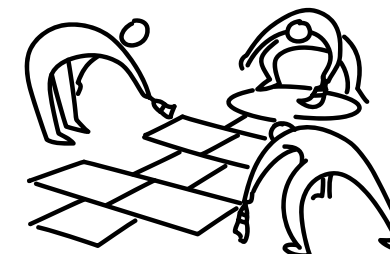
During Stage I and intermediate stage I; it can also be designed as a permanent element of the renovated spot

#### WHO?

Local community, your team

#### WHERE?

within the specific public space of interest





**SOCIAL ACTIVATOR:**

**PURPOSE**

The Social Activator serves as a tool for civic engagement and at the same time has the function of a physical attractor to direct the attention of citizens to the target public space;

**WHEN?**

During Stage I (limited to Stage II and Stage III). With local partners, community and volunteers – all interested;

**WHO?**

The community, various stakeholders

**WHERE?**

At the spot of the future intervention

**INSPIRATION:**

[Urban Camping Manual](#) (Find on [placemaking-europe.eu](#))

[Florum Manual](#) (Find on [placemaking-europe.eu](#))

[Playful Neighbourhood Process Methodology](#) (Find on [placemaking-europe.eu](#))



**LADDER OF PARTICIPATION:**

**PURPOSE**

- To aid in the process of empowerment, by helping stakeholders to understand participation and involving them in the decision-making process
- To be transparent within the participatory process
- To identify the challenges to participation and how to better facilitate participation

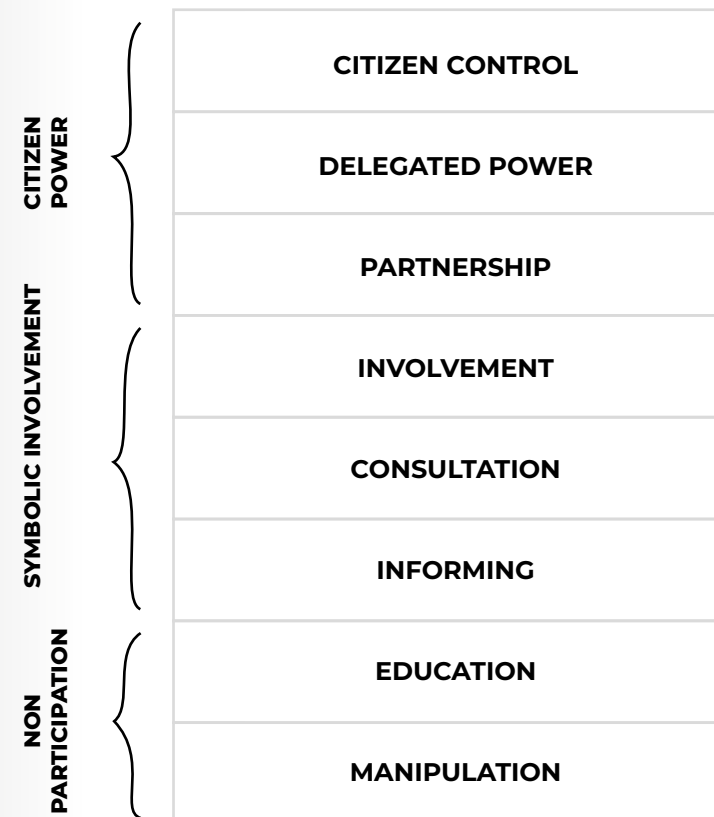
**WHEN?**

before & during Stage I and intermediate stage 1

**WHERE?**

It is best to use this tool together with a medium group (10-30 participants) of stakeholders/community members in a workshop with mapping exercises (tools that help you to map out the 'place' where your placemaking intervention is going to happen).

Source: [ACF, Ladder of Citizen Participation](#)



# Intermediate Stage 1

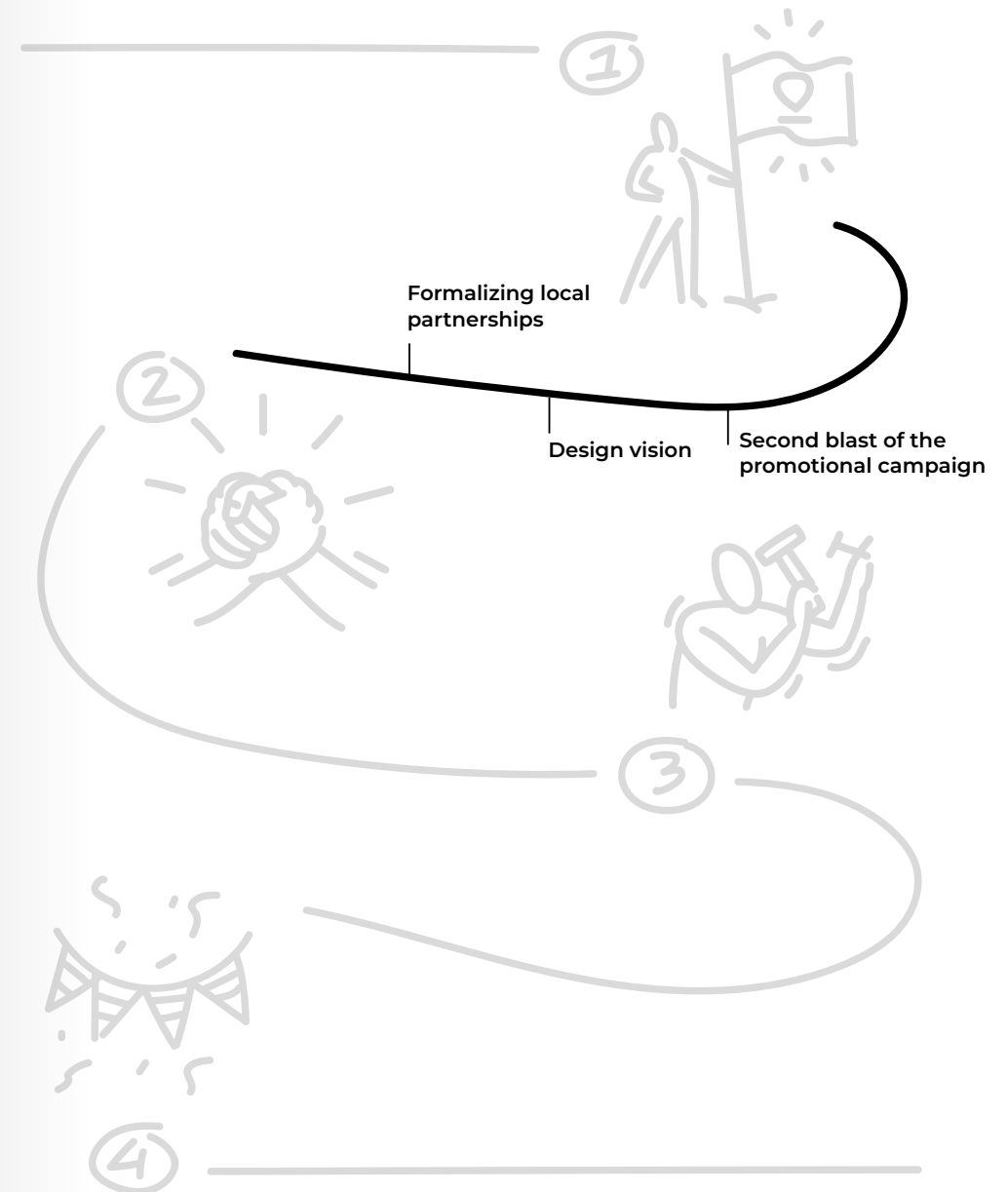
DURATION: 7 TO 14 DAYS

## DESCRIPTION OF THE STAGE

This intermediate stage is needed to provide time for the various participants in the project, incl. of the coordination team, to prepare for the upcoming stages – promotion, design, and formalization of partnerships. At the same time, this stage provides enough time for locals to make sense of what is to come and get used to the idea that something will really happen to the space.

## GOALS

1. Second blast of the promotional campaign – mass sharing of promotional materials in local community groups through social networks
2. Promoting Stage 2 and achieving Social Consensus.
3. Development of a design vision (3D visualization), based on the collected ideas and opinions from the Stage 1 'Touch and Consensus', illustrating the planned interventions in the space for effective public discussion during Stage 2.
4. Formalizing local partnerships – reaching specific clarity from the local partner about the assistance that will be received from local businesses and the municipality



# ENGAGE

## Stage II

DURATION: 3 DAYS\*

### KEY ACTORS TO REACH

- local community
- local community leaders
- potential ambassadors
- potential sponsors

### ACTIVITIES / PURPOSE

- defining problems of the spot
- defining possibilities and potentials
- active community planning and design sketching

### ENGAGEMENT TOOLS

- active community planning
- active workshop / education

### DESCRIPTION OF STAGE II

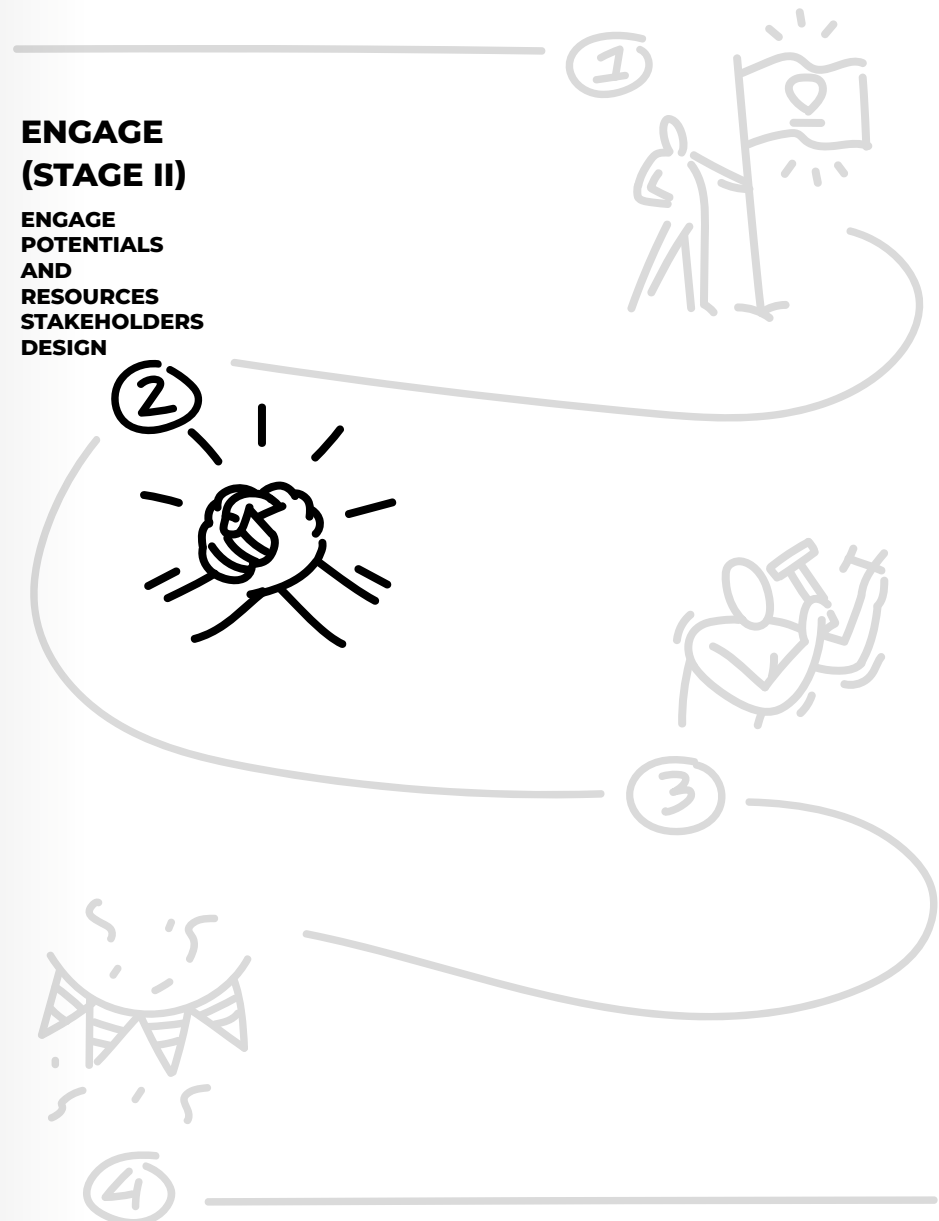
The stage takes place (most often) in the target public space and is a public discussion focused on the proposed design vision for the place. The discussion aims to involve as many stakeholders as possible – young people, residents, the coordination team, representatives of local businesses and the municipality.

Subsequently, after clarifying the final expression of the intervention, an action plan, design, and quantitative account for the necessary materials and construction expertise are prepared. In addition to the described activities, a common virtual space (a Facebook group) is created, in which people with an attitude to the target space and the initiative can join.

### GOALS

1. Achieving consensus on the intervention by means of visualizations of what will happen in the space and of the identified common values and ideas. For this purpose, a wide public discussion should be held at the target space.
2. Designing the approved elements
3. Achieving consensus on the name of the place. It is great to think about the branding of the space;
4. Making financial calculations and determining the necessary materials and necessary external construction expertise based on the defined vision and available resources.
5. Creating an online shared space – Facebook page, site, another platform.

## STAGE II



## TOOLS TO USE:

### ACTIVE COMMUNITY PLANNING EVENT

#### PURPOSE

- Generating, consolidating ideas and preparing an action plan
- The ambition at the end of this event / workshop is to create specific design solutions and technical proposals.

#### WHEN?

Preliminary preparation incl. the processing of the collected wishes and drafts regarding certain design solutions is fundamental for achieving an effective result.

#### WHO?

Local community, institutions, design and social experts.

#### WHERE?

Within the community where the PARK activities will happen.

#### INSPIRATION

[Eye Level Game](#) (Find on [placemaking-europe.eu](#))

[Pictogramming Empowering Youth](#) (Find on [placemaking-europe.eu](#))

[Activity Trail](#) (Find on [placemaking-europe.eu](#))

### DESIGN VISION COMMUNITY DISCUSSION

#### PURPOSE

Visualization of physical interventions and their location in the target space, defined on the basis of proposals and ideas of the local community.

#### WHEN?

During Stage II.

#### WHO?

Local community, institutions, design and social experts.

#### WHERE?

Design visions will be used most actively during Stage 2, when there is a public discussion with the local community. Visualizations facilitate dialogue between citizens and experts, as they show the real expression and location of future interventions.

### FACEBOOK GROUPS FOR COMMUNITY ENGAGEMENT

#### PURPOSE

Creating an online channel to keep in touch with the community

#### WHEN?

During Stage II and potentially beyond the active phase of the intervention

#### WHO?

Coordination team, local administration and all interested;

#### WHERE?

Online





# PROCESSES

## Intermediate stage 2

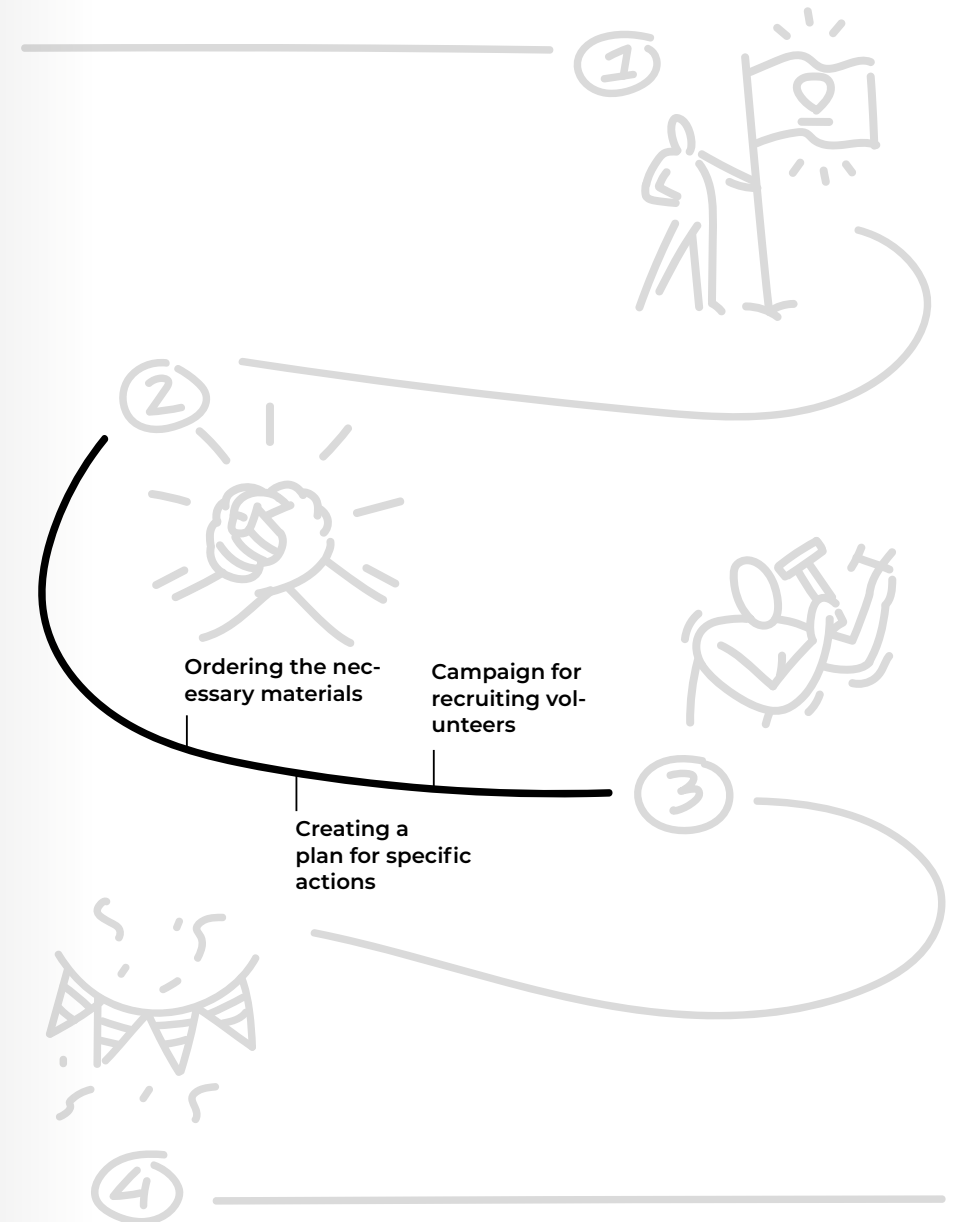
DURATION: AT LEAST 14 DAYS

### DESCRIPTION OF THE INTERMEDIATE STAGE:

The stage aims to provide the necessary time for meetings and direct communication with local traders and suppliers to provide the necessary materials and tools; to negotiate the necessary external expertise; to develop a project or other formal document depending on the requirements of the local administration and to make a specific call to find volunteers, using the already finalized design vision of the space. The main commitment falls on the local partner, who is responsible for the above activities.

### GOALS:

1. Ordering the necessary materials and arranging expert assistance (if necessary).
2. Creating a final vision of the space and a plan for specific actions during Stage III.
3. Intensified campaign for recruiting volunteers through the created vision and the plan for specific actions. The campaign should cover the entire territory of the settlement!



# ACTION

## Stage III

DURATION: 10 TO 30 DAYS\*

### KEY ACTORS TO REACH

- community leaders
- local authority
- local NGOs
- youngsters
- local community
- potential sponsors

### ACTIVITIES / PURPOSE

- physical renovation of the public space
- strengthening local community
- building a sense of belonging to community

### ENGAGEMENT TOOLS

- active workshop / education
- technical instructions for working with power tools
- skills demonstration
- creative challenges

### DESCRIPTION OF THE STAGE:

The stage includes the performance of physical activities for cleaning and improvement of the target public space. Between 10 and 30 days are needed for this stage. During this stage, practical workshops/trainings on techniques for working with different materials or specific activities should be conducted, and the distribution of work should be based on the skills and desires of the participants in the process.

### GOALS:

1. Building /Installing/ renovating physical structures in the defined space, together with local organizations, community representatives.
2. Creating new networks, and teams and empowering the connections between the community through the process of physical work.
3. Preparation for the official opening of the renovated place – creative thinking and planning of possible programming for the spaces with and for the community.

*\* It is very important to provide a sufficient (additional) number of tools and a good work schedule so that everyone can get involved and feel useful, as well as not waste time with inaction. The same applies to placing in a prominent place a specific action plan with outlined the necessary activities for the construction of individual physical elements.*



## TOOLS TO USE:

### ACTIVE WORKSHOP/EDUCATION

#### PURPOSE

- providing concrete tacit knowledge and skills in regards to construction and renovation
- assisting / stimulating the local community and mainly local youngsters to take responsibility in (re) creating the environment around them

#### WHEN?

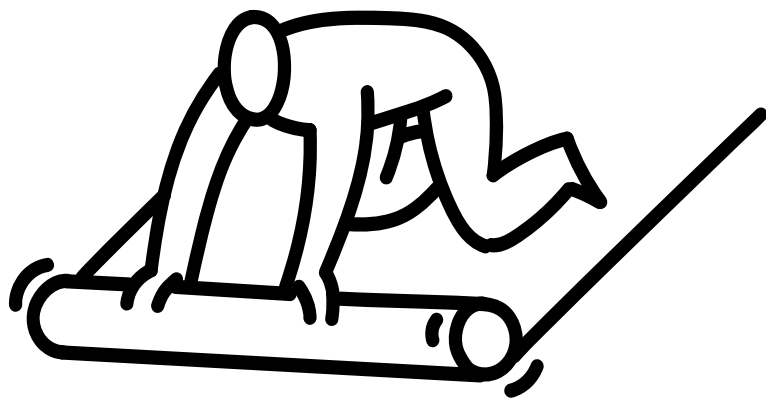
During Stage III

#### WHO?

Your team members or external experts

#### WHERE?

Within the public space of interest and its surroundings



# CELEBRATION

## Stage IV

DURATION: 1 DAY OR MORE

### ACTIVITIES / PURPOSE:

- celebrating the collective success
- showing off the final results
- gathering a lot of citizens in order to show the results and spread the idea that people can change the environment on their own

### ENGAGEMENT TOOLS

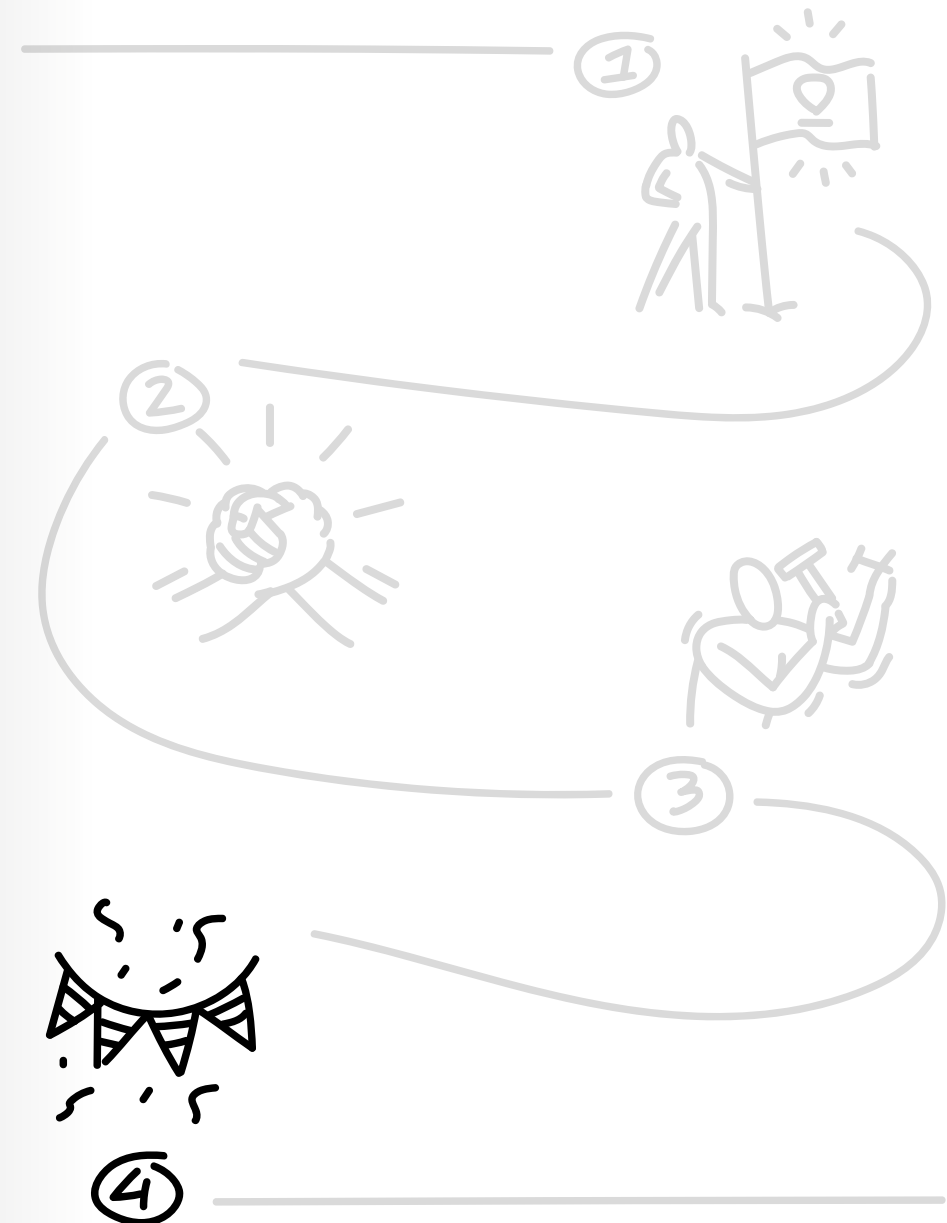
- Pop-up Activities
- NowWeMOVE event ideas
- Other events and activities

### DESCRIPTION OF THE STAGE:

The stage is a one-day celebration at the already improved public space, to which all residents are invited, and through which to celebrate in an appropriate way the created. During the event, you can organize/co-organize a number of thematic workshops and activities and these could be related and demonstrate the capabilities and functionality of the interventions and structures.

### GOALS

1. Celebrating the work done and the achieved collective results through an official opening, a neighborhood mini-festival, or a specific thematic event.
2. Promotion of the intervention through the event and the pre-prepared program, including sports and cultural events.
3. Strengthening the connection between people and the urban environment by visualizing how the environment around them can be more enjoyable and inspiring.



### CELEBRATION (STAGE IV)

*Typically the weekend. You can use NowWeMOVE Campaign events guides as inspiration for some events*

## TOOLS TO USE:

### POP-UP ACTIVITIES

#### PURPOSE

- uniting local community
- celebration of the collective work and its final results
- sharing the idea of possible transformation through the visual effect of the renovated spot

#### WHEN?

Throughout all stages

#### WHO?

Local community, partners, stakeholders

#### WHERE?

Within the public space and its surroundings

#### INSPIRATION

[Pop-up cafe tool manual](#) (Find on [placemaking-europe.eu](#))

### NOWWEMOVE EVENTS

#### PURPOSE

To create a physical activity programming for the recreated place

#### WHEN?

After completion of the process and beyond on regular basis

#### WHO?

Local community, external providers, your team, move agents, sports people

#### WHERE?

Within the public space and its surroundings

#### INSPIRATION

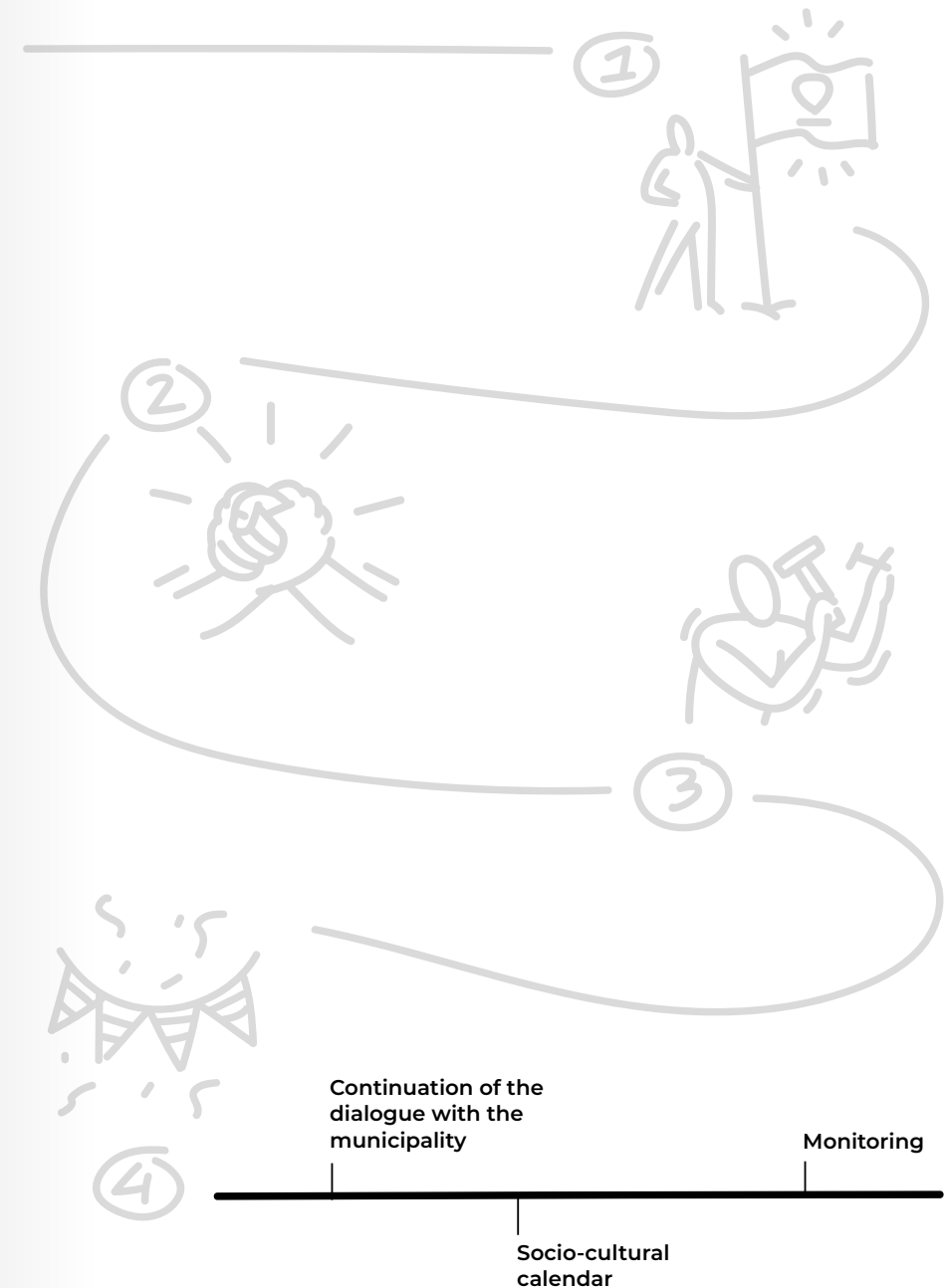
[isca.org/nowwemove](#)



# MONITORING AND EVALUATION

First things to consider for your monitoring and evaluation processes.

1. Define your criteria for success.
2. Plan the monitoring and evaluation of the impact you expect your urban space to achieve.
3. Use a simple evaluation tool or design your own tool or use existing tools.
4. **Don't plan your evaluation to start at the end of your project – consider evaluation as an ongoing process that allows you to adjust your project from the moment your idea meets your target group.**
5. SOPARC is for example a System for Observing Play And Recreation in Communities – a reliable and valid observation tool for assessing park and recreation areas.
6. Be aware of specific monitoring requirements from your stakeholders and partners.
7. Your evaluation results might show potential for further scientific research be of interest to further that can help you to contact potential funders. It will help you pitch your good idea and improve your advocacy efforts.



## TOOLS TO USE:

### IMPACT MEASUREMENT TOOL

#### PURPOSE

Carrying out the impact assessment of their projects is a means for place-makers to learn how to improve their work to achieve their mission, to convince the different stakeholders that placemaking is actually creating value for everyone and to build the project with them, aiming at a bigger impact on the long term.

#### WHEN?

At the end of the placemaking process

#### WHO?

Your team, stakeholders, the involved community

#### WHERE?

Your placemaking project

#### INSPIRATION:

[Impact Measurement Tool](#) (Find on [placemaking-europe.eu](http://placemaking-europe.eu))

Financial	Social	Cultural	Human	Built
affordable / free access	area more family friendly	attraction of artistic talent	advanced skills	accessible building
increased shop visits	business cooperation	capture of local culture	community pride	renovation
corporate grants	diverse audiences	exposure to art / culture	discovery of new talent	new infrastructure
increased tourism	gatherings	exposure to artists	increased confidence	murals
new business	livability	improvement of quality of life	life skills	new buildings
professional training	opportunities to mix	increased knowledge	life lessons	new parks
public	retention of residents	public art	positivity	exhibits
professional training	social time	public participation	self expression	theatre sets

Source: Impacts of Placemaking  
Credits: Dekonte et al



Placeamking for active recreation approach was created by

**CONCEPT AND STRATEGY:**

Laska Nenova

**PROCESS DESIGN:**

Angel Bondov, Todor Kesarovski

**CONTRIBUTORS:** Todor Kesarovski, Angel Bondov, Laska Nenova, Bilyana Mileva, Anna Bradley, Vlad Fedorov, Gina Kafedzian;

**DESIGN:**

Studio PUNKT

**PHOTOS:**

„The SPOT“ project by BG Be Active, Angel Bondov, Todor Kesarovski

Funded by:



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Official Partner of:



Implementing Organisations:



Experts:



Specialist:





