

Concept paper: Street talk

The tool “Street Talk” aims to get into contact with users of a place or a certain type of space (e.g. public squares, pedestrian zones or mobility hotspots). The tool can also be used to inform about an upcoming planning process or to evaluate an alteration or reconstruction of a place. It combines an urban intervention in public space with communicative methods such as short interviews, mapping or the collecting ideas. The talk must be accompanied by a stand, a vehicle or some other eye-catcher that is related to the topic of the participation.

What methods/other tools/ techniques can be used while implementing the tool?	Main aims while using the tool
Providing information to passers-by (poster, leaflets); using mapping, interviews, questionnaires, site visit, competition, different ways of idea collection.	Informing seniors about the GreenSAM project and the upcoming participation process; acquiring participants for the co-creation process; getting insights into mobility patterns and needs of the elderly and their perception of the age(un)friendliness of existing mobility hot-spots.
How can the tool be used in each phase of the process (when developing age-friendlier and green mobility solutions)?	
<p>Planning stage: The tool is very useful to raise interest about a topic and/or planning, to inform people about it and to collect impressions and insights in the needs and interests of the group.</p> <p>Development stage: It might be used to collect feedback to first ideas (but it will be difficult to discuss profoundly)</p> <p>Implementation stage: The tool can be used to accompany and inform about the implementation of a planning</p> <p>Evaluation stage: It can also be used to gain insight in people’s assessment of an implemented planning</p> <p>Feedback: Can be used to get feedback on interventions.</p> <p>The tool can also accompany the whole process (e.g. the restructuring of an urban square). The techniques used should fit the context and aim of using the tool.</p>	
What is the aim of engagement with this tool?	
<p>Inform: The tool is very valuable to inform people in the street and to collect information.</p> <p>Consult: Consultation is possible, but cannot be very profound when using this tool.</p> <p>The tool is less suitable for collaboration and empowerment. In the latter case, it can be used to inspire people to develop their own ideas and projects.</p>	
For how many people and how is the tool suitable (for one-time use)?	How much effort is required from the participant and what influences that?
1-5 people at one time, depending on the duration of the intervention and the staff available.	Little to no effort required, if it is only about informing people and collecting quick ideas on the street (participants do not need to plan ahead or travel somewhere, and they can also refuse to participate if they have no time).

	Some effort required in case of mapping or interviews with users.
Time needed to <u>prepare</u> using the tool and what influences the time needed?	Time needed to <u>implement</u> the tool and what influences the time needed?
Considerable preparation required for <ul style="list-style-type: none"> conceptualising and realising a suitable stand or other eye-catcher planning for other tools to use, e.g. mapping, photovoice, questionnaires etc. creating information material authorization to use public space (if needed, it can take one or more weeks) 	Some time required: little time is needed if it is only about informing people and collecting quick ideas (people passing by may not have time for long talks). Some more time is needed in case of mapping or when conducting interviews with users.
Time needed to <u>summarize</u> using the tool and what influences the time needed?	Price for the user of the tool and what influences the price
Little to no summarizing required for one-time interaction, but some up to considerable effort required if different tools and techniques are used and the number of interactions is big.	There are no fees to use this tool, but the creation of a stand/intervention in public space might cause some cost (e.g. equipping a cargo bike for the process).
SWOT on using the tool	
STRENGTHS Easy way to get into contact with a user group, to get impressions and ideas and to spread information about a project. Very helpful in the process of acquiring participants for a participation process.	WEAKNESSES Discussions and exchange often remain on the surface, no possibility to enhance discussion among users or between users and other stakeholders
OPPORTUNITIES Can enhance good publicity (especially when there is an interesting eye-catcher), attract the interest of other stakeholders and help raise interest for an area or planning process that has not been in the focus before	THREATS If used in public space, the weather plays an important role. It might be difficult to handle people who are angry about a change or an upcoming planning (good training and preparation for the staff will be helpful in this case). If plannings are too controversial, the tool is rather unsuitable.
How to use the tool?	
How to prepare using the tool? <ul style="list-style-type: none"> Choose one or more good spots for the process, check if you need a special authorisation Prepare the intervention/stand Choose, concretize and prepare other techniques that will be used during the street talk Look for a good team of at least two members Prepare a list to collect addresses if you want to contact people for further events (regarding data protection) Organise transport of equipment (e.g. the stand or intervention itself, leaflets, chairs, maps) 	

or anything else needed)

How to implement the tool?

- Find a good spot, get in contact with people, remain open
- Make sure that input of participants is written down/collected (cards, comments on a map, answers to a questionnaire etc.)

How to follow-up using the tool?

- Document and analyse results
- Evaluate the results and impact of using the tool

Tips and hints for using the tool with people in silver age

- **Make your stand attractive and make your participants comfortable** – cargo-bikes can be very useful for being both examples of green transport but also functioning as a mobile stand. In Hamburg, the partners used a green parasol and even had chairs and a table to make conversing with passers-by, and especially silver age people, comfortable. Offering a cookie or a snack will make your stand more attractive as well!
- **Think of timing** – Once you have chosen a good spot for your stand, think if there are any relevant events nearby that might attract your desired target group (e.g. weekly markets), otherwise you risk not having enough and willing passers-by from your target group who would like to engage.
- **Check the weather forecast and consider indoor alternatives** – if the weather forecast is bad, consider moving your tool indoors, e.g. if your aim is engaging silver age people, a stand can be set up inside a senior home as well.
- **Take your time** – once people have shown interest, they usually stay for some time to share their concerns and ideas.
- **Ask for additional contact information** – if you would like to talk to the people you engaged with again or would like to involve them in other events or interventions, ask for additional contact information, but make sure the person knows why you are asking – think of GDPR regulations.
- **Do not forget about the visibility of the project** – if you are using this tool in the framework of a project, make sure all the necessary logos and visuals are included on the stand as this will help a considerable number of passers-by to become informed about your project.

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