Park(ing) Day 2017 in Amager, Copenhagen

Copenhagen Project Center
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WPI

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MILJØPUNKT
AMAGER

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ABSTRACT

Miljøpunkt Amager is an environmental agency in Amager, Copenhagen that aims to promote environmental sustainability within the Amager districts. Miljøpunkt Amager needed assistance tailoring their annual outreach event, Park(ing) Day, to properly address their target audience. Using urban gardening as a means for engaging residents in hands-on urban sustainability, we hosted Miljøpunkt Amager's 2017 Park(ing) Day event. We then developed a Toolkit to assist Miljøpunkt Amager's planning of future Park(ing) Day events. The Toolkit was assembled using geographical data, Copenhagen census data, information from past events, and experience from hosting Park(ing) Day 2017. This resource will help Miljøpunkt Amager plan future Park(ing) Day events efficiently and completely so they may focus their attention on the theme and message of their event.

ACKNOWLEDGEMENTS
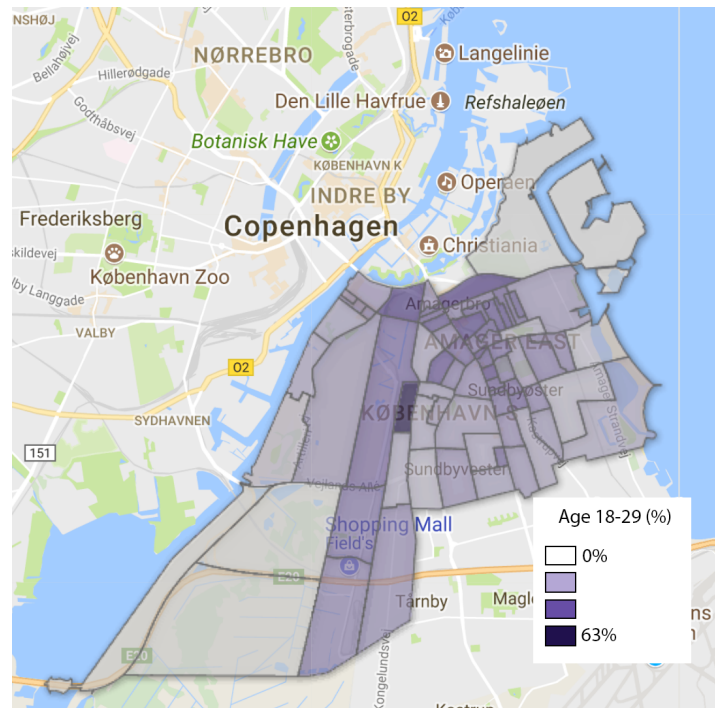
EXECUTIVE SUMMARY

Miljøpunkt Amager is an environmental organization in Amager, Copenhagen that aims to educate the Amager community about urban environmentalism. Specifically, Miljøpunkt Amager seeks to teach urban residents to interact with and support nature in ways that benefit society and local ecology. Managing Director Claus Knudsen believes this goal is best accomplished through urban gardening outreach events. Miljøpunkt Amager hosts several public educational events each year and has recently increased their focus on their annual Park(ing) Day event.

Park(ing) Day is an annual international event that takes places on the third Friday of September. The purpose of Park(ing) Day is to temporarily transform dense urban spaces into green spaces, encouraging discussion about local environmental issues. Since 2014, Miljøpunkt Amager has hosted an Amager location of Park(ing) Day centered on urban gardening. This event has allowed residents to engage in hands-on environmentalism while educating them on ways to be sustainable in their everyday lives.

Miljøpunkt Amager has traditionally focused their Park(ing) Days on urban gardening because they believe urban gardening is an effective method to give residents responsibility for their cityscape and provoke further discussion on environmental initiatives. Due to the mixed success of previous Park(ing) Day events, Miljøpunkt Amager needed to streamline the process of designing and hosting their events in the future. However, Miljøpunkt Amager did not have the time nor resources to research and develop the necessary components of this task.

Executive Figure i: Interactive Demographic Density Map from Toolkit

This project assisted Miljøpunkt Amager by streamlining the designing and hosting process and creating a Park(ing) Day Toolkit eBook to easily form future events. We broke this task into three key objectives. We reviewed all previously held Park(ing) Day events by analyzing yearly reports and conducting interviews with key staff members. We hosted Park(ing) Day 2017 in Amager to gain experience interacting with this community and field test our deliverables. From our extensive research and personal experience, we then assembled our Park(ing) Day Toolkit.

This Toolkit helps users create and host a Park(ing) Day event in four steps: establish a focus, find a location, design a site layout, and define and measure success. This Toolkit advises users based on the culmination of our research and experience from our own event. Furthermore, this Toolkit provides users with interactive demographic density maps (shown in Executive Figure i) to help select the best location, assembled with the most recently available Copenhagen census data.

Along with our Toolkit, we provided Miljøpunkt Amager with tangible elements to make future Park(ing) Days easier. Two restored cargo bikes and one custom-built mobile flower pot will provide Miljøpunkt Amager with ample transportation space for all future event components (shown in Executive Figure ii). These elements also provide Miljøpunkt Amager mobile gardening space to use in event stations and to attract possible event attendees. We additionally provided Miljøpunkt Amager reusable marketing materials for future Park(ing) Day events and future urban gardening stations. Finally, we provided Miljøpunkt Amager planned layouts for future events, contained within our Toolkit eBook.

Executive Figure ii: Cargo Bike and Mobile Flower Garden

Our deliverables are personalized to Miljøpunkt Amager but can easily impact far beyond this organization. At the time of this report, Claus Knudsen intends to deliver key components of our Toolkit to the Local Committees of Amager Vest and Amager Øst as a resource for event planning. Additionally, the Managing Director of another Miljøpunkt location has expressed interest in our Park(ing) Day Toolkit, and Claus Knudsen has expressed interest in adapting and distributing this resource to other environmental organizations across Copenhagen.

This project has provided thorough research to develop better Miljøpunkt Amager Park(ing) Day events, but some opportunities remain unexplored. We hope that this report will inspire future research into alternate formats, focuses, and intentions of Park(ing) Day.

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1.0 INTRODUCTION

Rapid urbanization challenges cities to inspire sustainable living. As urban space is developed to accommodate increasing populations, local plants and wildlife disappears, decreasing an area's natural ability to sustain itself [Measuring Urban Environmental Sustainability, 2014]. This issue is increasingly prevalent in modern cities. The United Nations estimates that by 2050, more than half of the world's population will reside in urban areas [United Nations, 2014]. If urban municipalities fail to properly counter increasing populations, they endanger the health of their residents, vitality of their districts, and resiliency of their local biodiversity [Kabisch, et al., 2014].

Some developing areas approach this challenge more sustainably than others. The country of Denmark has a long-standing respect for environmental consciousness. Environmentalism remains priority in Denmark's urban development and is best exemplified by the capital city of Copenhagen. Since 1947, Copenhagen has followed the "Five Finger Plan" of urban expansion, designed to incorporate green spaces as the city expands [Danish Ministry of the Environment]. Today, 91.5% of Copenhageners visit these parks at least once a week, yet these residents are not as environmentally savvy as they could be [Schipperijn, et al., 2010]. Danish citizens annually produce 751 kg of trash per capita, making them the world's number one producers of municipal waste [McCarthy, 2015]. Copenhagen municipalities are aware of these shortcomings, and many environmental organizations have developed initiatives to make the city more sustainable. These environmental organizations emerged in the wake of Agenda 21, the United Nations 1992 voluntary guidelines for urban sustainable development. Since this point, organizations such as Miljøpunkt Amager have worked to engage and educate their local communities on urban environmentalism.

Miljøpunkt Amager is a privately operated environmental organization funded by the Local Committees of Kobenhavn S: the combined districts of Amager Vest and Amager Øst, commonly referred to as "Amager." Through outreach events, Miljøpunkt Amager aims to involve the citizens of Amager in hands-on urban environmentalism while enabling them to participate on their own.

One of Miljøpunkt Amager's most impactful outreach events is Park(ing) Day. Park(ing) Day is an annual international event that takes place in mid-September to temporarily bring the natural environment into urban spaces. This event started in San Francisco in 2005 to inspire discussion about proper use of urban space and has since expanded to over 160 cities worldwide with the broad purpose of making cities green. On the third Friday of every September, environmentalists around the world transform parking spaces into temporary green parks. This event gives organizations a platform to discuss environmental issues central to their own community.

Miljøpunkt Amager has participated in Park(ing) Day three times since 2014 and focuses their Park(ing) Day events on urban gardening. Miljøpunkt Amager chose this focus in 2014 because they believe urban gardening is an efficient vessel to teach residents responsibility for their cityscape and provoke discussion on environmental initiatives. As stated by Miljøpunkt Amager Managing Director Claus Knudsen, "It [urban gardening] makes people very involved with what's going on and shows people what can be done within a city" [Appendix B]. In past years, Miljøpunkt Amager has hosted this event in collaboration with other urban gardening organizations in Amager.

Since 2014, Miljøpunkt Amager has continually expanded their Park(ing) Day event to reach more citizens of Amager. Claus Knudsen wanted to specify a target audience and better select locations to market to these audiences. However, Miljøpunkt Amager did not have the time nor resources to research and develop the necessary components of this task due to limited staffing.

This project assisted Miljøpunkt Amager in their goal of educating and engaging the people of Amager through urban gardening-focused Park(ing) Day events. We researched past Park(ing) Day events to understand the development of Miljøpunkt Amager's Park(ing) Day goals. We additionally conducted interviews with Miljøpunkt Amager staff members to gain their personal accounts of the chronological progression of these events. We designed and constructed Park(ing) Day elements to help Miljøpunkt Amager host better Park(ing) Day events in the future. We planned and hosted our own Park(ing) Day event to test these elements and gain personal experience working with Miljøpunkt Amager in this area. Finally, this project culminated in the creation of a Park(ing) Day Event Toolkit for Miljøpunkt Amager. This Toolkit contains recommendations on locations, target audiences, and suggested workshops for different Park(ing) Day events. This Toolkit also contains possible Park(ing) Day layouts and event focuses, all backed by census data to make the creation of future Park(ing) Days more efficient and focused.

2.0 BACKGROUND

Global urbanization is on the rise, but some countries are handling the swell of populations more sustainably than others. Denmark and the Danish capital city of Copenhagen have a long history of environmental consciousness. Denmark was the world's first country to establish an Environmental Ministry in 1971, nearly 30 years before the United Kingdom [Larsson, 1999]. In just six years between 2005 and 2011, Copenhagen reduced greenhouse gas emissions by 21% through the pursuit of renewable energy sources [City of Copenhagen, 2012]. In 2014, Copenhagen was awarded the European Green Capital Award in recognition of their success [European Commission, 2014]. By expanding solar farms and reusing waste-heat from power production, Copenhagen leads the way as the rest of world begins to focus on environmental sustainability [Gerdes, 2013]. Copenhagen has been cutting emissions to reach their short-term goal of becoming the first carbon-neutral capital by 2025 [Climate Capital Copenhagen, 2009]. Achieving this is a prerequisite for their long-term goal of having their city run solely on renewable energy supplies by the year 2050 [Mathiesen et al., 2015]. A government agenda is necessary to tackle the problem of environmental sustainability, but it does not stand alone. Sustainability needs to percolate up from the citizens. Ultimately, it is the people that make a place sustainable.

2.1 The Amager Boroughs

Copenhagen has two districts located on the island of Amager (shown in Figure 1). These districts of Amager Vest and Amager Øst collectively house 120,000 Copenhageners – a significant portion of Copenhagen's 670,000 residents [København Kommune, 2016].
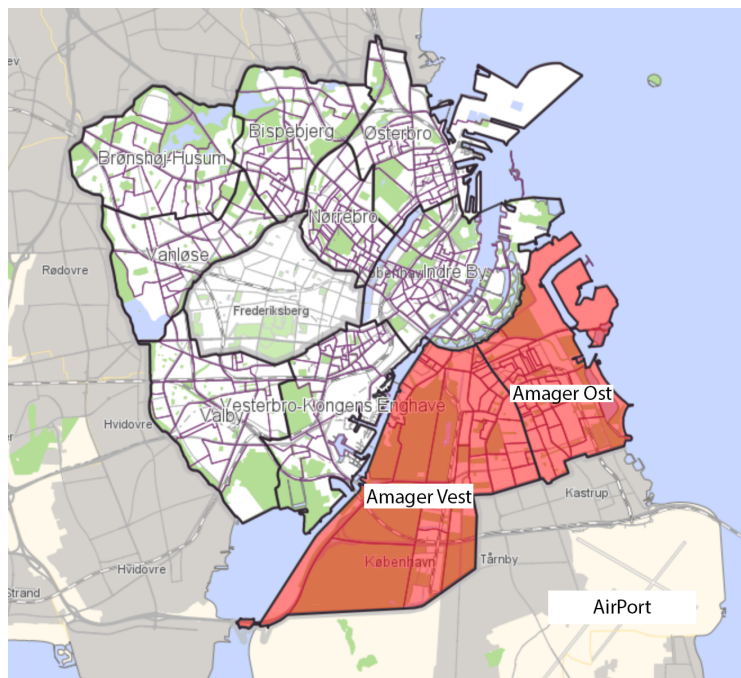

Figure 1: Map of the Amager Districts (red)

However, this was not always the case. Until the 1970's, Amager served as a largely unpopulated dump for Copenhagen's sewage and landfill. In the later 20th century, Amager was settled by Copenhagen's working class. To this day, Amager is known for its "sleepy working-class and crime-ridden neighborhoods" [Deligedays, 2017]. At the turn of the 21st century, Amager began to undergo substantial urban renewal programs. The arrival of the Metro has begun to slowly change Amager's poor reputation. The main campus of Copenhagen University is now located in the northwest of the island, bringing with it gentrification, as students are attracted to the cheaper housing closer to campus. A massive new development has sprung up along the M1 metro line in a previously marshy area of Amager, including showpiece architecture by Daniel Libeskind and others. This new development, "the new sustainably 'city' of Ørestad" has brought many attractions to Amager, including "cutting-edge 'green' residencies" [City Guide, n.d.]. With the expansive development of Amager, it is imperative that environmental organizations work diligently to keep the citizens environmentally conscious in their everyday lives.

2.2 Miljøpunkt Amager

Miljøpunkt Amager is central to keeping Amager environmentally conscious. This privately operated environmental organization is funded by the Local Committees of Amager and pushes ground-up urban environmentalism. The importance of such grassroots environmentalism is discussed in Agenda 21, the United Nations voluntary guidelines for urban sustainability [United Nations, 2012]. As stated by the United Nations, "so many of the problems and solutions being addressed by Agenda 21 have their roots in local activities, [that] the participation and cooperation of local authorities will be a determining factor in fulfilling its objectives" [United Nations, 2012]. Miljøpunkt Amager serves as one of the many "local authorities" involved in making Copenhagen's sustainability initiatives achievable.

Miljøpunkt Amager was originally founded with the name Agenda Center in 2003. Agenda Center was a direct response to Agenda 21, and worked with Copenhagen municipalities to encourage grassroots environmentalism. Agenda Center locations opened in eight of Copenhagen's ten districts, and in 2008 the organizations were rebranded as Miljøpunkt. In this same year, Copenhagen municipalities gave Local Committees the responsibility to control funding for environmental activism, and many Miljøpunkt locations were dissolved. Today, only Miljøpunkt Amager, Østerbro, Nørrebro, Indre By-Christianshavn remain. These organizations are funded through their Local Committees and operate independently to enact similar environmental missions.

Miljøpunkt Amager's mission is to "give the people that live in Amager an understanding of how they are connected to nature, how human civilization is connected to nature, and how our use of natural resources affects the global environmental state" [Appendix B]. Through bicycle networks, temporary green space events, and public education seminars, Miljøpunkt Amager strives to expose Amager residents to the natural world [Miljøpunkt Amager, 2012]. In recent years, Miljøpunkt Amager has significantly expanded their educational outreach, which they primarily pursue through public events.

2.3 Park(ing) Day

Park(ing) Day is an annual global event where citizens, artists, and activists collaborate to transform car parking spaces into 'Park(ing)' spaces: temporary public green places. Park(ing) Day calls for citizens to take ownership of urban space and inspires critical debate about urban space allocation. The project began in 2005 when Rebar, a San Francisco art and design studio, converted a

single metered parking space into a temporary public park in downtown San Francisco [Park(ing) Day, n.d.].

Miljøpunkt Amager has hosted Park(ing) Day events in Amager, Copenhagen since 2014. Miljøpunkt Amager hosts Park(ing) Day with a pointed focus on urban gardening to involve the community of Amager in hands-on urban environmentalism [Appendix B].

The goal of this project was to host our own Park(ing) Day event and create a *Park(ing) Day Event Toolkit* to assist Miljøpunkt Amager in hosting their annual Park(ing) Day events. Our Toolkit consists of information to help Miljøpunkt Amager create future Park(ing) Days that better engage and educate the community of Amager. This Toolkit will help Miljøpunkt Amager select the best location, choose potential collaborators, and develop workshops to appeal to their target audience for that specific event. To accomplish this goal, we completed three objectives:

1. Analyze past Miljøpunkt Amager Park(ing) Day events to understand the progression of Miljøpunkt Amager's intended outcomes of these events.

2. Design and host a Park(ing) Day event with Miljøpunkt Amager to gain firsthand experience

3. Assemble our Park(ing) Day event Toolkit to assist Miljøpunkt Amager in designing successful Park(ing) Day events.

Subsequent chapters detail our approach to each of these objectives and outline how these processes evolved throughout the course of our project.

3.0 PAST MILJØPUNKT AMAGER PARK(ING) DAYS

To prepare for our event we conducted brief research on past Miljøpunkt Amager Park(ing) Day events. This research consisted of a documentation review of previous Park(ing) Day events and informal conversations with Miljøpunkt Amager's Managing Director Claus Knudsen. These discussions reviewed successes and shortcomings of previous events and general layout information to give us ideas for our 2017 event. Through our documentation review and informal discussions, we established goals to expand on Miljøpunkt Amager's previous successes.

Following our Park(ing) Day event, we formalized our discussions in proper interviews to justify our recommendations going forward. In this second round of research, we formally interviewed Miljøpunkt Amager Managing Director Claus Knudsen and Project Manager Hodan Osman. We additionally received further documents from past Miljøpunkt Amager Park(ing) Day events that were not available before our event. This further review allowed us to provide more explicit recommendations to use in the creation of our Park(ing) Day Toolkit.

3.1 Documentation Review

We collected yearly reports and pictures from each Miljøpunkt Amager Park(ing) Day event since their first in 2014. After reviewing the yearly reports, we gauged the successes and shortcomings of all Park(ing) Day events held by Miljøpunkt Amager. Each report provided a short summary of that year's Park(ing) Day event, simply stating the date, location, and activities. However, these did not include any details about attendance levels, intended goals, or outcomes. We later supplemented this Document Review with formal interviews to complete our understanding.

3.2 Miljøpunkt Amager Interview

The second and more informative component of our past event analysis consisted of two interviews with Miljøpunkt Amager staff members Claus Knudsen and Hodan Osman. When conducting these interviews, we hoped to gain firsthand insight into the planning and intent of Miljøpunkt Amager's past Park(ing) Day events that our material review could not provide. Major topics of discussion centered on the target audience, intended outcomes, and specific purposes of Miljøpunkt Amager's Park(ing) Day events.

We first interviewed Claus Knudsen, our sponsor representative from Miljøpunkt Amager, because he is familiar with our intended purposes. As Managing Director of Miljøpunkt Amager, Mr. Knudsen has been directly involved with all Miljøpunkt Amager Park(ing) Day events. Mr. Knudsen portrayed Park(ing) Day as one of his personal priorities at Miljøpunkt Amager, and we hoped that his close involvement with this event would help us understand important aspects of planning.

We began by discussing Miljøpunkt Amager's goals for the community of Amager and the organization's relationship to local municipalities. Over the course of this interview, we moved towards more specific topics such as Miljøpunkt Amager's goals for Park(ing) Day and their reason for focusing these events on urban gardening. Mr. Knudsen discussed his hopes to change the mindset of the urban community, inspiring people to find new methods of living sustainability. Mr. Knudsen provided us much helpful information on Park(ing) Day from Miljøpunkt Amager's perspective.

This interview allowed us to understand how Miljøpunkt Amager has used Park(ing) Day as an instrument to involve the community of Amager in hands-on sustainability through urban gardening. Mr. Knudsen's valuable insight into the past, present, and future intentions of Miljøpunkt Amager's Park(ing) Day forms the backbone of our comprehension of this event. This interview provided vital information for our Park(ing) Day Toolkit.

At Mr. Knudsen's recommendation, we also interviewed Miljøpunkt Amager Project Manager Hodan Osman. In 2015, Ms. Osman personally hosted "Park in a Week," one of Miljøpunkt Amager's most successful Park(ing) Day events. Our interview with Ms. Osman focused on successful and unsuccessful components of the various Park(ing) Day events she has taken part in. Ms. Osman defines a successful Park(ing) Day as "an event [that] inspires and encourages people to come with their ideas [for sustainability]" [Appendix C]. From Ms. Osman's interview, we obtained a more complete understanding of Miljøpunkt Amager's past Park(ing) Day successes.

3.3 Park(ing) Day Analysis by Year

By completing a material review of past Park(ing) Days and interviewing Claus Knudsen and Hodan Osman, we gained a better awareness of Miljøpunkt Amager's intentions for their annual Park(ing) Day event. The next sections detail our understanding of each past event, highlighting key aspects from each year.

3.3.1 Park(ing) Day 2014

Miljøpunkt Amager hosted their first official Park(ing) Day in 2014 at the intersection of *Ungarnsgade* and *Albaniensgade.* This event successfully implemented long-term community gardening boxes at this intersection. The garden boxes proved to be very successful and remained on display until the beginning of fall, 2017. These boxes were cared for by residents of this area. This long-term engagement allowed Miljøpunkt Amager to continue sustainability discussions with these community members. Due to lack of documentation, we were unable to draw conclusions about attendance and overall outreach success of this event, but Mr. Knudsen sights this long-term engagement as highly impactful. After discussion with Mr. Knudsen, we concluded that proper documentation should be emphasized at future events and incorporated this suggestion into our Toolkit.

3.3.2 Park(ing) Day 2015

In 2015, Miljøpunkt Amager expanded their outreach by hosting a weeklong event called Park in a Week leading up to the international event of Park(ing) Day [Appendix P]. Park in a Week took place along *Prague's Boulevard* and included a series of environmental workshops and open discussions. On the Friday of Park(ing) Day, workshops continued across the street of *Prague's Boulevard.* Due to the extended time frame of the event, hundreds of people were able to attend. Miljøpunkt Amager used this extended time frame to follow up with participants and engage in continued discussion. For these reasons, Mr. Knudsen views this as Miljøpunkt Amager's most successful year. After examining this event, we incorporated key elements into our Toolkit to be repeated future events.

3.3.3 Park(ing) Day 2016

The following year, Miljøpunkt Amager hosted two Park(ing) Days different locations in Amager [Appendix Q]. At *Holmbladsgad* in Amager Øst, Miljøpunkt Amager partnered with Blossoming City to encourage participants to adopt a tree in Copenhagen. At *Issafjordsgade*, Miljøpunkt Amager held an open discussion with Islands Brygge Local Committee on developing a green bridge

in the area. From discussion with Mr. Knudsen, we learned that these events poorly held visitor attention due to lack of interactive events. While these events attracted visitors, many left shortly into discussion. Mr. Knudsen feels that this prevented participants from learning as much as they could have through interactive engagement.

3.3.4 Previous Park(ing) Day Summary

From our analysis of past Miljøpunkt Amager Park(ing) Day events, we assembled the framework of our Park(ing) Day Toolkit and began researching methods to expand these events in the future (shown in Figure 2). Future events will emphasize engaging activities, learning-driven outreach methods, collaboration with local community members, and proper documentation. Our Document Review and supplemental interviews allowed us to make specific recommendations regarding scope, location, and focus that contributed heavily to our Toolkit.
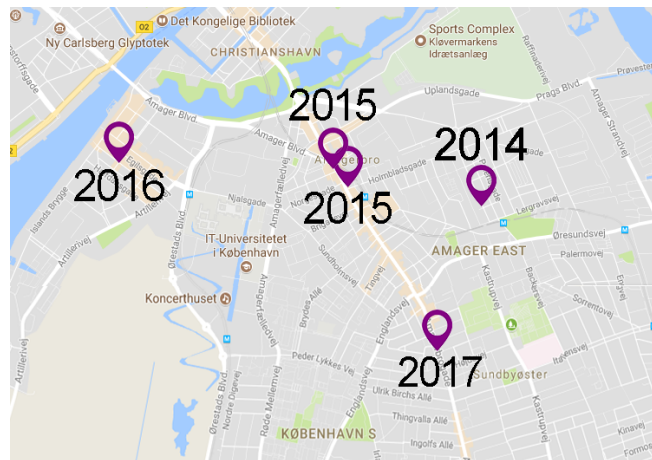

Figure 2: Map of Past Miljøpunkt Amager Park(ing) Days

4.0 PARK(ING) DAY 2017: Amager, Copenhagen

As part of our mission to assemble the best possible Toolkit, we also hosted Miljøpunkt Amager's 2017 Park(ing) Day event. We planned and held this event on our own to gain a first-hand understanding of all the steps required to host a Park(ing) Day event and to learn how Miljøpunkt Amager and the community interact with each other. In addition, we created and tested reusable Park(ing) Day elements for future Miljøpunkt Amager events. For our Park(ing) Day event we collaborated with Kompostbudene (a composting company), Bicycle Innovation Lab (a bicycle makerspace), and Flydende By (a makerspace dedicated to creative reuse of urban materials).

4.1 Event Approach

This section will discuss our approach by examining the preliminary information we were provided that shaped our event. Theme, place, time, and collaborations were all large factors that influenced the early stages of our event development.

4.1.1 Theme

Claus Knudsen informed us early in the term that this event would focus on urban gardening. Mr. Knudsen believes that urban gardening is an efficient method to engage and educate the people of Amager, as it directly involves individuals with the workings of the natural world [Appendix B]. We brainstormed and researched ideas about possible workshops we could include in our Park(ing) Day event. After some deliberation, we pitched an educational event centered on the theme of the Urban Gardening Cycle to Mr. Knudsen, who was interested to try it out.

We chose the urban gardening cycle because it was something that Miljøpunkt Amager has never done. Miljøpunkt Amager has previously focused on creating an atmosphere to engage passersby and discuss the purpose of the space verbally; people were very receptive to that idea. Due to their previously found success, we wanted to try something more hands on to physically get participants' hands dirty and see how receptive they were to the idea. We believe that the theme itself was a strong point in our event; however with limited turnout, it is hard to validate. Through our research, we found that interactive workshops have a much higher retention rate [Sanders, 2006]. We also know from previous Kompostbudene events that interactive events are very well received by children, and thus by their parents [Appendix B]. Based on these understandings, we believe that a better attended urban gardening cycle may have more strongly impacted visitors than a passive discussion.

4.1.3 Time and Place

Claus Knudsen also informed us that the event would take place September 15th, regardless of weather. Our event would take place outside of Wefood, a food waste supermarket on the corner of *Amagerbrogade* and *Tycho Brahes Allé*. Mr. Knudsen chose this location because Wefood focuses on reselling rejected produce, primarily to working class families of Amager. All food Wefood does not sell is composted with the help of Kompostbudene. Mr. Knudsen also selected Wefood as our event location because of this close tie between rejected produce and composting.

While the relationship between Wefood and composting is convenient, the location of this store is not ideal for attracting people to an urban gardening event. Wefood is located at the corner of *Tycho Brahes Allé* and *Amagerbrogade*, which is a moderately busy intersection for this area. However, this part of Amager is a primarily working class area, and not many stores nearby would attract individuals with time to stop at our event. From our observations on event day, most people were running errands or hurriedly commuting to towards downtown Copenhagen. This caused difficulties engaging visitors in our urban gardening stations, as our stations were fairly involved and time consuming. We believe that an event location around more attractions would allow for better engagements, as visitors would be more likely to spend time at the event.

4.1.2 Kompostbudene

Mr. Knudsen provided us with many resources for constructing our urban gardening cycle. Most importantly, Mr. Knudsen put us in contact with Stine Hansen from Kompostbudene and informed us that we would be co-hosting the event with them. Kompostbudene is a non-profit organization that is indirectly funded by the local municipalities, similar to Miljøpunkt Amager. Kompostbudene's mission is to make Copenhagen more sustainable by helping people and businesses to start composting. Kompostbudene has worked closely with Miljøpunkt Amager in the past and currently helps compost food waste from the waste food supermarket Wefood, where we hosted our event.

4.2 Park(ing) Day Elements

In this section, we analyze the creation and use of the various elements of our Park(ing) Day event. This includes physical elements such as our cargo bikes and mobile flower pot and non-tangible elements such as our event layout. After analyzing these elements, we will discuss our findings and elaborate on what we learned from each.

4.2.1 Cargo Bikes

For the purpose of our event and future events to come, we wanted to provide Miljøpunkt Amager with elements that made this Park(ing) Day event and all subsequent Park(ing) Day events uniquely theirs [Appendix G]. Claus Knudsen suggested that we refurbish cargo bikes to accomplish this purpose because these bikes are viewed as a symbol of Copenhagen and connected our event with the city. Cargo bikes, otherwise known as Christiania bikes, are tricycles retrofitted with a large cargo box in front of the steering bar. These bicycles are exceedingly common throughout Copenhagen because they can easily transport larger objects that would be hard to carry on an ordinary bicycle. Since the Miljøpunkt Amager cargo bike was in disrepair, this presented an additional opportunity to help this organization.

Mr. Knudsen initially provided us with the broken Miljøpunkt Amager cargo bike and suggested that we repair it at Bicycle Innovation Lab. Bicycle Innovation Lab is a multifunctional bicycle makerspace and bicycle library. At the makerspace, we collaborated with Joe Collins, the bicycle librarian, who provided us the tools to restore our bike. He also provided us with a second cargo bike to repair and use at our event. Over the course of our first two weeks, we worked extensively on these bicycles. Both bicycle boxes were sanded, coated in weather-proof paint, and detailed with flower stencils. The bikes also received other repairs such as reconnected chain links, wheel alignments, repaired tubes, and repaired brake lines. One bicycle was additionally respoked and readjusted for proper gear shifting.

We intended for these bicycles to transport event supplies efficiently and to serve as mobile advertising to attract new participants (shown in Figure 3). On event day, these bicycles successfully fulfilled our intentions. We used these cargo bikes to transport all of our plants to and from our Park(ing) Day location. At the event, we used these bikes as gardening stations. Many individuals walking along *Amagerbrogade* stopped to look more closely at the bikes or ask questions about the bikes full of flowers. This allowed us opportunities to engage visitors that otherwise may not have stopped at our event.

Figure 3: Refurbished Cargo Bike

We hope that these bikes will become central to Miljøpunkt Amager's future outreach events, especially Park(ing) Day. Our event proved the viability of these bikes for transporting supplies and displayed their usefulness to attract event attendees.

4.2.2 Mobile Flower Pot

In addition to two repaired cargo bikes, we provided Miljøpunkt Amager with a mobile flower pot that can be towed by bicycle [Appendix R]. We created this flower pot as additional garden space for Miljøpunkt Amager's events as well as space to transport more supplies (shown in Figure 4).

We drew inspiration for this piece from Miljøpunkt Amager's past Park(ing) Days. Worldwide, Park(ing) Day is closely tied to transportation – at the most basic level, this event takes place in parking spaces. Miljøpunkt Amager has always focused this event around urban gardening, and our flower pot provided a practical way to tie Copenhagen Park(ing) Day back to the event's international roots. Additionally, this flower pot contributed to a Miljøpunkt Amager effort to make Park(ing) Day events more mobile. This past year, Miljøpunkt Amager experienced difficulty obtaining permits from the local committee to host events with any components not movable by hand. In conjuncture with our restored cargo bikes, this flower pot presents Miljøpunkt Amager with a mobile garden. Should Miljøpunkt experi-

Figure 4: Mobile Flower Pot

ence further difficulty obtaining permits, these elements allow them to conduct Park(ing) Day events within city regulations, possibly without requiring a permit at all.

We designed this flower pot to be visually appealing and architecturally simple. We constructed the flower pot at an urban up-cycling center Flyndende By, using 100% reclaimed materials from the Amager Recycling Center. At Flyndende By, we were unable to access the necessary tools to complete this project properly. Therefore, many of our measurements were completed on paper, and many of our assembly stages were improvised with the tools we had access to.

Similar to our cargo bikes, this flower pot was very practical at our September 15th event. This flower pot provided ample space for the local plants we had collected for our food production stage. The flower pot remained sturdy throughout transportation as well. Moving forward, we hope that Miljøpunkt Amager will use this flower pot with the two refurbished cargo bikes.

4.2.3 Event Preparation

In preparation for our Park(ing) Day event, we strategized about how to attract the most attendants possible. We designed posters to attract and inform passersby during our event [Appendix D]. Mr. Knudsen recommended we hold the event between 1pm and 4pm because Danes leave work earlier on Fridays than on other work days; foot traffic on a main street like *Amagerbrogade* is heaviest between those times on Fridays. The day of our event, we used our cargo bikes to transport our signs, flowers, gardening tools, etc. to Wefood so we could set up. During the event, we invited people to be a part of the urban gardening cycle by breaking it down into four stations discussed in the subsequent sections.

4.2.4 Event Layout

We started off by creating a physical layout for our Park(ing) Day event. Our event used only the space on the sidewalk of *Tycho Brahes Allé* because the municipality did not want our event to obstruct foot traffic on the sidewalk of *Amagerbrogade* and we were unable to access any parking spaces on *Tycho Brahes Allé* [Appendix O]. We also chose to conduct our event on *Tycho Brahes Allé* because the trees on this street provided slightly more rain coverage than we could find on *Amagerbrogade*. We originally planned to organize our event to follow the urban garden cycle in a linear path, but rearranged our layout to try and keep our stations under rain cover. We broke down our event into these four stages because it conveys the stages of human interaction with food in a way that is easy to understand. All stages had a garden box and a poster, and each station had informative elements.
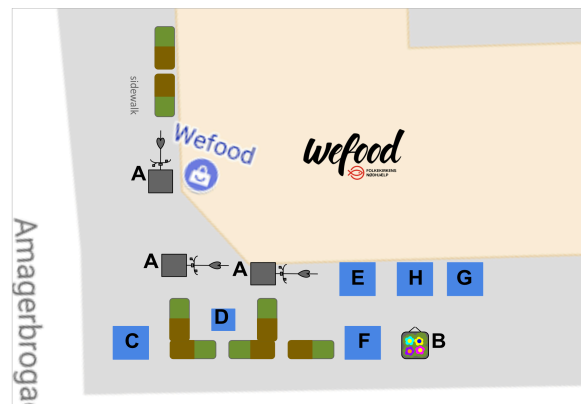

Figure 5: Event Layout

Composting

We began with the Composting Station (labeled D in Figure 5) [Appendix J]. At this stage, participants learned about the different materials that can be composted, the differences between wet and dry compost, and the time frame of average compost piles. We communicated this information verbally to participants, however we also showed them laminated information posters that conveyed these messages in Danish. At this station, participants also had the opportunity to touch dry compost and see all the worms and bugs that cause the breakdown of plant matter into nutrient rich fertilizer (shown in Figure 6). This station was laid out as a small square with facilitators on one side of the compost bins and participants on the other. Kompostbudene supplied the materials for this station, including laminated information cards, one bin of finished compost, and one bin of compost decaying with food scraps still distinguishable. Kompostbudene also supplied magnifying glasses and small hand shovels to encourage the audience to interact with the compost.

Figure 6: Compost Station

We found that the compost station appealed primarily to children. Many young visitors were fascinated by the macro-organisms that help compost decompose. From our observations, this station was a good first station because visitors were curious about the composting bins. However, most adult visitors did not engage with this station. Many individuals did not want to get their hands dirty, and we had no gloves available. This lack of interest may have been due to the cold rainy day or may simply have been due to the nature of the station. In future events, we recommend that this station is only implemented if it can be kept dry and gloves are provided.

Seedling

After visiting our Compost Station, visitors were directed to our Seedling Station (labeled E in Figure 5). This stage contained a case of Lyng seedlings and a soil-filled mobile garden [Appendix K]. We invited participants to transplant a Lyng seedling from their plastic pots into the mobile garden while we explained proper planting techniques. We additionally informed visitors about proper caring techniques for seedlings. We hoped that the hands-on nature of this station would help them connect with the information we gave them. We chose Lyng seedlings because Lyng is native to Denmark and very popular throughout Copenhagen, as it grows year-round and changes color with the seasons. We hoped that visitors would be familiar with Lyng and that this familiarity would encourage them to participate.

The Seedling Station received similar participation levels to the Compost Station. Visitors were curious about the plants, but displayed minimal interest in actually transplanting them. When prompted with discussion, visitors were interested in the information. We believe that this station could be successful with gloves and warmer conditions, but it may have also asked too much of our busy participants.

Food Production

The Seedling Station was followed by the Food Production Station (labeled F in Figure 5). This station was composed of a full-sized, fruit bearing Havtorn bush, Russian Lettuce, and Christmas Onion plants situated in our mobile flower pot [Appendix L]. We selected Havtorn as the focus

of this station because Havtorn is very common in Copenhagen parks. We hoped that this familiarity would help our message resonate with Copenhageners. At this station, we informed visitors about the adult stage of garden life, otherwise known as the fruit bearing or food production stage.

Visitors to this station did not spend much time here. This station was out from under rain cover and did not have any interactive components. Typically, we discussed this station with visitors from underneath the rain tarp and they occasionally walked over to look more closely.

Food Waste

Our final stage of the urban gardening cycle was represented by our Food Waste station (labeled G in Figure 5). At this station, we displayed a bucket of food waste such as decomposing apple cores and plant stems [Appendix M]. Visitors were prompted to think about the green food waste products that are created in our everyday lives and how these items can be repurposed to start the Urban Gardening Cycle over again rather than ending up in landfills.

Visitors were more curious in this station than anticipated and many were open to discussing food waste recycling. However, this station did not contain an interactive component, nor was this station developed for lengthy conversation, so visitors soon moved on. In future urban gardening events, this station could be expanded to encompass more information. This station could also be more closely integrated with compost to show the relationship between these stages.

Start Your Own Garden

After completing the Urban Gardening Cycle, visitors had the option to stop at a final station before leaving the event. This station was titled "Start Your Own Garden" (labeled H in Figure 5). Visitors were offered sunflower seeds in coffee filters along with an informational card [Appendix N]. The card contained instructions for saving the seeds until spring and planting instructions for that time. This station was our attempt to engage the community beyond our physical event while acknowledging the constraints of impending fall weather. We hoped to use this station as our metric to measure visitor interest. We reasoned that if visitors were interested in this station, they would have been interested in our event as a whole.

Garden Boxes

Miljøpunkt Amager provided us seven garden box benches, which had been purchased for one of their previous Park(ing) Day events [Appendix I]. We positioned these boxes along the *Amagerbrogade* side edge of our event and used them to establish the boundaries of the compost area and entrance. The garden component of these benches housed flowers and herbs that Miljøpunkt Amager had planted for a non-related outreach event weeks earlier. Some of the plants we collected were transplanted into theses garden boxes to be on permanent display outside of Wefood, such as the Rose and a few of the Lyng seedlings. These boxes functioned well as section dividers. They provided an aesthetically pleasing way to define our different stations and define the perimeter of our event.

Layout Summary

When we arrived at Wefood, we were forced to alter our physical set up due to rain. We originally intended to layout the urban gardening cycle linearly along *Tycho Brahes Allé*, with other event components wrapping around the Wefood storefront onto *Amagerbrogade*. In order to keep our event as dry as possible, we compressed our event layout to fit on *Tycho Brahes Allé* alone, using the limited tree cover and our pop-up rain shelter. To make these stations fit, we established a zig-

zagging pattern for our urban gardening cycle (shown in Figure 7). We moved the cargo bikes to the front of Wefood to use them as eye-catching elements for the people walking past. We also moved the garden boxes to create a better seating arrangement for people to use. With this layout, we intended to create an entrance framed by the poster and coffee station; however this may have been too imposing because many guests only stopped to have a coffee and small conversation.
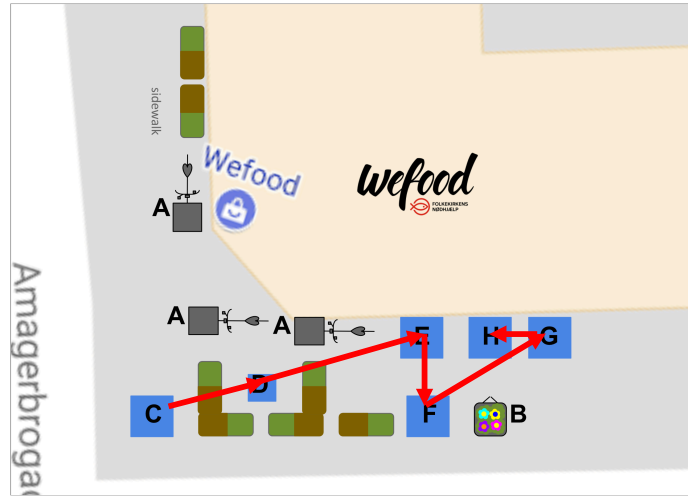

Figure 7: Zigzag Pattern of our Event Layout

Some visitors began the cycle, but were confused the zig-zagging layout and gave up before completing it. Additionally, we believe some visitors were deterred by our event extending onto *Tycho Brahes Allé* because this made the event seemed longer and more time consuming. This event aimed to educate participants about the urban gardening cycle, but we feel that the condensed layout prevented this message from reaching many visitors.

In addition to our four stations of the Urban Gardening Cycle and one station dedicated to Start Your Own Garden, our event contained a coffee and cookie table, a pop-up rain shelter, seven garden box benches, and advertising materials. The coffee and cookie table was set up to attract potential participants, additionally serving as a space for Miljøpunkt Amager and Kompostbudene staff members to talk about Miljøpunkt Amager with any interested visitors. The pop-up rain shelter covered our compost area with the intention to keep the compost mix from becoming mud in the poor weather.

4.2.5 Survey

After visitors completed our urban gardening cycle, we asked them to fill out a brief survey. We offered this survey digitally via Google Forms and on paper with intent to gather feedback about our event. This feedback would then be collated and integrated into our Park(ing) Day toolkit as recommendations for future Park(ing) Day events. The survey questions asked about elements they liked or disliked and about the educational information presented. With these questions, we intended to measure what participants already knew about urban gardening and what they learned at our event.

We aimed to have 40 visitors to our event, with every visitor filling out our survey or engaging in meaningful conversation with an event host. During our three-hour event, 25 people attended the event; 11 of these attendees completed the survey, resulting in a 44% completion rate [Appendix E]. Of our 11 completed surveys, only four were completed by Copenhagen residents. Due to this

low percentage, are unable to draw statistically significant conclusions about the overall target audience. From the data we were able to collect, we did notice trends. The Compost Station and cargo bikes were both very well received, and the Food Waste Station was not. While these findings may be helpful for future event planning, we cannot assume that they reflect the views of most Copenhageners visiting future events. In light of this poor response, we completed our toolkit with research from other Park(ing) Day events around the world.

4.3.6 General Comments about the Event

To accompany our data collection, we also recorded our own observations at the event [Appendix F]. This event yielded unfortunately low attendance, so we did not gather as much data as we had hoped. For the majority of the event, it was raining with strong winds. We put up a tent over the event grounds closest to the main street in hopes that people would still come and talk to us while finding shelter from the rain, but very few did.

Being prepared for any and all weather conditions is important when hosting future events. Plan accordingly by looking up the weather at the location of the event the day before and again early on the day of. Copenhagen often experiences rainy weather, so it's best to bring a rain tent, towels, and umbrellas to keep attendees and event elements dry.

In addition, our event was fairly small, only taking up a street corner. It lasted a short three hours during a workday. For the first half of the event many people were still at work. For the second half, many people were commuting home from work. We believe that selecting a better location and time of day for this event may help boost attendance.

Besides weather and location, we believe our layout detracted from our event success. Many visitors were confused or only interested in specific stations. In future events, we recommend that the event layout be small and well contained, located in a busy area. Garden boxes help create more of a defined space, especially when two are used to create an L-shape (shown in Figure 8), which also provides convenient seating. This allows people to easily join the event and access any of the interactive elements. We also recommend that the layout be logical so it makes sense to the people walking through it.

Figure 8: Garden Boxes Creating an L-Shaped Barrier

5.0 PARK(ING) DAY Toolkit: Recommendations for Miljøpunkt Amager

Following our event, we created a Park(ing) Day Toolkit for Miljøpunkt Amager to use as a resource to host future Park(ing) Day events. We created this Toolkit as an eBook that is accessible through our website: https://sites.google.com/site/cp17pop/ [Appendix A]. The Toolkit is a collection of our recommendations for Miljøpunkt Amager based on our research on event planning and the information we gathered hosting our 2017 Park(ing) Day event. With these recommendations, Miljøpunkt Amager will be better equipped to explore new sustainable event ideas, demonstrate best Park(ing) Day practices, and support local environmentalism. Inside the Toolkit is a step-by-step process that teaches how to create Park(ing) Day events following the standard rules of Park(ing) Day, the creative recommendations we have proposed, and the GIS mapping tools. We outlined four steps as the backbone to hosting cohesive Park(ing) Day events. These steps are to establish a focus, find a location, design a site layout, and define and measure success.

5.1 Establish a Focus

The first step of the planning process is to establish a focus. This step involves defining a target audience, event objectives, and the goal of this event. Based on our findings, Miljøpunkt Amager had never defined a specific target audience for past events. Instead they focused on educating the general community of Amager about environmental sustainability. One of our recommendations for Miljøpunkt Amager is to define a target audience so they can more accurately determine whether or not they accomplished their goals for the event. To account for Miljøpunkt Amager's limited staff and limited time, we simplified the planning process. After interviewing Claus Knudsen and Hodan Osman, we defined what specific audiences Miljøpunkt Amager wants to target in their future events. We organized their audiences of interest into three categories: age, educational level, and income level.

5.2 Find a Location

When hosting a specific educational event, Miljøpunkt Amager wants to be able to tailor their location to specifically attract and engage a designated audience. Once a target audience is established, the next step, find a location, is intended to assist locating areas within Amager that meet the criteria of the target audience. Inside the Toolkit are a series of interactive demographic maps that depict the locations of these three audience categories based on population density.

The interactive demographic density maps were made using the most current socioeconomic census data and geographical data made available by the city of Copenhagen on their website www.kk.dk. The files were supplied as CSV file types, which we converted to KML files. The geographical data and census data were then merged into one file by relating the taxable region codes from each of files. Next, we mapped the data using Google's Fusion Table API to overlay the information onto Google Maps.

In order to find the best location for the target audience, Toolkit users can click on the link corresponding to the target audience. This will prompt an interactive map where users can then click on any of the 70 regions in Amager to access quantitative information about the concentration of that population. One example (shown in Figure 9) shows the concentration for the population in Amager according to age range 18-29. The regions with the darkest color represent the areas with the highest concentration ages 18-29. Likewise, regions with the lightest color represent areas with the lowest concentration ages 18-29. Once the region with the highest concentration is determined, users can conduct a Google Maps Search of the area about possible collaborators that could provide a venue for the event. For an audience ages 18-29, a good location may be a popular shop or a commonly visited café.
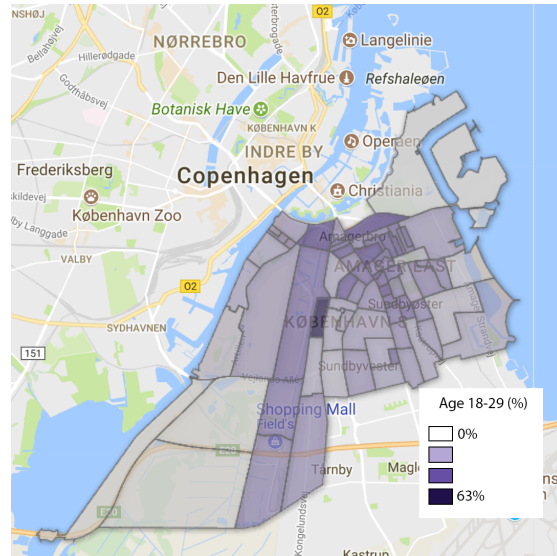

Figure 9: Interactive Demographic Density Map

5.3 Design a Site Layout

After a location is selected, the next step is to design a site layout. This section of our Toolkit details the process of creating a proper layout for the selected event theme, location, and target audience. This section discusses important considerations such as spatial constraints, rain cover, and how much visitors should spend at this event.

In this section, we also expand on what we learned from our 2017 event. Toolkit users are advised to keep their layout simple, to the point, and logically oriented. Additionally, we stress the importance of keeping attractive elements visible to passersby and creating simple yet engaging event stations.

5.4 Define and Measure Success

The final step of the process is to define and measure the event's success. Both Mr. Knudsen and Ms. Osman defined a successful event as getting a positive response from the attendees. In our Toolkit, we gave Miljøpunkt Amager advice on narrowing this definition for each event they hold. We encouraged Toolkit users to select an attendance goal, an engagement goal, and a feedback goal. This Toolkit gives specific examples for each of these goals.

Our Toolkit also details how to properly measure success during and after an event. With goals in mind, Toolkit users are prompted to establish metrics such as attendance counters, social media check-ins and hashtags, and rewards for participants that engage in specified ways. With these examples, Miljøpunkt Amager is better equipped to evaluate their events.

5.5 Review

Following the four steps outlined by the Toolkit will allow for better preparation and documentation of future Park(ing) Day events. In addition to instructions and specific recommendations, the Toolkit provides Miljøpunkt Amager with three new themes for future Park(ing) Day events. In

our Toolkit, we walk through the four-step process developing one of these examples, effectively creating one planned event.

6.0 CONCLUSION

This project successfully analyzed past Miljøpunkt Amager Park(ing) Day events, hosted a 2017 Park(ing) Day event, and created a recommendations eBook in the form of a Park(ing) Day Toolkit. This Toolkit allows Miljøpunkt Amager to target a specific audience, build an event around this audience, and select a location that will attract this audience. With this information, our two repaired cargo bikes, and our towable flower pot, Miljøpunkt Amager is well equipped to host successful Park(ing) Day events in the future.

Additionally, we hope this information will reach beyond Miljøpunkt Amager. At the time of this report, Claus Knudsen intends to share our Toolkit with the Local Committees of Amager Vest and Amager Øst. These Local Committees may find use in our GIS maps. Furthermore, the Local Committees may take interest in sharing our Toolkit with other environmental organizations throughout Amager. This Toolkit was developed for Miljøpunkt Amager, however this Toolkit has the necessary information for any organization to host their own Amager Park(ing) Day. This Toolkit could empower collaborative events throughout the city of Amager, and impact far more people than a single Miljøpunkt Amager event is capable of.

In addition to use throughout Amager, we see potential for this Toolkit to be used by other Miljøpunkt organizations. While the interactive GIS maps contain only data on the Amager districts, these maps could be substituted for any Copenhagen district with proper census data, allowing all Miljøpunkt districts to use our Toolkit. Miljøpunkt Indre-By Christianshavn Managing Director Marianne Spang Bech has already expressed interest in adapting our Toolkit for use in the Indre-By Christianshavn district and will be working with Claus Knudsen to perfect this resource. Upon successful adaptation, we hope that other Miljøpunkt locations will use our Toolkit to expand Park(ing) Day outreach throughout Copenhagen.

Our work with Miljøpunkt Amager's Park(ing) Day is thorough, however there is room for further exploration. Further research in this area could delve into the possibilities of other Park(ing) Day focuses such as urban planning of parks or use of sidewalk space. We limited our scope to urban gardening, but Park(ing) Day is an open source event with endless possibilities, and there is always opportunity to improve local impact.

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Appendix A - Park(ing) Day Toolkit

PARK(ING) DAY TOOLKIT

A step-by-step guide for hosting successful events in Amager, Copenhagen
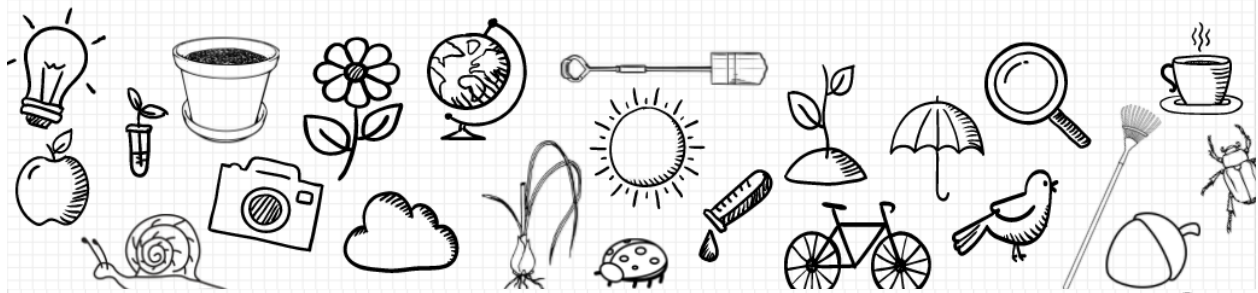
How to host a Park(ing) Day

Park(ing) Day is a worldwide event that over 160 cities take part in, transforming a metered parking space into a place for people to socialize. Its mission is to **call attention** for more open urban space, **generate discussion** about how open spaces are created and allocated, and **improve the quality of life** in the urban human habitat.

This toolkit will help you strategize for an event that will:

1. Explore new green and sustainable ideas
2. Demonstrate best practices
3. Educate the public about sustainability; and
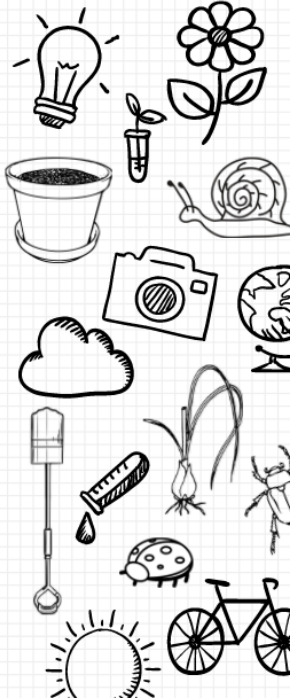4. Support local businesses

1

Table of Contents

2

Park(ing) Day Before You Begin

There are a few details you must consider when planning your event in advance.

1 Date and Time

Park(ing) Day takes place every THIRD FRIDAY of SEPTEMBER

Plan for the event to run from for a minimum of 3 hours

2 Budget

15.000 DKK

3 Weather

Takes place rain or shine. Be prepare by checking the weather the day before. If it is going to rain bring tents, umbrellas, and ponchos.
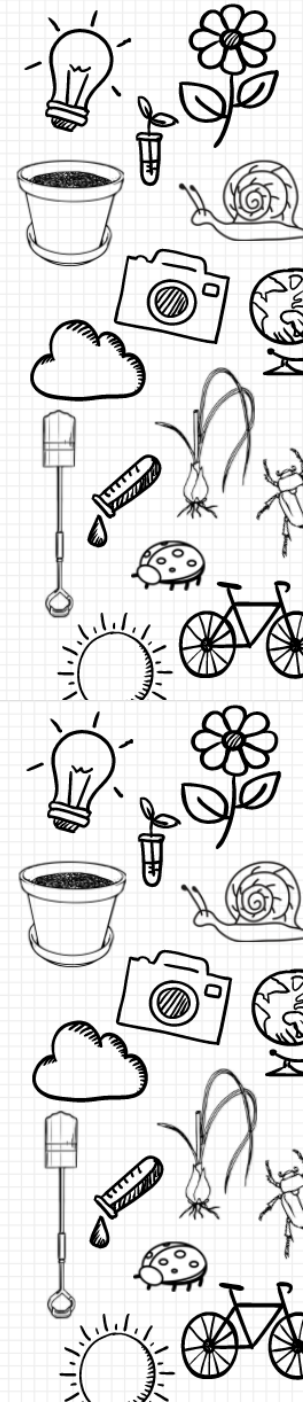
4 Friends and Collaborators

Send out invitations to all your friends. Have your friends tell their friends.

Team up with other environmental agencies, local businesses, local nurseries, and local cafes.

5 Documentation

Designate someone to take a lot of pictures during the event. After the event, post about all the great things you did on social media and in the local newspaper.

3

The process is easy!
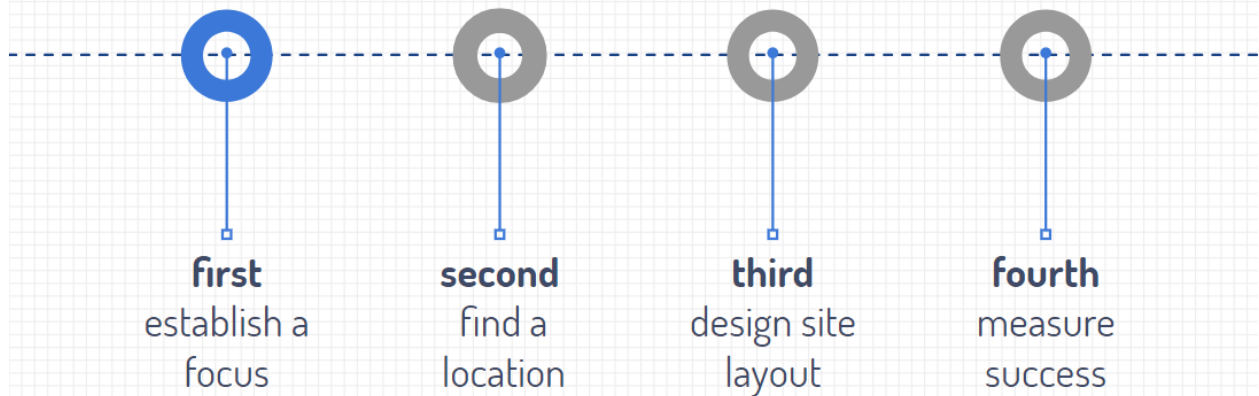
first
establish a
focus

second
find a
location

third
design site
layout

fourth
measure
success

4

Step 1

first
establish a
focus

second
find a
location

third
design site
layout

fourth
measure
success

5
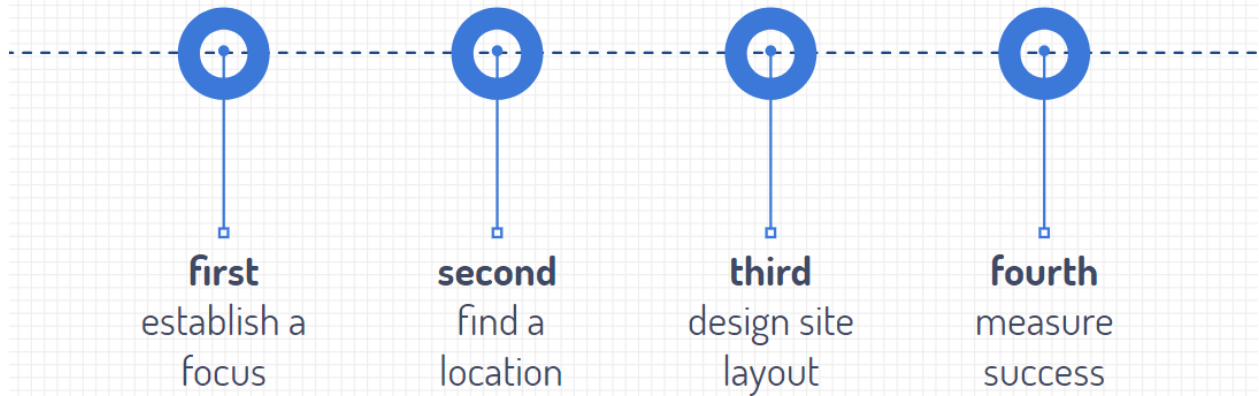
1. Establish a Focus

DEFINE THE EVENT'S PURPOSE

Who is your **target audience**?
- What subsection of the community are you appealing to?
- Income levels, Age, Education, Interests, etc

What are your **learning objectives**?
- What information are you trying to convey?
- Education, Innovations, Lifestyle Changes, Open Dialog, etc

What do you hope to **accomplish**?
- Is education your primary purpose?
- What do you want participants to take away from this event?

6

1. Example

DEFINE THE EVENT'S PURPOSE

Who is your **target audience**?
- Want to appeal to ages 18-29
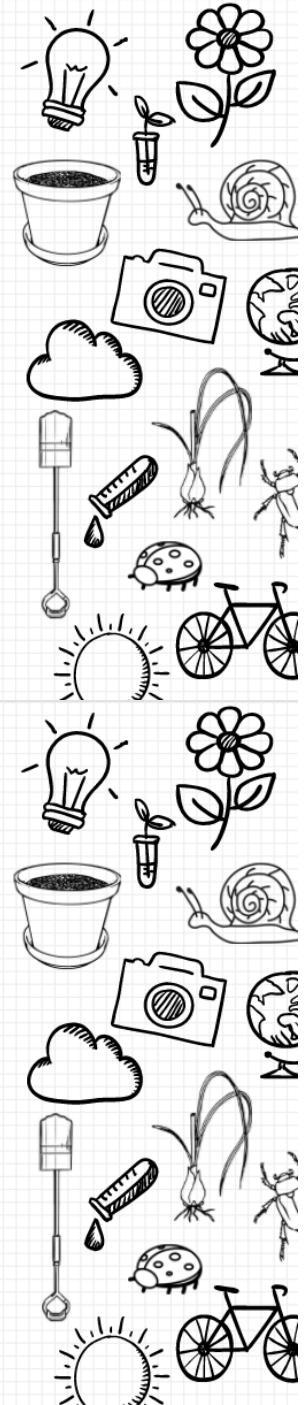- Average Income
- Any education level

What are your **learning objectives**?
- The ease of getting started with an indoor garden
- Indoor garden benefits

What do you hope to **accomplish**?
- Social media outreach
- An inspiration to garden

7

26

Step 2

first
establish a
focus

second
find a
location

third
design site
layout

fourth
measure
success
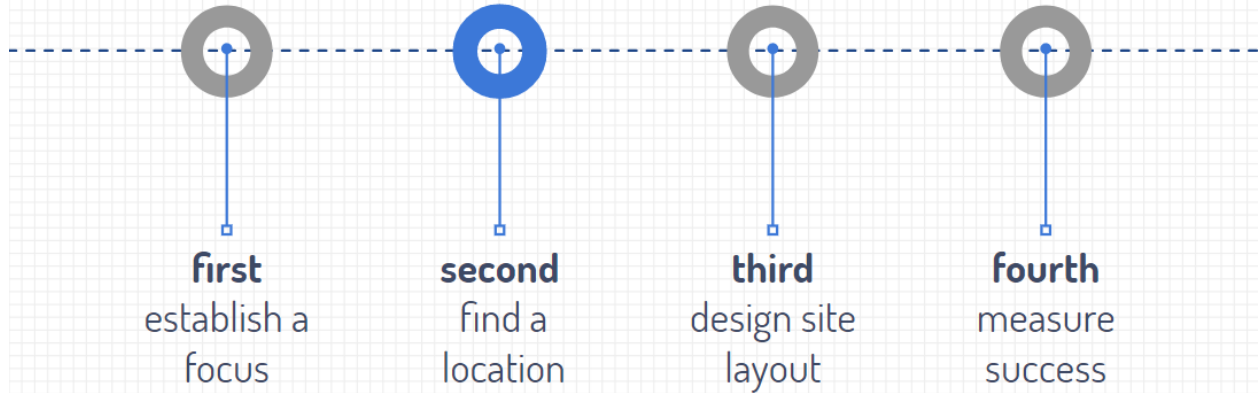
8

2. Find a Location

USE INTERACTIVE DENSITY MAPS

After you have Established Your Focus, use the
following density maps to find the location that best fits
the profile of your target audience.

On the following slide click the link(s) that correspond to
your target audience to access the interactive density
map. For a quick reference please see appendix.

9

Use the links to view the interactive population density maps.

AGE	Ages 0-5	Ages 6-17	Ages 18-29	Ages 30-39	Ages 40-49	Ages 50-64	Ages 65 and over
EDUCATION LEVEL	Undereducated	Highschool	Trade School	Medium Term Educated	No Education	Long Term Education	
INCOME	Low Income	Average Income	High Income				

**see the appendix for static copies of the population density maps

2. Example

AGE	Ages 0-5	Ages 6-17	Ages 18-29	Ages 30-39	Ages 40-49	Ages 50-64	Ages 65 and over
EDUCATION LEVEL	Undereducated	Highschool	Trade School	Medium Term Educated	No Education	Long Term Education	
INCOME	Low Income	Average Income	High Income				

Example (continued)

Target Audience: Ages 18-29 and Average Income

The map on the left shows the areas that have the highest **density of people ages 18-29.**

The map on the right shows the areas that have the highest **density of average income.**
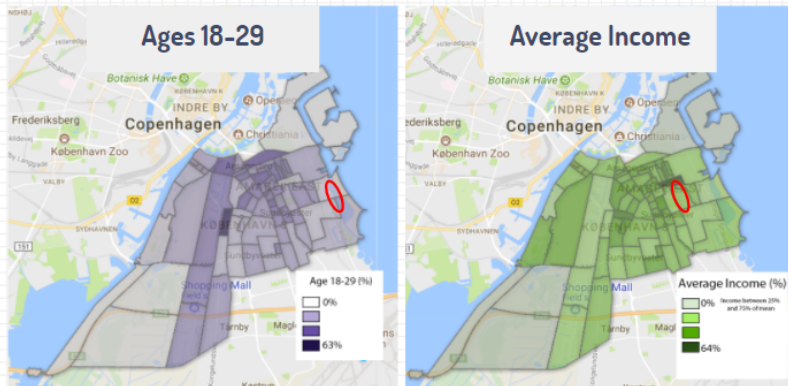
The darker regions show a higher percentage of people with Average income that live in the area.

Example (continued)

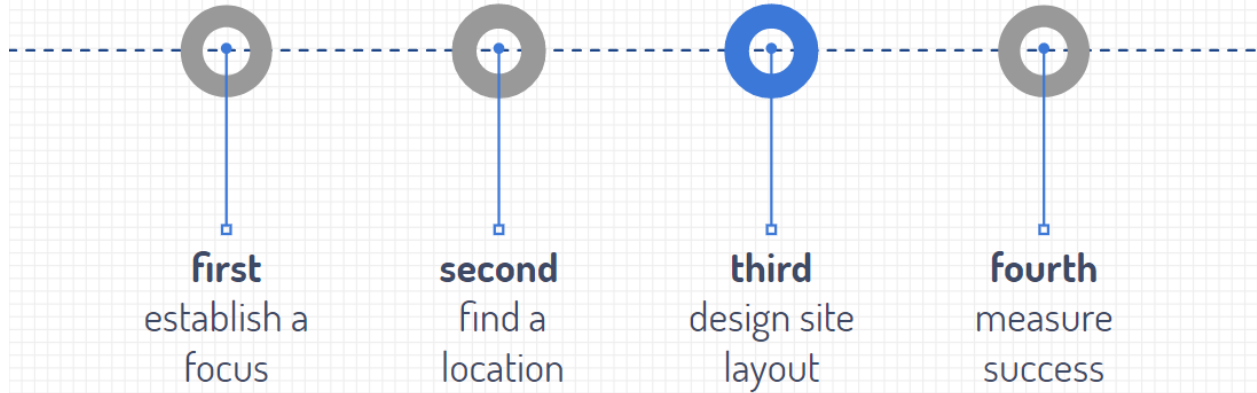*This is an area that has both a higher designity of people ages 18-29 with an average income.*

Using **Google Maps**, do a local search of the area to find a suitable location for Park(ing) Night.

We searched **bars** for this area and found **Whammy Bar** located at Østrigsgade 13.

Step 3

first
establish a
focus

second
find a
location

third
design site
layout

fourth
measure
success

14

3. Design Site Layout

DEVELOP A COHESIVE THEME

Use online inspiration
- Lookup #parkingday on Instagram
- Join the Park(ing) Day network

What is going to **catch people's attention**?
- What does the target audience like?
- How can their interests be spun to push initiatives?
- Find a relative, or a friends, or a relative of a friend that fits the target audience and **ask them** what they like to do.

15

30

3. Example

DEVELOP A COHESIVE THEME : PARK(ING) NIGHT

Design an entertaining atmosphere that generates open discussion about sustainability, transforming urban spaces, and supporting green city plans.

We gained inspiration from a Park(ing) Day that was hosted in Dallas, Texas USA

We thought that this idea would serve as a great starting point for our target audience (ages 18-29 and average income).

We made our own spin on the theme by incorporating a workshop that educated the audience about growing their own indoor garden.

16

Park(ing) Night

Find your passion for Parkology. Learn about urban green spaces over home-grown ingredients. Have a drink and discuss urban planning with your local activists.

Come for the drinks, stay for the conversation, and leave with the start of your own window box cocktail garden

When? Happy Hour [19:00 – 22:00]
Where? Outside a local bar
What? Start your own cocktail garden: mint, rosemary, wood sorrel, parsley, licorice, ginger

17

31
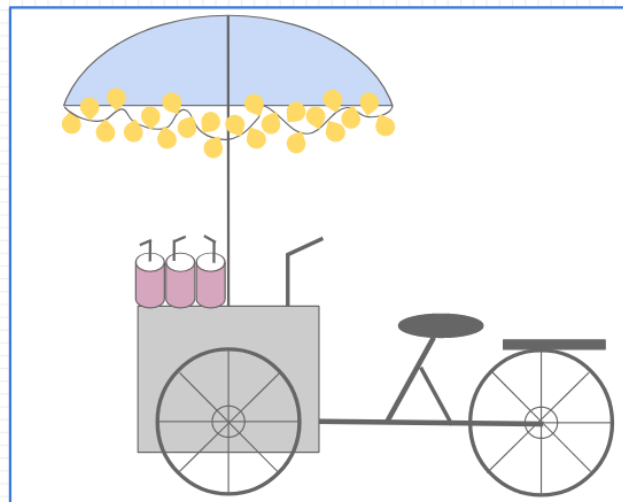
3. Design Site Layout (cont.)

EVENT ELEMENTS

Choose elements that best convey your message

- Reuse materials – you might already have items that you could use
- Team up with local businesses
  - Ask for donations
  - Support locally by purchasing items locally
- Commission a Builder
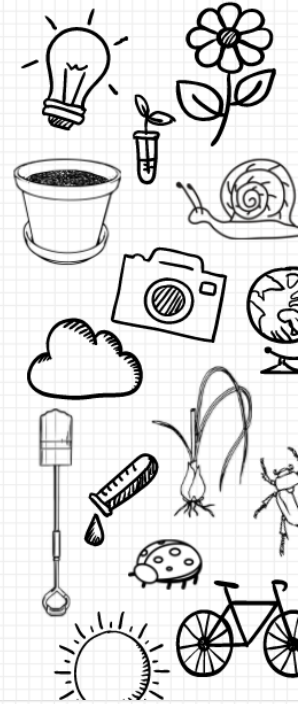
18

EVENT ELEMENTS

- ☑ Cargo Garden Bikes
- ☑ Mobile Flower Pot
- ☑ Planters Garden Boxes
- ☑ Colorful flowers and plants
- ☑ Drinks
- ☑ Snacks
- ☐ Street art (sidewalk chalk)
- ☑ Music (doesn't have to be live, use a speaker)
- ☐ ...
- ☐ Get inspired!

Cargo Garden Bike

Mobile Flower Pot

Planters Garden Boxes

19

32

D☑'s

- Place eye-catching elements on the perimeter, where they're viewable (*Bright flowers, cargo bikes, etc.*)
- Designate a clear path through your event
- Bring food, and stage it inside your event perimeter
- Stay quick and to the point: many passerby don't have time to stay and chat

D☒n'ts

- Obstruct sidewalk traffic
- Create complicated event walkthroughs
- Dense information cards
- Run out of coffee

20

Step 4

first
establish a focus

second
find a location

third
design site layout

fourth
measure success

21

33
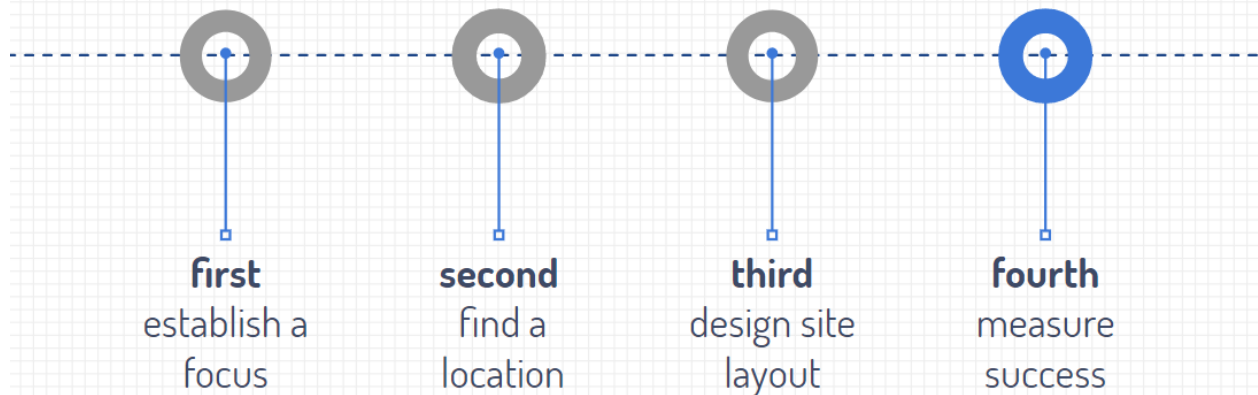
4. Measure Success

DEFINE WHAT MAKES AN EVENT SUCCESSFUL

EVALUATE YOUR EVENT

- Who do you evaluate?
- How do you evaluate them?
- How do you follow up with them?
- Attract more people using advertising.
- Measure the success of your event.

22

4. Example

DEFINE WHAT MAKES AN EVENT SUCCESSFUL
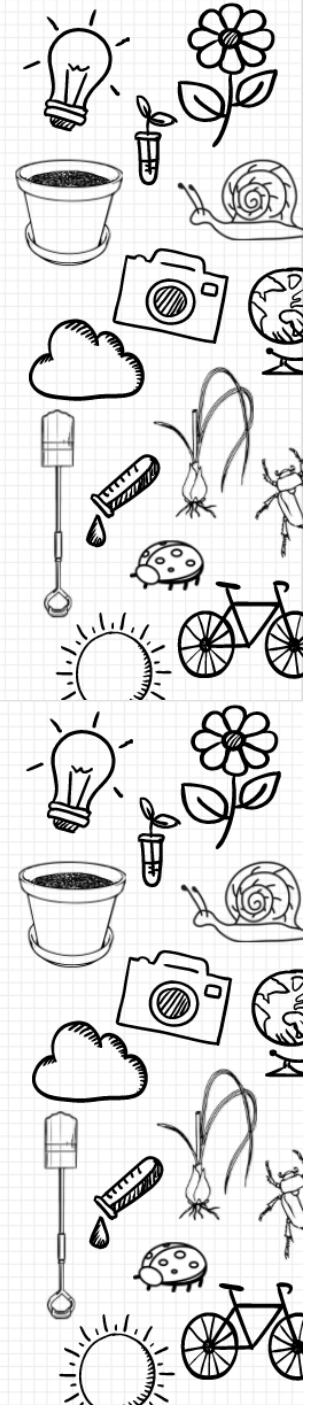
Park(ing Night would be a successful event if it attracts an audience of 40 people or more.

Out of the total attendees, at least 50% of them are part of your target audience (ages 18-29 and average income).

23

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4. Measure Success (cont.)

ADVERTISING

Social Media Leads

- Create an event on Facebook
- Make a hashtag for people to use

#Park(ing)Night #DarkGreen #NightGardeners #CocktailGardens

Website

- Design a website specifically only for Park(ing) Day
- Include a map of the location(s) of the event and an event schedule
  - www.ParkingDayCopenhagen.com

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4. Measure Success (cont.)

MEASURING TOOLS

Completion Certificate

- Develop a 5 question quiz that asks questions about the educational content at the event
- If the attendee passes, give them a completion certificate and a small prize

This measures the attendance at the event and the environmental education level of the target audience.

Button Ranking System

- Allow attendees to rank the events elements using an emoji icon button ranking system
  - Smiling face = attendee likes the element
  - Straight face = attendee neither likes nor dislikes the element
  - Frowning Face = attendee dislikes the element

This measures the attendance at the event and provides responses to elements that you should and should not include in future events.

25
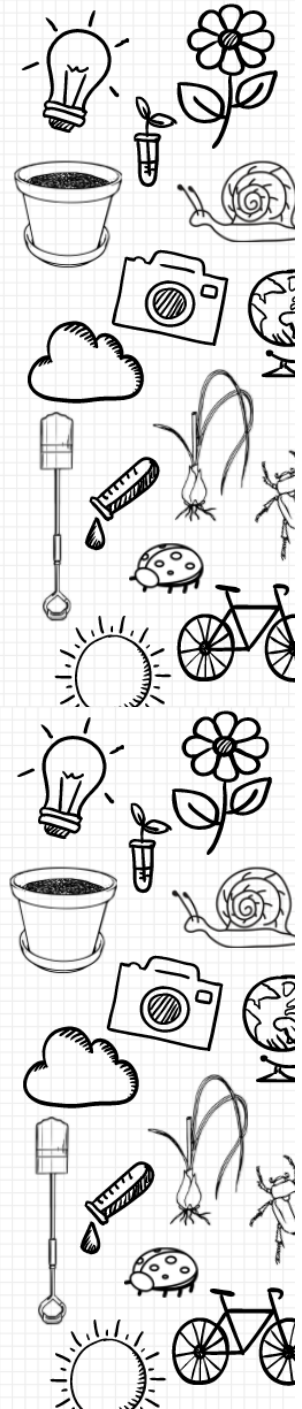
More Inspiration...

Kick start your Park(ing) Day event planning.

1 **Multiple Park(ing) Spaces**

Collaborate with other organizations to transform multiple parking spaces on a single street. Possibly a Competition

2 **Bike Park(ing)**

Transform a typical car parking space into a multifunctional space with bike parking, seating, and beautiful scenery.

1 # Multiple Park(ing) Spaces

START SMALL
Transform multiple parking spaces into a green space on one street by collaborating with other environmental agencies. This will be a greater attraction to people because they will feel like they have a destination to attend the event.

INSPIRE OTHERS
Get the community involved by encouraging them to compete in transforming the street by designing their own green parking space. See who can create the most inspiring and fun green space.

Layout
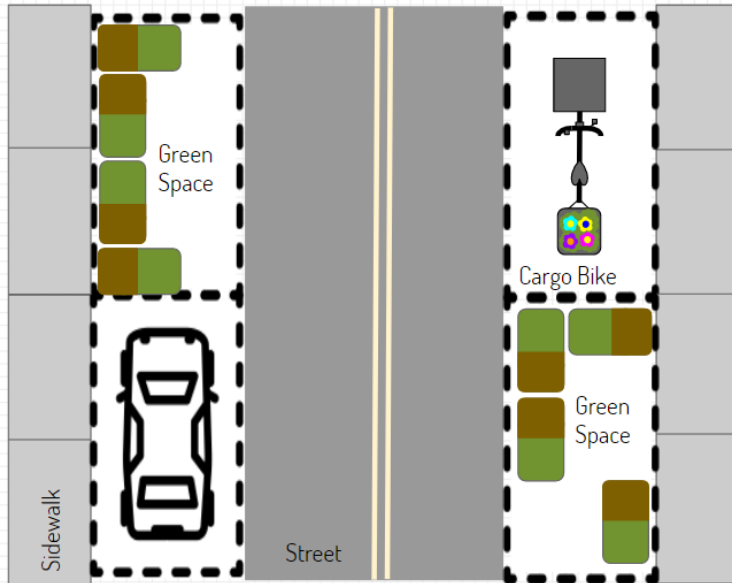
Save your designated space by planning ahead and parking your own car in the spot 1 or 2 days before the event. On the day of the event, move your car and create an engaging and attracting space by parking the cargo bike and attached mobile flower pot in a parking space and setting up planters garden boxes.

Green Space

Cargo Bike

Green Space

Sidewalk

Street

KEY

Planters Garden Box

Sidewalk
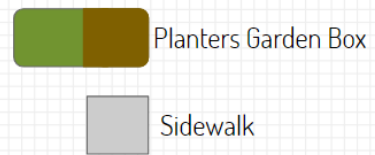
28

Dimensional Aspects

Typical Parking Space

600 cm

210 cm
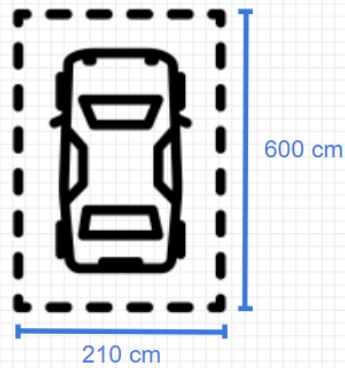
Park(ing) Space with Cargo Bike & Mobile Garden

86 cm

208 cm

127 cm

51 cm
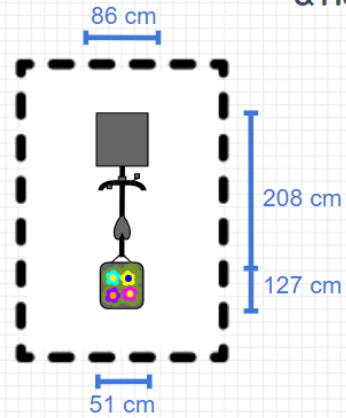
29

2 Bike Park(ing)

REUSE MATERIALS

Create a multi-functional space that allows people to park their bike and also engage in conversation in a space that provides greenery and seating.

APPEAL TO A LARGE AUDIENCE

Almost everyone bikes in Denmark, so why not provide a parking space that is need by every cyclist?

30

2 Bike Park(ing)
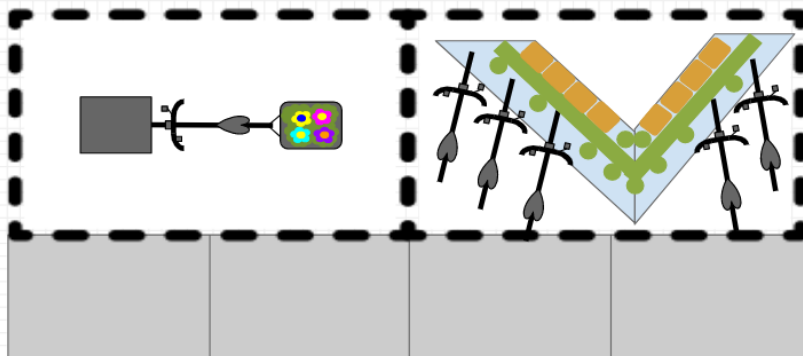
KEY

Bike

Plants

Seating

Sidewalk

Bike parking

31

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Appendix A

GIS Maps

AGE	Ages 0-5	Ages 6-17	Ages 18-29
	Ages 30-39	Ages 40-49	Ages 50-64	Ages 65 and over

i

EDUCATION

Undereducated

Under Educated (%)
0%
65%

Highschool

High School (%)
0%
11%

Trade School

Trade School (%)
0%
29%

Medium Term Education

Medium Term Education (%)
0%
20%

No Education

No Educaiton (%)
0%
48%

Long Term Education

Longterm Education (%)
0%
26%

ii

INCOME

Low Income

Low Income (%)
Income below 25% of mean
0%
60%

Average Income

Average Income (%)
Income between 25% and 75% of mean
0%
64%

High Income

High Income (%)
Income above 75% of mean
0%
71%

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Appendix B - Interview with Claus Knudsen

Interview Questions
Interviewee: Claus Knudsen, Head of Miljøpunkt Amager
Interviewers: Kyle Mudge, Kendra O'Malley, Will Schwartz, Vanessa Legere
Interview Date and Time: Thursday, September 21st, 10:00am

Introduction
These questions should form the skeleton for our interview with Claus Knudsen, head of Miljøpunkt Amager. Further questions or discussion should flow from these questions, however these are to be the main points of interest in our conversation.

Would you mind starting off by stating your official title here at Miljøpunkt, and how you got involved with the organization?

Claus Knudsen: managing director of Miljøpunkt Amager
Part of Miljøpunkt Amager for almost 10 years now (2008) as ordinary employee, managing director since 2011. Working in environmental politics since mid 90s. Interesting for him when he saw job opening in 2008 for him to mix personal interests with work.

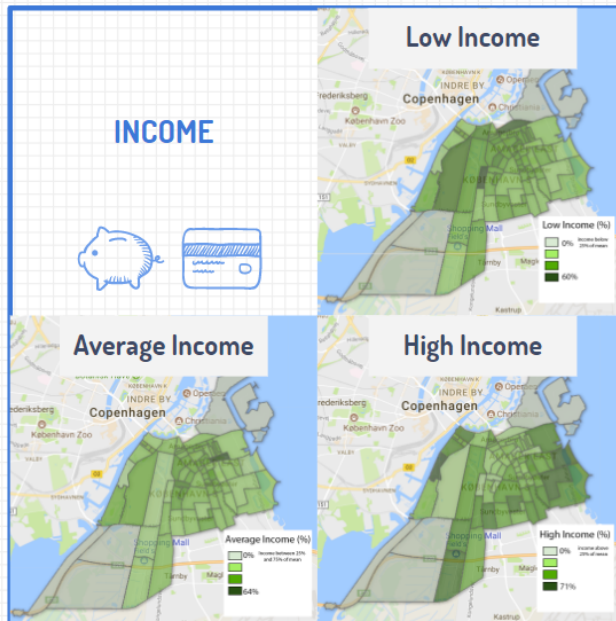**In your own words, what is Miljøpunkt Amager's mission with respect to the community of Amager?**

Mission is to give the people that live on Amager an understanding of how they're connected to nature, how their human civilization is connected to nature, how we use natural resources, and how that affects the global environmental state. Try to give people global environmental perspective on daily lives. Another thing is having people be engaged with their natural environment. It could be small things, like taking the bike instead of a car, and not letting the tap run, and putting on a sweater instead of turning on the heat when it's not too cold. It's about getting people involved with environmental issues without lecturing and complaining that people aren't doing enough and demanding change. Trying to show the way instead of tell it, and show the positive side of the environmental issues. You have to find a positive way to deliver this message.

What is Miljøpunkt Amager's relationship to the local municipality? Is Miljøpunkt Amager funded in part or whole by this governance? Do you have a position in the local municipality as a direct component of your position at Miljøpunkt Amager?

Our work is funded by money from the local municipality, but we are not connected directly. We are an independent organization, but the local municipality sees that we play an important role working with environmental issues, because they have a responsibility and obligation to send out this

work into their communities, and they see that we're doing a good job at it, so they have asked us to carry it out on their behalf. "you're good at what you do, here have some money and keep doing it"

WAS Miljøpunkt Amager FOUNDED AS PART OF LOCAL GOV. OR WAS IT FOUNDED AND THEN INTRODUCED TO LOCAL GOV?

It's a little bit of both When Miljøpunkt Amager was founded, there was the a local committee starting to form made up of shops, companies, and inspired community members, at the same time the municipality also wanted to get on board with [the United Nations] agenda 21, They all joined together and said "we need a local environmental organization." At the same time there was an organization that said "we need to be a part of the agenda 21," which was decided in Rio in 1992 and decided how people can be part of the solution. And we needed people at a local level that would get people involved with this environmental initiative. There were local people who said they needed to be involved in environmental issues, and at the same time there was local government who decided that there needed to be a way to be politically involved.

It's a little bit of both When Miljøpunkt Amager was founded, there was a local committee starting to form made up of shops, companies, and inspired community members, at the same time the municipality also wanted to get on board with [the United Nations] agenda 21, The community all joined together and said "we need a local environmental organization."
Agenda 21 was decided in Rio in 1992 and decided how people can be part of the solution, so this all happened pretty quickly after that. We needed people at a local level that would get the community involved with this environmental initiative. There was a lot of local support to be involved in environmental issues, and at the same time there was a governmental push to be politically involved.

When did Miljøpunkt Amager become involved in Park(ing) Day?

I think that the whole time I have been working at Miljøpunkt Amager, we have had some interest in Park(ing) Day, without knowing that it was Park(ing) Day. We work with urban gardening and have been using parking spaces for things other than cars. In 2013 we had a conference called "cultivate, harvest, and eat," and the idea was to focus on how can we use the street and how can we make edible plants in the city that are available for the people of CPH; that's the first time we started to more formally work with urban gardening. At that event we had a discussion about using Park(ing) Day as a method of involving people as well as a method of connecting Municipalities within the city through an event. It was at that event that we decided we wanted to do the parking day event. We knew that we wanted to do it here [in Amager], but so did the other districts, all creating their own organized local spaces.

WAS THERE A SPECIFIC REASON WHY YOU CHOSE URBAN GARDENING AS A FOCUS?

Yes, there is. Urban gardening is a great instrument; it makes people very involved with what's going on, and shows people what can be done within a city. It's a good way to get people doing things in the street, and show what can be done in an urban space besides parking your car. So it's a good means of discussing things, and getting people involved. And then there's the food-- where does the

food come from? You can have apples year-round, but it was not always like that. When I was a child, they were seasonal! So now you can get foods all year round, but it's important to understand that there's a natural season for everything, and it's important to understand where our food comes from. When you live in an urban environment, and you're equipped with economic means to get food all year round, it's more difficult to understand this process. When we have kids involved in parking day it's always funny, because they expect the food to grow quickly. They put the carrot in the ground, and expect it to just pop up.

"Urban gardening does something to the city that the city cannot do itself. If people do not want to be a part of urban gardening, urban gardening will disappear."

It's important to see how even in a city we're a part of this natural process and how our actions still interact with these cycles, and in our experience people want to do it. When someone gets involved in urban gardening, they talk to their neighbors about what they're doing.

When you decide to pursue urban gardening, it has to be a decision with the city. It has to be a decision with the people, that they want to do this, but also must be political, because this is space that the municipality has. And there's also considering climate aspects, and when you have storm water in the streets, how does that work? Or polluted pockets of air?

Because of our work, the municipality is encouraging people to create "sidewalk gardens," not on the sidewalk, but on the wall behind the sidewalk. So that is a way that we think we're getting through to the municipality. Today they hand out fliers about sidewalk gardens.

What was Miljøpunkt Amager's motivation to become involved with this event?

It's a very good instrument to discuss with people, politicians, shoppers, how can we use urban spaces? The streets? How should the city develop? Do we need more green? Less green? There is also definitely a learning process in it, because when we started working with urban gardening, especially with the raised beds, we learned a lot about *how can people actually use this?* And maintain them? And how long can they stay on the street before they start to look terrible? But it really is a good instrument to discuss with people how we want to use this city, and I think that's the main thing. It has a topic in itself, and you can move it around. At the moment we have more refugees than we've used to have, and I've seen some of them using some of these urban gardens for food. And it's not that I want people to live off of these, but if that's one small part of what these can do, then that's very good.

Has this motivation changed since you've begun hosting this event?

Yeah. When we started, it was very much about greening, and making Copenhagen more green. We saw the elements of this event as a way of having more green areas in the street. We have green areas, and you've seen these or can look at a map and see all of the green, but we also have streets where there's only asphalt and parked cars, and we saw this as a way to make more green. But it has developed into this instrument with many different abilities to discuss environmental issues, as well

as a learning and teaching instrument. So I think that's quite interesting, the development we've seen. It's still something we use to make the streets green, but it's now much more.

Could you outline the specific focuses of Miljøpunkt Amager's past Park(ing) Day events?

Our first real parking day event was in 2014 it was at a street called Ungarnsgade and Albaniensgade, it's a very boring street, very wide but no green areas. The people living there wanted something different, so we said "Hey we can do these boxes with some plants." So the first real parking day was to make more green-- make it less boring, using these boxes. They're actually still down there - the boxes - they've just been moved around.

In 2015, we had park(ing) week because we thought that just having one day was not enough; we wanted to see what we could do in a whole week. So we had an exhibition about planting and a flea market, and each day we had different activities; it was more of a festival. If you go down to Pragsgade and down to Amagerbrogade, there's a small park, and there we had all sorts of different activities. So in that sense, this was to discuss the development of the city, and the use of these spaces.

Then in 2016, we had two parking day events at Issafjordsgade and at Holmbladsgad
, and it was done with two organizations, the Local Committees. They wanted to have an event outside where they could discuss how people use the city and green the city.

WHO WERE THE ORGANIZATIONS?
It's the local communities that sponsor our event. So in a way it was democratic, to have people discuss how they wanted that space-- at least at Issafjordsgade.

Our other location was in a working class neighborhood, and it has narrow streets and high walls. It's very difficult to have things in the streets, and the organizations had a plan for how to make this area greener, so we said "ok, we'll help you develop a plan, to make this green." They wanted the whole area to be green, and we said that you have to focus on one street. So we focused on Issafjordsgade, and we used this as an example to see how this could be made more green.

And then this year, the focus was very much on... it turned out to be very much on the process, the circle, and that was very interesting because we've never had that focus in such a specific way as we did with you. That was very interesting to try out. As you saw, it had its limits, and as you see it's very difficult to have people involved in this long process; it's easy to lose them. It's also interesting because it connected with our work with Kompostbudene that we've done for two years now. How can we use our kitchen leftovers? How can you connect to nature in that way? So that was very difficult, but very interesting. So the circle was very much the focus this year, combined with the urban gardening.

Who was the target audience of each of these events? Can you speak to their attendance?

Very broadly, the citizens of Amager. We try to do activities in the street because if we just do updates on social media, if we just do adverts in the local newspaper, if we just hand out fliers, it's not very effective. So we try to get in contact with the local citizens through these activities on the street. I think my philosophy is that you have to go where people are; it's better than inviting people in.

We've done several talks here, but maybe 15, 20 people will show up. If we go to do an activity in the street, and the weather's good, we could have hundreds of people come by. So when our target audience is the whole people of Amager, we have to go to them. So you can say that our focus is getting into the street.

HAVE YOU EVER INVITED THE MUNICIPALITY TO PARK(ING) DAY

Yeah. You can also say that the municipality is our target audience. It's important to talk to the politicians as they have a very broad understanding of the city and how you can use the space of the city. It's very good to have them come out of their offices and get in direct contact with the city and with the people. We also have the local shops and companies as our target audience. And we've not been very good about this, but this is something that's become a new focus in our work because the shops have this street front. How much are they interested in taking part in developing the streets that they're situated on? So that's something we're developing. You saw that the first cafe that had these garden boxes, they didn't very much use them. Their main focus is selling coffee, and everyone is very interested in having these boxes, but having them and maintaining them is different.

SO IN THE INDIVIDUAL PARKING DAY EVENTS, WOULD YOU SAY THAT YOU FOCUSED ON REACHING CHILDREN OR ADULTS OR DOES IT VARY?

It varies. You can say that when you reach the children, you reach the parents, so that's definitely a way that we get in touch with parents, because they take interest in their kids interest. Especially when the kid teaches them to separate their waste, you don't want to tell your kid "no, you don't have to. No, the environment isn't that important." You don't want to say that. So we especially like the compost, and showing the kids the worms and the dirt

HAVE YOU TAILORED EVENTS TOWARDS COLLEGE STUDENTS OR PEOPLE OUR AGE?

I think that urban gardening projects are often very interesting for college students. We don't have many of these organized urban gardening environments, where they have many boxes lined up. There we have many young people engaged. It's also, when you move to Copenhagen from the outside, you grow up in another environment. Like me, I grew up in Jutland, and I love Copenhagen, but sometimes I miss the nature. So when these students move to Copenhagen, and see these garden boxes, they think "oh, I can have both!" But it's also big for them to be involved in a movement, and it can be political, or just greening the community.

But we're not very focused on finding target groups. When you only have three people, you don't really have one working target groups. But we're very interested in the practical

Have you collaborated with other organizations for past Park(ing) Day events? If so, could you tell us what organizations, why you chose to collaborate with them, and how you feel they influenced the event?

Yes, we have worked a lot with TagTomat. They're a private company. We've worked with them a lot because they're able to deliver the boxes and what we need. When you look at their products, he

very much knows how to do things. He's an architect, and he doesn't know much about green, but he's hired someone to help him put the right plants in the boxes. So he has this focus of *how can I use this environment?* and *how can we use the space that we've been given?* I think we were his first customer. He attended our conference in 2013, and we gave him his first assignment. We paid for his roll ups, and he showcased how you can use and get these elements. It's very difficult to urban garden without these environments, and when you involve politics, you definitely want things to work from the beginning. When you're showing people the green of CPH, or showcasing urban gardening, it's important to have it work. And it's very interesting to work with a private company, not just government and public, because he's turning this into a business, and he's starting to make money from this.

We also work with the Local Committees They pay us to do it, but they're also interested in participating in our events and seeing ways they can become connected with the communities. The municipalities are supposed to connect the local people to the government, but they're not always very good at it. We help them with these things through events. We also work with the municipalities because we need access to the streets. It can be difficult to access the streets, as you saw this year. There are many rules and regulations to how you can do these things. There is a tendency in a municipality to control what's going on in the streets. Whenever we have these events, we tend to get out of control in a good way, but it makes them worried. What if someone hurts themselves? If something goes wrong, who is responsible? So we're very much in contact with them. But we're also challenging their understanding of how you can use the street and what you can do in these spaces.

And then the local shops is a new thing. There is not much there yet, but there is much to be seen with this because the shops very much need and use this space. It's interesting to see how the space makes people come more. You also see today in the big malls elements of urban gardening. It's quite interesting. The real estate shops also use gardening to help them sell the apartments.

I think very much we have done parking day ourselves in general. We've worked with X,x,x,x but most of the time we work with ourselves. We're the main organizers, and then we coordinate with the other Miljøpunkts. I think we're the only one that does it every year.

How does Miljøpunkt Amager Choose its locations for Park(ing) Day?

There are several answers to that. What is practical? Where are we allowed to use the event? Can we get access to the festivities? Is the space big enough? Can we get the instruments we need? Where are the bathrooms? Can people get water? All that changes every year with what we need for that event. We also choose it on *where could it be interesting for us to try and do it?* This year at Tycho Brahes Allé, it was because Wefood seemed interested. They had made an agreement with Kompostbudene about composting some of their waste. We wanted to get further into Amager, so many of our activities are focused here in Amager center. We also wanted to reach people that maybe are not so well off, as you might've seen. But yeah, we wanted to physically expand what we're doing because that is expected of our work-- that we try to reach out to all the people of Amager. The other question is, where is the interest? Last year at Issajfordsgade, there was an organization. There has to be some kind of interest from the local area in doing this, because if the local people think it's a waste of their time and space, we don't want to piss people off. So we focus on the practical things, where is it practical to do it, is there local support of wanting to do something green, and wanting to expand into Amager. Those would be at least three considerations.

MOVING FORWARD, HAS YOUR TARGET AUDIENCE SHIFTED AT ALL?

I think there might be a change in the future. Right now I'm doing the next year plan for 2018, and I want to discuss with the Local Committees whether we should focus on people that do not have access to knowledge about environmental issues, or maybe people who aren't well off. Many of our events end up focusing on middle class people who don't have "real problems." This is because if you can save money on heating, food, water, maybe we can actually help these people. Some of our urban gardens are in areas you could say "where the poor people live," and I think there's a big thing where you combine the green with the social aspect. Kompostbudene is big with that, where they work with the homeless, and try to get people involved and small jobs through the work. So i see that as a way we may change.

It's also trying to change what is social status, and how you change social status. We're talking broadly now, but when you want to show your social status, you buy a car. Why is that? And looking from an environmental perspective, that's not very good.

For the purposes of our event, we were provided a budget of 4000DKK. For future Park(ing) Day events, is this a reasonable budget to assume?

It depends on how the event develops. I of course made a calculation of how many elements I expected you to work with. Last year with TagTomat, I think we used 15000 kroner. We had a lot of boxes. So it depends on the size of the event. Even at last week's event, if you account for the boxes, it's more expensive. I would say when you take everything into account, it's probably around 15000 kroner.

Now that our event has taken place, are there any standout components that you believe should be included in future events?

The bicycles. I think they were interesting. I'm trying to talk to people at the office to see how we can use these in the future. I think the combination of bicycles and gardens is what we are at Miljøpunkt Amager. We're known for our work with Parking Day and urban gardening, but we're also known for our work with bicycles. I don't think we've connected those things before.

Are there any standout components that should not be included in future events?

Not really. I think there were problems with the line, going from compost to the plants, but I think it has more to do with how we invite people in. I think there's more we need to work with the set up than the components themselves. So I don't think there's anything we point at and say "we will not use this in the future."

Do you have any last comments on anything we've discussed?

When we have the meeting this Tuesday with advisors, I was thinking very much about… There's a difference because we're working very much at a practical level, but you're working on a report, and have to be very theoretical working on methodology and whatnot, and that always makes problems transitioning. I would say that if you can focus your work as much as possible on the practical level with what you have done with us, the better it will be. Our daily lives are very much on the practical level. I feel that the advisors really want you to be on this broad theoretical level, and I want you to be on the practical, the process, and the work. I think this because you did it very well; you gave us new components, and the event in itself was very interesting. Sometimes you get more out of an event if it doesn't really work because you can evaluate more what didn't work. "I learned more from this event than the other Parking day events that we've had."

Appendix C - Email Interview with Hodan Osman

Interview Questions

Interviewee: Hodan Osman
Interviewers: Kyle Mudge, Kendra O'Malley, Will Schwartz, Vanessa Legere
Interview Format: Email

Would you mind very briefly starting off by stating your official title at Miljøpunkt Amager, and how you got involved with the organization?

Project manager. I started as a project assistant when Miljøpunkt Amager held course for the first group who become miljøambassadører "environmental ambassadors".

How do you define a successful event?

An event that inspires and encourages people to come with their ideas.

With respect to this definition, how successful have past Park(ing) Day events been for Miljøpunkt Amager?

This year is the 3rd year we have held Park(ing) Day. I think they've all being successful in their own way as we have experimented with different setups/framework etc.

Which year was the most successful and why?

In 2015, we held Park in a week in Prags Place where we extended the concept to whole week and combined it with a Parking Day on the opposite street. We had opportunity to get in dialog with different people and more/longer time to show how the space can be used.

Which year was the least successful and why?

It's a bit difficult to compare. If comparing the number of participants so maybe this year as the weather was very bad. But based on the positive response from people, this year has also been successful.

What elements played a key role in attracting people to past Park(ing) Day events? Why were they implemented into the event? Did they have any significance to the event other than making people want to stop at the event?

The setup with the højbede/benches with plants. To show how public spaces can be used. It inspired people to think of solutions for their street or the specific area.

What elements played a key role in keeping people engaged at the event?

Park in a week: activities like cykelpitstop, frøbombe, kokedama workshop, Loppemarked and exhibition

What are some challenges that you have faced in planning past Park(ing) Day events, please list and be specific?

Sometimes it´s easy for partners to commit at an early stage but change of agreements later on or difficult in communicating due to a number of reasons like change of staff or project manager, vacation. Getting enough money for the højbede. Planning can sometimes take a lot of time.

What are some challenges that you have faced in hosting past Park(ing) Day events?

The weather can be unpredictable. Finding the right time of the day (morning/afternoon/kl.12-18?) It may be necessary to be more than 2 persons to host the event.

What information can we collect to make Park(ing) Day easier for you to put on?

Inspiration from other countries. Different types of parking day

With respect to our 2017 September 15th event:

1. **Are there any aspects that you would like to see replicated in the future?**

    2.) Are there any aspects that you believe should be further developed?

    how to make the workshops be independent from each other and still convey the topic.

    3.) Are there any aspects that you believe should not be involved in future events?

    Maybe just 2 workshops because of time limit.

Thank you for your time!

Appendix D - Posters

FØLG DET NATURLIGE KREDSLØB

GRØNNE MADRESTER

Efter at du har spist frugt og grønsager, kan du lave kompost af dine rester. Således kan du fuldende den naturlige cyklus.

4

FØDEVARER

Når stiklingen er modnet vil planten går I blomst. Nogle planter vil omdanne blomsterne til frugter og grønsager.

3

STIKLING

Når et frø er plantet vil det spire til en stikling med rødder. Stiklen vil søge op mod solen og rødderne ned mod fugtigere jord.

2

KOMPOST

Kompostjord dannes af grønt affald + brunt affald + vand + luft + macro organismer (orme, insekter, bakterier, svampe og mikrober).

1
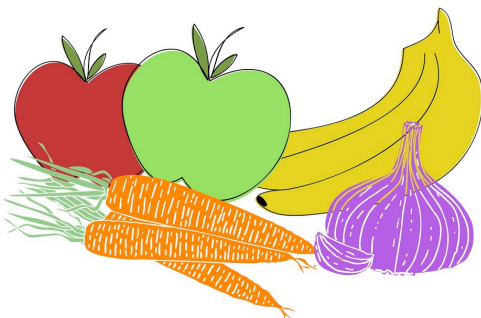
START HER

kompost

compost
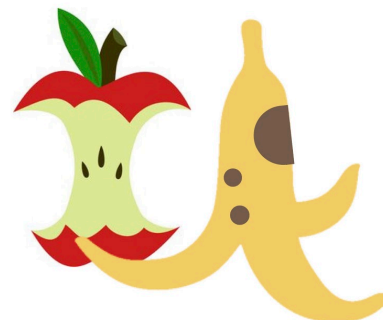
1

stikling

seedling

2

fødevarer

crop production

3

grønne madrester

food waste

4

HVORDAN MAN DYRKER EN BLOMST

PARK(ING) DAY 2017

Gem disse frø og vent med at så til foråret, når risikoen for frost er ovre. (Marts, April eller Maj).

1. FORBERED JORDEN

De vilde blomster kan sås på små områder af jord. Fjern først gamle rødder og vegetation fra området, og drys frøene over området.

2. SÅ DINE FRØ

Pres let frøene 2-3 centimeter ned i jorden. Fugt derefter jorden igennem.

3. PAS DIN HAVE

De vilde blomster trives uden megen pleje, det er dog vigtigt at holde jorden fugtig. Vand den ofte, specielt i de første 4-6 uger.

start din egen have

start your own garden

Appendix E - Survey Data

	A	B	C	D	E
1	Timestamp	What motivated you to stop at this event?	Station 1: Compost	Station 2: Seedling	Station 3: Crop production
2	2017/09/15 2:07:24 PM GMT+2	To see if there was something to do for the neighbourhood	9		
3	2017/09/15 2:52:39 PM GMT+2	The people are my friends	10	10	10
4	2017/09/15 2:53:42 PM GMT+2	Gotta help the cause	7	7	7
5	2017/09/15 2:56:12 PM GMT+2	being a good semaritan	8	6	7
6	2017/09/15 2:56:45 PM GMT+2	Visiting other CPH project center people	10	6	5
7	2017/09/15 3:26:20 PM GMT+2	I knew it was there and I live nearby	9	9	9
8	2017/09/15 3:58:52 PM GMT+2	My brother in law invited me	2	7	5
9	2017/09/15 6:16:28 PM GMT+2	I am one of your advisors. I am supposed to visit my students' events	9	10	8
10	paper survey 1	student team, I went to check We Food	8		
11	paper survey 2	I was at work in Wefood, so I went outside to see what was going on	9	9	9
12	paper survey 3		10	10	10
13					
14	Total Attendance		25		
15		3 hour period	91	74	70
16	average score:		8.272727273	8.222222222	7.777777778

	F	G	H	I	J	K	L	M	N
1	Station 4: Food waste	Mobile workshop	Bikes (cargo bikes,	How could we make this event mor	Do you feel that this even has taught you nev	What other information could make this event	Have you ev	Have you attend	Would you atten
2				It was fine.	Not really, I already knew this information		Yes	No	Maybe
3	10	10	10				No	No	Yes
4	7	7	7	Pick a sunny day	Yes, I learned some new information		No	No	Maybe
5	10	3	5	more flowers	Not really, I already knew this information	hydroponic gardening	No	No	Maybe
6	6	5	10	Get more rain covers	Yes, I learned some new information	Paper info sheets	No	No	No
7	9	10	9	Making it permanent	Not really, I already knew this information	More site specific info on e.g. The soil	Yes	Yes	Yes
8	5	9	6				No	No	Yes
9	6	5	5		Not really, I already knew this information	???	No	No	Yes
10		8	8	a quieter place, with more enlighten	yes, i learned some knew information		No	No	Yes
11	9	9	9		Yes, I learned some knew information		No	No	Yes
12	10	10	10	Coffee can help :)	Yes, I learned some knew information	creat facebook page	No	Yes	Yes
13									
14									
15	72	76	79						
16	7.2	7.6	7.9						

	O	P	Q	R	S	T	U	V
1	What is a good way to advertise future events to you? Check all that apply.	How could we improve our flier	What city/town are you from?	How old are you	Do you have any other suggestions?			
2	Facebook or Social Media;Being approached in person		Kbh	26-35				
3	Facebook or Social Media;Being approached in person	Idk	Kingston	18-25	Nope			
4	Facebook or Social Media;Paper fliers;Being approached in person		Wesminster, MA	18-25				
5	Facebook or Social Media							
6	Facebook or Social Media;Paper fliers;Email lists		Worcester	18-25				
7	Facebook or Social Media;Paper fliers;Being approached in person	Havent seen them	copenhagen	51-70	Keep it up and maybe do something that grows during the day			
8	Facebook or Social Media;Add in the local newspaper	Put them in the newspaper	Amager	36-50	Put fliers at the library			
9	Email lists;Being approached in person		Concord, MA	71+	Provide directions to people. Some with know them, but others (like me) will not.			
10	Paper Fliers, post things at the Library		KBH og tornby	36-50	yes they are in danish			
11	Facebook, or other social media; Paper fliers	Cooperate with other organizati	Valby	18-25				
12	Facebook, or other social media; email list			26-35	You are passionate please get connected with communities officially			

Appendix F - Park(ing) Day 2017 Observational Notes

Some of the issues we encountered during our event included:

- People not understanding the cycle of urban gardening/the purpose of the workshop
- People didn't want to get their hands dirty and plant any plants; gloves could have helped
- Some people did not speak English
- Didn't have clipboards for surveys
- Survey should have been written in Danish
- We should be fluent in Danish
- It rained - the tent was good at the end

Some of the issues people have that make it hard to have an urban garden:

- They live in apartments and do not have the lawn to plant or the patio space to hold plants
- They are not allowed to garden in/alter the apartment courtyards
- They move/relocate frequently

Observations from conversation:

- The people who stopped were interested in urban gardening or have/currently participated in urban gardening

Appendix G – Cargo Bikes

These are pictures taken of our cargo bike restoration process and the final product.

Appendix H – Mobile Flower Pot

These pictures show our building process for our mobile flower pot as well as a picture of the mobile garden we rented from Flyndende By.

Appendix I – Garden Boxes

These are the garden boxes given to us for use by Miljøpunkt Amager. They worked as benches, decoration, gardening soil, and physical boundaries at our event.

Appendix J – Composting

The first station in our urban gardening cycle was Composting.

Appendix K – Seedling

Our second station was a seedling station where participants could transplant Lyng plants into nutrient-rich soul.

Appendix L – Food Production

Our third station was food production where participants could see the rewards of the urban gardening cycle. We had Havtorn, Russian cabbage, and some begonia flowers in our display.

Appendix M – Food Waste

The final station in our cycle was Food Waste, which then turns into compost and restarts the cycle.

Appendix N – Start Your Own Garden

We offered event participants seeds to take home so they could start their own garden.

Appendix O – Event Layout

Our event was held at Wefood food waste store. Here are before and after photos of the site.

- A.   Cargo Bikes
- B.   Mobile Flower Pot
- C.   Welcome Poster and Cycle Poster
- D.   Composting Station
- E.   Seedling Station
- F.   Food Production Station
- G.   Food Waste Station
- H.   Start Your Own Garden Station
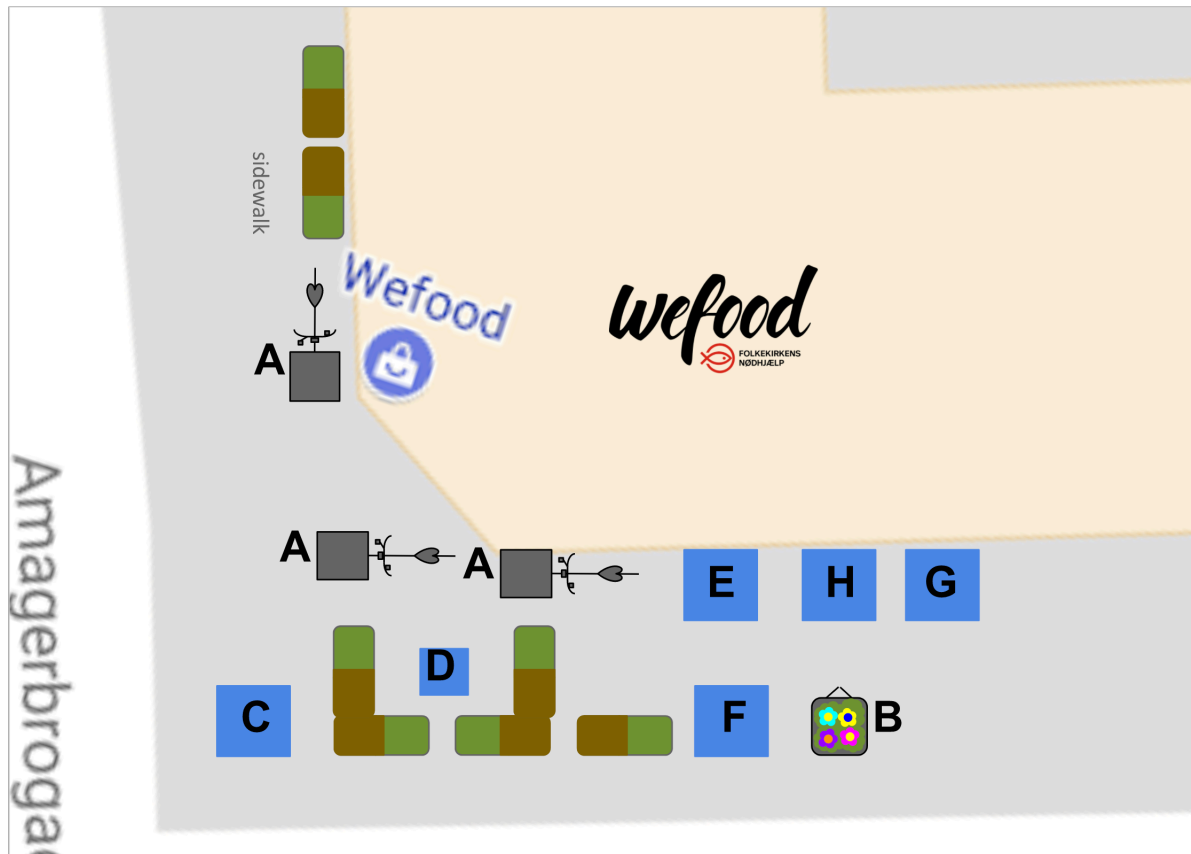
Appendix P – Park(ing) Day 2015

Photos from Park(ing) Day 2015

© Jakob Jakobsen

© Jakob Jakobsen

© Jakob Jakobsen

Appendix Q – Park(ing) Day 2016

Photos from Park(ing) Day 2016

Appendix R – Mobile Flower Pot Blueprints

Material: ⅜ inch plywood

Face of Box
4 faces

50 cm

50 cm

25 cm

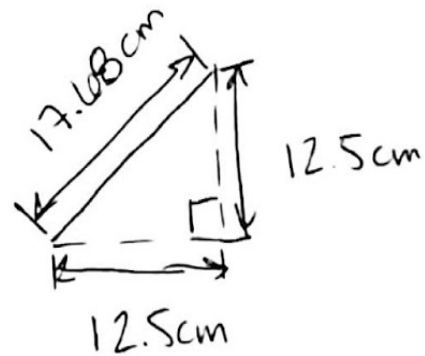25 cm   12.5 cm
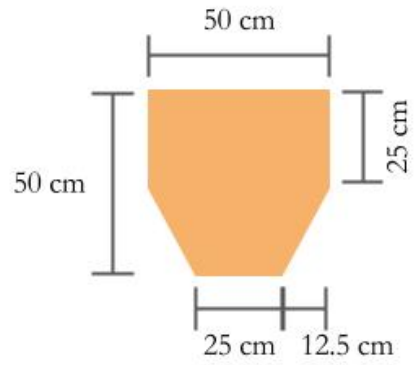
Base of Box
Octagon

25 cm

Cut Face Triangular Planes
4 faces
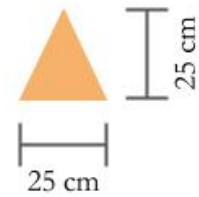
25 cm

25 cm

1) FIVE FACE PANELS 3/8" PLY

50cm

50 cm

x5
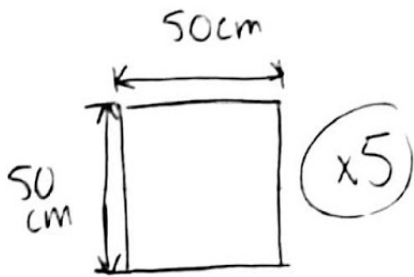
2) CUT ANGLES INTO PANEL FACE (4)

50cm

x4

25cm

25cm

25cm

25 cm

25cm

25cm

12.5cm

12.5cm

27.95cm

25cm

12.5cm

3) CUT BASE PANEL (1)

12.5 cm

25cm

x1

12.5cm

50cm

17.68cm
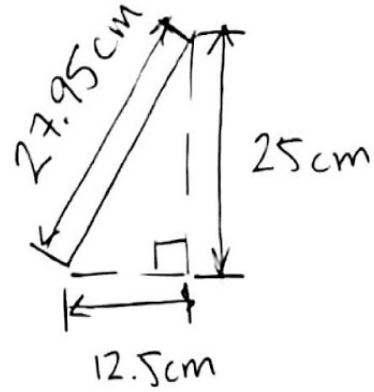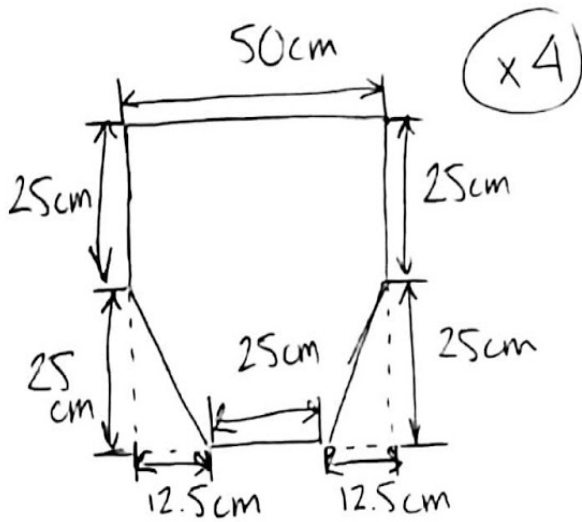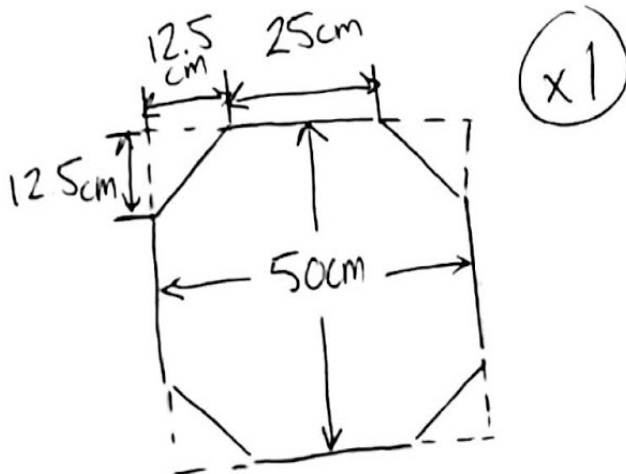
12.5cm

12.5cm

4) CUT FACE PLATE TRIANGLES (4)

(x4)

12.5cm   12.5cm
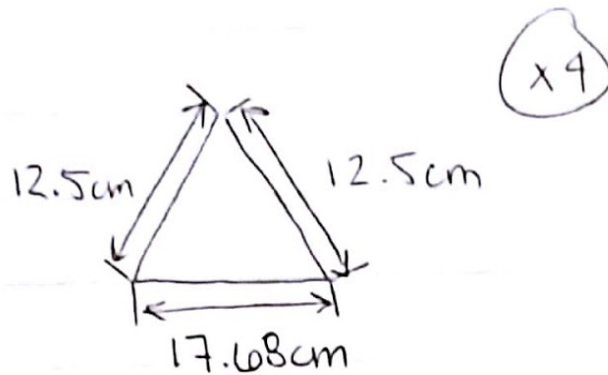
17.68cm

CALCULATIONS

2) ANGLES FOR FACE PANEL

25 cm

x

12.5 cm

$$x = \sqrt{25^2_{cm} + 12.5^2_{cm}} = 27.95 \text{ cm}$$

3 & 4) 17.68 cm length

12.5cm

125 cm

x

$$x = \sqrt{2(12.5^2_{cm})} = 17.68 \text{ cm}$$