



DANURB – STRATEGY

ANNEX 01 / DANURB case studies of pilot activities

DANURB - STRATEGY

ANNEX 01 / DANURB case studies of pilot activities

CONTENTS

1 - Mapping of Cultural Potentials	3
2 - Education	11
3 - Participatory Processes	17
4 - Fostering Cultural Participation	24
5 - Regional identity, local values - dissemination, sharing knowledge	31

The DANURB PILOT ACTIVITY PORTFOLIO was prepared by: KÉK - Hungarian Contemporary Architecture Centre (HU) and Budapest University of Technology and Economics, Faculty of Architecture, Department of Urban Planning and Design with contributions from various project partners in 2019.

Cover photo: DANURB team at the Pilot Activity in Paks 2018-05-19

1 - MAPPING OF CULTURAL POTENTIALS

OVERVIEW	
Summary of the case study	In this case study we will present different methods and tools on how to map and reveal a certain area's or region's cultural potential. How to get to know the stakeholders and local actors and also how to find ways of researching local needs and issues.
Activities included	<ul style="list-style-type: none"> - DANUrB stakeholder meetings, roundtable discussions - DANUrB stakeholder database - Danube Day - Local festival / method focusing on local events series and how to connect them by DANUrB - 'Photovoice project' and workshops by Oikodrom (A) - 'Budapest100 workshops for civil organisations and locals' by KÉK, Hungarian Contemporary Architecture Centre (H) - Students workshops and seminars within DANUrB topics at various universities
Keywords	- mapping of local activators and problems - basic of programming cultural activities - reveal local issues
Partners	BME / Faculty of Architecture / Department of Urban Planning and Design (HU), KÉK - Hungarian Contemporary Architecture Centre (HU), Oikodrom (A), Pest County Municipality (external experts: Ecorys and MUTK), DANUrB partners, External experts: KÉK / Budapest100 team (HU)

INTRODUCTION
<p>During the DANUrB project several pilot activities were developed. The basic pilot activity methodologies were collected for project partners in a guide called 'DANUrB Program Pilot Activity Portfolio'.</p> <p>The description of 'Photovoice project' and workshops and 'Budapest100 workshops for civil organisations and locals' can be found in the Pilot Activity Portfolio.</p> <p>DANUrB pilot activities</p> <p>In general our pilot activities could be considered as special educational processes, because our main aim was to teach the methodologies for the local partners and stakeholders and not to try to force something we invented without their involvement.</p>

Therefore our results what we introduce in our Case Studies developed through the program and reflects on real local problems, needs and possibilities.

CONTEXT - Description of context of the implemented activities

One of the main goals of DANUrB project was the mapping of cultural potentials in order to reveal the main characteristics (similarities, problems, possibilities etc.) along Danube towns and regions. We used the researches as basis of further activities and also to create cultural network which has tangible and intangible elements.

Mapping of cultural potential was done in 7 countries, approximately in 200 cities.

DANUrB Stakeholder meetings and DANUrB stakeholder database

One of the crucial activities of DANUrB is to map local stakeholders and engage them in different project activities that will feed into the DANUrB platform that is designed to create a collaboration network along the Danube. During the project we have build an outstanding database of stakeholders in our partner cities and their microregions.

Stakeholder meetings are about getting to know each other, and their existing network and relations, and identify what locals consider as regional cultural potentials. Our main goal was to research as many cities as possible, and communicate the main ideas of DANUrB through the stakeholders.

The 'Danube Day - Local festival' pilot activity is partly based on stakeholder researches and meetings.

Photovoice project

Photovoice is a method that involves different kinds of stakeholders in local transformation processes and gives participants a tool to express their desires, needs and aspirations based on the power of photography. Within DANUrB we consider the questions *What to change? What to maintain?* perfect to invite people about telling their feelings and stories about a specific place, area and or environment in your town.

Photovoice project and workshops were done in Golubac (SRB), Backa Palanka (SRB), Ráckeve-Szigetbecse (HU) and Vidin (BG).

In these cities our main goal was to draw a certain kind of mental map through the locals subjective feedbacks.

Budapest100 workshops for civil organisations and locals

Budapest100 is an urban cultural festival (celebration) of 100-year-old buildings and its communities. The program's methodology has its special lens, which are the three main principles of the Budapest100: built environment, community building, volunteering.

The expert group picked Esztergom (HU) - Sturovo (SK) DANUrB twin town as the main focus area from the start of the program, than made some similar workshops in Ráckeve (HU). The aim of the workshops were to draw a **map** of local stakeholders and activators,

reveal their relation to each other and to the local cultural potentials (tangible and intangible heritage).

Students workshops and seminars at universities

The involvement of students from the 7 partner universities in workshops within DANUrB have been beneficial for both parts: the students deeply engaged with the problematics of site-specific situations, and provide solutions and design concepts for several sites on Danube, and their work have been promoted to stakeholders and through all DANUrB partners and ASPs, and thus became an inspiring network of ideas crystallizing the most important themes of this region.

METHODS & PROCESS (Description of methodologies used while planning and implementing the events, description of process.)

All of the different methodologies had the same goal: mapping of local and regional cultural potentials, but each had different approaches:

- *DANUrB stakeholder database collection* was a research, each partner collected as many relevant local stakeholders as possible,
- *The Photovoice project* mostly worked on a social and emotional level by revealing mental connection and the locals relations to their surroundings,
- Budapest100 workshops focused on the network of local stakeholders and their relation to each other,
- *DANUrB stakeholder meetings'* main approach was to involve locals to the project and make them personally interested in the common goals.
- Students workshops, developed both at regional and national levels, bringing together methodologies and teaching practices form all universities involved in the project, provided innovative visions and spatial concepts of unused heritage development for several pilot sites situated in Austria, Ungaria, Slovakia, Romania and Serbia.

DANUrB Stakeholder meetings and DANUrB stakeholder database

In the mapping process the building of stakeholder database and stakeholder involvement went parallel in the first stage.

1. Online research and creation of database:

- In researched cities the partners made a pre-research (online) collecting relevant stakeholders related to any cultural potential comes to Danube and its region.
- Parallel the cultural heritage research was made where we collected all the underused potential tangible and intangible heritage found in the researched regions.

2. In-depth research and contact:

- The first contact was made by inviting the interested stakeholders for a meeting or to make interviews. In these meetings we invited them to connect with the 'ongoing' DANUrB network and introduced them our goals. Our first aim was to get to know the relevant stakeholders and their local activities and goals.

3. Workshops and making datasheets

- Through several meetings and workshops we kept informed the interested stakeholders by involving them to the research of undersused cultural heritage: we asked feedback about their ideas and connection to these elements and forster them to reconnect with them through their existing events, which helped us to valorize the heritage we found.
- The other crucial aim of the workshop were to reveal for the interested stakeholders that they can reconnect with these heritage and each other, anf further more connect with other similar stakeholders along the Danube.
- After the meeting and workshop series the potential stakeholders were asked to connect DANUrB platform by filling a detailed datasheet, in order to be part of the network for longer term.
- Parallel the final heritage datasheets were finished as well.

4. Further involvement

- After the mapping of stakeholders and their relations were finished we fostered them to expand their activities, collaborate or try existing and working methodologies what we introduced them as 'Pilot Activities'. These activities are described in single Case Studies.

Photovoice project

1. Get in contact with locals

- As a preparation step we made a research of the local stakeholders or used the DANUrB database if the research was already done, in order to see who are the potential organisations we can cooperate with. Before the workshops we contacted one of them, and asked them to join our project also it is advised to have a 'local guide'. Although out intervention is basically for anybody: locals, 'people from the street'.

2. Define the thematic

- The methodology can be used in relation to various topics, so it is important to choose what to focus on. During DANUrB workshops we focused on the people and their relation with the river with the city, examined what to change what to preserve.

3. Making photos, records with locals

- The base of the process is that we ask locals to make photos, videos or record sounds connected to the chosen topic, therefore we will catch very different opinions, impressions. It is very unique since in a way these are subjective impressions, but the other can we can catch the way of thinking of the locals, their concerns, fears etc.

- This part can have various versions, we can either give them cameras and tools to make these documents or they can bring their own. We can choose if the only make photos or also record sound and videos.

4. Selection and workshop

- As the next step we should select the photos then print them. The locals shall be involved to the selection process, focusing in the main thematic questions: which photos shows better the thought, impression they want to tell etc.
- When the selection is done, photos are printed, we organise a workshop with all the participants and discuss all the 'results' together. It is a guided workshop with different stages, but the goal is to reveal all the impressions, ideas what can be added by associations to the photos and topics.
- It is also possible to involve 'new' people only to the discussion / workshop, or we can extend the workshop and also ask locals on the street what is their impression about the photos (whether it is the same or not).

Budapest100 workshops for civil organisations and locals

Budapest100 methodology has different stages, the first one is the mapping of interested people. In Esztergom-Sturovo and Ráckeve the group focused on the stakeholders related to any cultural activity in the region. The following steps were made:

1. Creating the map of interested stakeholders and catalyze problems

- Online research of stakeholders related to any cultural activity. The first informal database was made using public datas.
- First contact: in order to make deep research we asked the participants (email or phone) whether they are interested to be interviewed or involved in a workshop.
- in-depth interviews were done with the interested stakeholders.
- After the first contact and personal in-depth interviews were done, the group draw the first network of people and organisations, than made the outlines of the main problems and possibilities.

2. Discussing the catalyzed problems, workshop

- After the first level of mapping, a workshop was held in Esztergom-Sturovo and in Ráckeve as well to strengthen local relations, discuss the revealed problems, local collaborations, different approaches of the interested organisations in cultural aspects etc.
- One of the main outcome of the workshops was to reveal all the areas where the interested local stakeholders showed interest to develop and try to frame a common goal towards any common cultural activity.
- In Esztergom-Sturovo at the first workshop our main result was to reveal that the local cultural-focused stakeholders are not in daily contact, so just to maintain this platform would be helpful. During the research we also found that they have much more cultural activity then in many other cities like Esztergom, so organising single events became a burden.

- In Ráckeve the expanded focus area was not only the city itself, but the 6 small towns and villages in the microregion. In the first workshop the local decision makers and relevant stakeholders were invited, where the main problem turned out to be the weakness of fragmentation. After the workshop and interviews more and more village declared its will to collaborate in through cultural programs to strengthen the areas of tourism.
- That is where the mapping process ended. The evaluation of the workshops, interviews and research outlined some basic ideas of what are the potentials to build on.

3. Building a strategy

- In Esztergom after more research, meetings and workshops an action plan was made: some of the interested organisations decided to organise together a cultural event what focuses on the strengthening of local cultural heritage, volunteers involvement and bottom-up cumminties, which is described in a single Case Study.

OUTCOMES (Description of quantitative and qualitative outcomes)

Quantitative outcomes:

- Datas from 7 countries, more than 200 town by 39 partners
- 377 DANUrB heritage datasheet
- 153 stakeholder datasheet
- more than 30 stakeholder meetings
- 1 stakeholder database with a large number of active contacts
- 6 Photovoice workshops in Sturovo, Golubac in 2017 and in Backa Palanka, Ráckeve, Szigetbecse and Vidin in 2018
- 6 Budapest100 workshops in Esztergom
- 5 regional and national workshops and exhibtions - in Krems, Budapest, Golubac, Backa Palanka, Esztergom, Giurgiu.
- Numerous interviews with local stakeholders in Esztergom
- 1 Budapest100 workshop in Ráckeve
- Interviews and peer-to-peer meetings with local stakeholders, mapping tangible and intangible heritage, stakeholder workshops in Ráckeve and its microregion

Qualitative outcomes:

The aim of the above listed pilot activities were to map the cultural potential in the smaller cities along the Danube and encourage local and regional cooperation by valorizing the mapped potentials. We created tools to reach out and engage local organisations, institutions and even individuals and at the same time to document these processes and build a database with active contacts.

DANUrB Stakeholder meetings and DANUrB stakeholder database

In most researched cities it was a remarkable outcome that most of the interested organisations are not in regular contact with each other, so just inviting them to discuss cultural issues together (to stakeholders meeting) already proved to be something new and useful.

Although we also experienced that each city required different type of research, some worked more individually, some towns needed more personal attendance. Personal attendance could not be missed out in any case.

Another clear outcome was to see that we should operate with less academic terms, so in some cases we needed to simplify our questions and prestations that were related to the academy research of the project.

Photovoice project

It is a remarkable outcome that through photos it is easier for the locals to talk about local issues, problems, ideas, since the whole process can be kept in a scale what is easily understandable.

In each case that using very sensible, subjective elements as the results we can discuss about serious topics what concerns the environment, society the city. So it happened in the workshops during DANUrB: in Vidin for example the most remarkable result was to realize that how weak the relation and cooperation within the city, within activators and stakeholders and the same happens in the case of Vidin-Calafat.

Budapest100 workshops for civil organisations and locals

The workshops made the interested stakeholders understand that cultural collaboration is necessary and helpful for everyone. This outcome was described by themselves, and both in Esztergom-Sturovo and Ráckeve it motivated them to realize a cultural event organised with common effort.

We have not experienced such an example without this kind of 'connecting' workshops in other pilot cities, therefore we can declare that mapping the inner relations is as important as mapping the single stakeholders. (Although mapping inner relation is still not enough to motivate locals to act, it needs a step more - good practices, goals, outer help - which is described in a single Case Study).

IMPACT (Description of impact on the local community and their involvement in the projects, etc.)

Mapping the stakeholders in DANUrB towns, inviting them to stakeholder meetings and different workshops, connect them with each other in a new way.

Realizing the mapping in datasheets which can be found in an overall platform regarding the whole Danube region, gives the possibility to connect better within the city and

within Danube regions.

We definitely found good examples of further connecting behalf of local interested organisations which is one of the main goal of DANUrB project.

On the other hand we also realized that as the continuation of our research much more personal workshops and activity implementation needed.

SUSTAINABILITY (Description of possibilities for the continuation of the events)

Concerning the mapping process, the long-term sustainable goals are:

1. Keep alive the stakeholder network.
2. Use the connection informations (mapping) as a basis and indicate activities, collaborations in an international Danube region level.
3. Strengthen the local values.

In order to achieve these goals, the DANUrB platform (where we collect all the information approved by stakeholders and participants) should be used as a living platform by locals. At the same time this is a huge threat as well.

Another key of sustainability is to form the usual way of thinking about collaboration and cooperation between interested partners requires intensive personal relations, time, good examples and patience. It is all the same when we think about strengthening local values.

It is a long education process to teach stakeholders how to use the existing resources which were mapped to form new ideas.

CONCLUSION - Mapping of cultural potentials

1. Online data prove to be less usable in relation with the dimension of the city: the online database requires personal checking in order to correct the data (for example accessibility of stakeholders), and also to map other important and relevant stakeholders.
2. Mapping the relations between stakeholders proved to be as important as mapping the interested stakeholders itself.
3. Personal meetings and indicating personal engagement is crucial point in mapping. Many things are revealed through interviews and workshops.
4. Proved to be useful to highlight the local underused cultural heritage: our additional point of view about the local heritage discussed by others could catalyze better and reveal the local values.

2 - EDUCATION

OVERVIEW	
Summary of the case study	The case study presents educational activities that can contribute to children's and young people's appreciation for cultural heritage along the Danube. In the study we present methods on how to create interactive, game-like educational activities for youngsters.
Activities included	<ul style="list-style-type: none"> - Building Camp by BME / Faculty of Architecture / Department of Urban Planning and Design (HU) - Artistic Intervention 'The Expanded Garden' by Oikodrom (A) - DANUrBanity board game by KultúrAktív (HU) - Community interventions by Valyo (HU) - Trainee program organized by PCM (& MUTK)
Keywords	- education - youngsters - current social questions wrapped in a playful methodology - raise awareness
Partners	BME / Faculty of Architecture / Department of Urban Planning and Design (HU), KÉK - Hungarian Contemporary Architecture Centre (HU), Oikodrom (A), External experts: KultúrAktív (HU) and VALYO / Város és Folyó Egyesület (HU), Pest County Municipality (external experts: Ecorys and MUTK).

INTRODUCTION
<p>During the DANUrB project several pilot activities were developed. The basic pilot activity methodologies were collected for project partners in a guide called 'DANUrB Program Pilot Activity Portfolio'.</p> <p>The description of Artistic Intervention 'The Expanded Garden', DANUrBanity, different interventions by VALYO group can be found in the Pilot Activity Portfolio.</p> <p>DANUrB pilot activities</p> <p>In general our pilot activities could be considered as special educational processes, because our main aim was to teach the methodologies for the local partners and stakeholders and not to try to force something we invented without their involvement. Therefore our results what we introduce in our Case Studies developed through the program and reflects on real local problems, needs and possibilities.</p>

CONTEXT - Description of context of the implemented activities

KÉK and Oikodrom as project partners were responsible for pilot activities. With the involvement of external experts developed, planned and implemented different activities that contributes to children's and young people's appreciation for cultural heritage along the Danube. When planning the pilot activities the division of different target groups always had an important role, that is why we involved schools and youngsters as well.

Expanded garden

The artistic intervention „The Expanded Garden“ is a micro-lab focuses on the inter-relations of education, contemporary art and urban environmental policies along the Danube and explore spaces for visual production, participation, including performative and playful elements. The artistic interventions happened in Sturovo (SK), Ottensheim (A), and Giurgiu (RO) in 2018.

DANUrBanity

It is a specially developed board game for children and young adults that focuses on the river Danube and its local heritage and identity developed by KultúrAktív, a Hungarian Association. An original board game what focuses on urban problems and issues called Urbanity was developed during DANUrB into a Danube thematic version of it. The development lasts 1,5 years, and the board game was introduced in Paks (HU) and Calafat (RO).

Community interventions by VALYO

The VALYO group focuses on issues related to the river and tries to reconnect people with it. Their activity includes playful games for children, youngsters and families what calls the attention to the Danube but also has a strong placemaking activity in the city. During the DANUrB we made several interventions, like: exhibition on the Danube, artistic workshops and urban games. The SKUBI is a mini-scale intervention, raises interest and curiosity, it can be used to collect memories and stories connected to the river.

We have implemented 4 SKUBI workshops at the Danube Days in Esztergom-Sturovo, along with a special digital exhibition on the riverside and with games like 'stone-skipping'.

METHODS & PROCESS (Description of methodologies used while planning and implementing the events, description of process.)

These pilot activities had pretty different methodologies while implementing and planning. The common goal was to:

- Raise awareness and curiosity towards our environment,
- Involve kids and youngsters in a playful way,
- Create new, not usual approaches when it comes to education and learning,

- Helps to valorise the local cultural potential through objective and subjective elements as well.

Expanded garden

1. Find local contributors

- In the Expanded garden we focus on youngsters, schoolkids so we tried to involve local schools. These workshops can be done as a framework of a class but also as a single 1 or 2 days - workshop program for the children. We did the workshop versions in the DANUrB cities.

2. Workshops

- We used the Danube as the main topic, and organised all the groupwork, games around it. In the tasks the children have freedom to express their ideas, there is no good or bad solutions, meanwhile the practices guide them through on steps what shows them how is it to work in a community, or that also small steps can help to maintain balance with our environment.

DANUrBanity

INPUT: the aim of the original board game is to discuss problems issues relate to the city. Each question one should form an opinion, discuss is than the final decision is made according to the majority of the community, that is how the city got build on the board game. The games helps to involve people in any age to public question and shown the strength and weakness of living in a society.

We decided to form this game to a Danube thematic version of it.

Steps of the game-development:

1. step: Defining what should be the new versions' aims, basic concept related to Danube, framework, aspects of change regarding the original game and what should be the criteriums of success.
2. step: Brainstorming, testing of prototypes, creation of the plot of the game, gathering rules for school version.
3. Creation of rules for school version, defining role of the quizmaster, creation of riles for the festival version
 - a. 1st school pilot: testing the prototype as a pilot activity with a class (primary school for instance)
 - b. 1st festival pilot: testing the prototype as a pilot activity in a public event / urban festival
4. step: evaluation of pilot events, reflections, correction of the game, methodology draft for the quizmasters guide
 - a. 2nd school pilot: testing the newer version, and testing if a new person can adapt easily the quizmasters' role, mentoring the teacher or new quizmaster
 - b. 2nd festival pilot: public event test like Kids Day or Cultural House event
5. step: evaluation of pilot events, reflections, finalizing rules, finalizing the guide and

methodology for adaptation

a. 3rd pilots: in school and/or Danube Days event

6. step: creating final documents, board game package, evaluation of game

Summary: The DANUrBanity game is a table game but meanwhile (what is more important) it is a community game which helps to reveal the local issues, what people think about them. It can be used to understand or even discuss serious topics as well.

Community interventions by VALYO

One remarkable intervention was the art workshop for kids, called 'SKUBI' ('skubizni' means 'peeping inside' in Hungarian).

INPUT: It is a mini exhibition space in which anyone can create his/her own piece of art. One side of the wooden box has a transparent glass on it, the other has a little hole to peep inside. The artworks inside the 20x20x40 cm space of the box can be made with the easiest tools or even with the most sophisticated techniques. Texts, figures, writings or objects can appear inside. Topics such as 'My connection to the Danube' or 'My memories of the Danube' can be exhibited in the SKUBI installations. SKUBIs are installed outside in public spaces.

- The workshop steps are pretty easy, basically the participants create little pieces of art related to the chosen topic. After the 3-4 hour workshop was done, the glass pieces can be placed in the wooden boxes 'SKUBI's and placed outside as part of a tour or outside exhibition.
- During DANUrB we involved local artists, art teachers and colleagues from the local museum to learn how to facilitate a workshop like this.
- SKUBI is a good practice for expressing thoughts and memories related to any topic with artistic tools, and it draws the attention of people because when they are placed outside like on trees or columns in the street they reconnect with the local surroundings.
- Choosing the topic can be very flexible, it can relate to easy questions but we also made an upgraded version of involving old photos of the embankment of Danube.

Originally the SKUBI was invented by the VALYO group (HU), as it was used in Budapest, but we implemented 10 new boxes in Esztergom (HU) - Sturovo (SK) as well.

OUTCOMES (Description of quantitative and qualitative outcomes)

Quantitative outcomes:

- 3 artistic interventions "The Expanded Garden"
- 4 SKUBI workshops
- 3 DANUrBanity developing events
- 2 DANUrBanity test games
- Altogether 5 cities involved (Sturovo, Ottensheim, Giurgiu, Esztergom, Paks) in 4 countries (Slovakia, Austria, Romania and Hungary)

- Trainee program organized by PCM (& MUTK) for mapping two target areas with the involvement of volunteers and students

Qualitative outcomes:

Most of these activities can be considered as small-scale interventions, but in each cases they were definitely followed by curiosity and open-mindedness. In DANUrB the main focus areas were the small towns along the Danube, so our expectations included our uncertainty whether the methodologies/programs what works in bigger cities would work here.

Apparently we experienced openness in schools and cultural institutes where we introduced these non-formal education related small-scale interventions, so it is a good base to rely on regarding further activities.

Expanded garden

During the workshops we always involved the local school and teachers, they saw our process and method, so we encouraged them to repeat the workshop by their own, for other student groups.

These kind of activities seemed to be very important in small towns, since the average educational standard is way behind than in the more developed cities.

DANUrBanity

The board game is a good example for a non-formal education practice. During DANUrB our work mostly covered the development phase therefore we can only presume the long-term use of it. DANUrBanity in school environment can help teachers to raise awareness for current question related to the Danube and our environment.

Community interventions by VALYO

The approaches of VALYO group seemed to be popular in the DANUrB towns whether it was a playful exhibition, urban game or family program.

We found similar small-scale project in these towns, so presumably it is easily adaptable in smaller regions as well.

The SKUBI workshops and the open exhibitions seemed to become very popular in both Esztergom (HU) and Sturovo (SK). All age groups enjoyed the workshops, it is a powerful tool to collect stories around the Danube and engage people talking about the river. After the moderated workshops a few local stakeholders started to use the methodology outside of the DANUrB context. For example the Danube Museum in Esztergom used them for their autumn festival and local schools in both cities organized SKUBI workshops during their art classes.

IMPACT (Description of impact on the local community and their involvement in the projects, etc.)

We believe that with the three listed pilot activities we managed to offer to the local partners and stakeholders a creative, easy to adopt and playful approach to educating youngsters about the tangible and intangible heritage surrounding them.

During the activities youngsters were engaging in topics relate to Danube and their surrounding.

On the other hand stakeholders saw these activities as an opportunity for organising similar activities based on the experiences. Both the DANUrBanity board game and SKUBI workshop has potentials to continue to develop own games or educational practice based on that. As the Expanded Garden can reproduces by themselves as well.

SUSTAINABILITY (Description of possibilities for the continuation of the events)

All three listed educational activities were designed or selected to be easily adaptable to the local communities. Adaptability is the key for sustainability.

Long-term goals are:

1. Empower local (small) towns where the education has less sources as in the developed big cities.
2. Empower locals to use non-standard educational games, practices.
3. Strengthen knowledge transfer, good practice processes.

Our goal with the pilot activities was to raise awareness to these kind of creative and playful ways to talk about local and regional heritage and also to motivate and encourage local stakeholders for doing similar activities. Stakeholders already adopted the ideas and implementing them in their practices just like in the case of SKUBI in Esztergom and Párkány.

CONCLUSION - Education

1. In small towns there is a big deficit of education-related services and opportunities.
2. There is even a bigger deficit of non-standard education practices, therefore good practices proved to be helpful.
3. Personal involvement is necessary when it comes to knowledge transfer, or implementation. Simply because online and digital resources is way more underused in small towns.
4. Raise awareness about local values and heritage is highly recommended among youngsters, it shall be important to connect it with local education.

3 - PARTICIPATORY PROCESSES

OVERVIEW	
Summary of the case study	In the case study we will examine different approaches to participatory processes that aim to valorize unused heritage focusing on both intangible and tangible values such as built heritage, unused areas and also cultural initiatives and traditions.
Activities included	<ul style="list-style-type: none"> - Participatory planning - Building Camp by BME / Faculty of Architecture / Department of Urban Planning and Design (HU) - ‘Budapest100 workshops for civil organisations and locals’ by KÉK, Hungarian Contemporary Architecture Centre (H) - <i>The Sugar Factory Park</i> Participatory planning project by "Ion Mincu" University of Architecture and Urbanism
Keywords	- share knowledge, transfer knowledge - local involvement, social impact - connect locals and different stakeholders - tools to valorize, activate people
Partners	BME / Faculty of Architecture / Department of Urban Planning and Design (HU) KÉK - Hungarian Contemporary Architecture Centre (HU) DANUrB partners external experts: KÉK / Budapest100 team (HU)

Introduction
<p>During the DANUrB project several pilot activities were developed. The basic pilot activity methodologies were collected for project partners in a guide called ‘DANUrB Program Pilot Activity Portfolio’.</p> <p>The description of Building Camp and ‘Budapest100 workshops for civil organisations and locals’ can be found in the Pilot Activity Portfolio.</p> <p>DANUrB pilot activities</p> <p>In general our pilot activities could be considered as special educational processes, because our main aim was to teach the methodologies for the local partners and stakeholders and not to try to force something we invented without their involvement. Therefore our results what we introduce in our Case Studies developed through the program and reflects on real local problems, needs and possibilities.</p>

CONTEXT - Description of context of the implemented activities

Participatory planning

Participatory planning has many forms and methodologies. Even in DANurB we used it in different contexts: like students workshops with locals what focused on urban planning, but we also used during city days or pilot activities like Danube Day where we have implemented small participatory planning processes mapping the local needs concerning the Danube and its embankments.

Either way, on the way of implementation, after the mapping and researching it is crucial to 'arrange' and select the available information and results together with locals. This is the way we dealt with participatory planning in DANurB

Building camps

The Department of Urban Planning and Design, Faculty of Architecture, BME, organise building camps for students for many years now. During the semester students focus on a city, region, special problem; they make researches concentrating on the development and possibilities, than they create their own projects as a suggestion related to the local circumstances. Using methods of participation and common decision making they choose a final project in the end of the semester as the one they are willing to build during summer. The whole procedure is very useful and unique in the education: students learn a lot about making professional decisions, while they need to communicate with local stakeholders. Apart of the educational benefits they also gain practical experience during a complex process like a building camp. The scale of the built installations can be pretty various from the sizes of street furniture up to the scale of a smaller building.

We made a smaller intervention in Ráckeve (HU) 2018 and 2 international Building camp in Esztergom-Sturovo during the summer of 2018 and 2019.

Budapest100 workshops for civil organisations and locals

Budapest100 is an urban cultural festival (celebration) of 100-year-old buildings and its communities. The program's methodology has its special lens, which are the three main principles of the Budapest100: built environment, community building, volunteering.

The expert group picked Esztergom (HU) - Sturovo (SK) DANurB twin town as the main focus area from the start of the program, than made some similar workshops in Ráckeve (HU). After the mapping of the local stakeholders and activators, and related workshops were done, an project implementation was done in Esztergom called 'Open gardens'.

The Sugar Factory Park Participatory planning project

The cultural project "*The Sugar Factory Park - Community participatory recovery through parametric modeling*" aims to draw attention to the need for a preliminary study on modeling public spaces and the use of digital tools and analysis to facilitate execution.

The co-ordination teams are made up of specialists with different trainings - architects, town planners, landscape designers, etc., who have carried out a series of authentic in situ education activities, initiating the participants - inhabitants of the area - in working with known materials, but with new technologies. These actions and processes conducted in a playful and co-participatory manner have led to the strengthening of neighborhood links, facilitating communication between authorities and the population of the city.

METHODS & PROCESS (Description of quantitative and qualitative outcomes)

These pilot activities had pretty different methodologies while implementing and planning. The common goal was to:

- Involve stakeholders to a local - volunteer based - activity from the beginning to the end
- Implement good practices, examples of participatory planning and common decision making.
- Highlight the importance of local resources.

Building camp

Normally the frame of the process is a student class in the university so we describe that version but it can be done separately of that.

1. Research and connect with locals

- As a beginning we make a research about the city/town: history, values, heritage, than the students analyse and examine them in different point of views, focusing on urban design questions.
- Meanwhile we also connect with locals (stakeholders, decisionmakers, schools), and try to identify the main venue or problem we should deal with.

2. Participatory planning

- Defining the venue and the exact task can be already part of the participatory process: the students make the first analysis about the town which is already a good topic of discussion with the locals
- Defining the problems, problematic situations in the city then bring it to a discussion with the local activators and decision makers will lead us to pick the venue and the program for the planning. The tools we use here: interviews with locals, presentations, discussions, workshops, group work, brainstorming.
- This process can be different depending on the possibilities of personal intervention with the stakeholders. In Ráckeve it was 2-3 times of workshops with the local museum where in the beginning the students made proposals what we discussed with the locals. In Esztergom after 1 week of planning, interviews and lectures with the locals the students made final plans and proposals and the decision about planning was made together with the decision makers.

- In the case Bernecebaráti town, there was a constant discussion with the mayor and local stakeholders during the planning period. By the end of the semester the students makes plans, and the final plan is selected by the common decision (discussion and vote).

3. Building camp

- The building itself is also a participatory process. The group of builders go up to 15-20 students, there is a leader of the student part and architect experts. The architects role is to help the students, consult the ideas and problems coming up during the building, offer possibilities, but not to conduct the camp. The students are empowered to make decisions of their own, it is also a learning process for the student leader of the camp.
- The student leader(s) of the camp has the duty of organisation (helped by the architects), what means that they look after local materials, resources, professionals, volunteer contributors.
- Locals can join the building as well. The biggest value of the process is that everyone can join the community, what plans than build something which is useful for the town.

Budapest100 workshops for civil organisations and locals

After the mapping and first workshop were done (see in Case study of Stakeholder mapping), we can move forward of the implementation the methodology, the Budapest100 urban festival.

The base of the Budapest100 methodology is to realize a cultural event with locals and volunteers, where we concentrate of the 3 principles (build environment, community building and volunteering). The main value is that it is a bottom-up event, completely organised by locals and volunteers.

1. Define the event and leaders:

- After the workshops were done the main thematic is realized. In case of Esztergom it was the Open Gardens topic, since the city has many secret gardens and also there was already an existing event where people opened and showed their own gardens.
- In order to make the implementation we need at least 1 local main coordinator, 1 main research leader and 1 volunteer leader.

2. Implementation of good practices:

The whole implementation has an easy process: participatory venues need to be found who will participate on the festival, gather volunteers, than we need to engage locals parallel with organising small events together with them. Main steps:

- Make a list a potential venues and connect with them, see whether they are interested to participate (in Budapest100 these are houses/building, in case of Esztergom these are private and public gardens).
- Gathering volunteers who are willing to make researches or organise programs.
- Research and organisation process through meetings and workshops among

organisers themselves and among organisers and locals, owners.

- The volunteers together with the garden owners should find out what kind of event can be done in the exact garden (this is an easy participatory process while the owner and the volunteer organiser find a common point)
- Common meeting for the owner of the gardens, finalising programs.
- Common meeting for all the organisers, garden owners and volunteers.
- Finish graphical and communication materials.

These are the basic steps, what could be divided into many subtasks based on the dimension of the project.

The essence of the method is that all of the tasks are done by locals and volunteers. Every decision is made together, which makes it a special participatory process: where there is a venue (building or garden) the owner approves the participation in the festival, the volunteer researches helps to get as much data as possible and the volunteer organisers together with the owner decide what to show to the 'public'.

OUTCOMES (Please describe the quantitative and qualitative outcomes)

Quantitative outcomes:

- 2 building camps (1 in Ráckeve, 1 in Esztergom), with 7 built installations
- 6 Budapest100 workshops in Esztergom + 1 Budapest100 festival implementation in Esztergom called Open Garden in the frame of Danube Days
- Numerous interviews with local stakeholders in Esztergom
- 1 Budapest100 workshop in Ráckeve
- 1 experimental cultural participatory project in Giurgiu (The Sugar Factory Park project)
- Numerous interviews with local stakeholders in Ráckeve and its microregion
- 6 participatory workshops on regional identity (organized by PCM, ECRS and MUTK) in Ráckeve (2018-02-13; 2018-06-29; 2018-11-13; 2019-01-30) and in Nagymaros (2019-02-13, 2019-03-12)
- 10 participatory planning events

Qualitative outcomes:

The main outcome of activities that involve participatory processes are the engagement of locals, the conscious and critical thinking about their environment and also the ability to influence local decision making.

Building camps

We could involve to our camps during DANUrB several local institutes, schools, professionals, which means that a certain kind of knowledge transfer happened, above the installations we made.

The research in Esztergom highlighted the fact that even if this city is rich in history,

arranging the resources and activities in a new order we can contribute to a new event what they did not think of before. Also they realised that they already had these resources available, which hopefully inspire them to make similar activities..

Budapest100 workshops for civil organisations and locals

The implementation of a bottom-up activity like this cultural urban festival can forster the local cultural life and relation between decision makers, locals and local activators like civil organisations and institutes. This is a way of knowledge transfer, realizing an independent bottom-up event together with local activators. We hope that we could establish an event what will be organised continuously.

IMPACT (Description of impact on the local community and their involvement in the projects, etc.)

Participatory processes (when they are done well, which means real involvement of the opinion, impression and experience of locals) in planning and implementation should make better results since they work and involve with more appropriate datas.

This is why it is good to include participatory practices into processes, specially when it comes to the communities of towns.

Building camps

Building camps can inspire locals to make other and similar small interventions. This is what we experienced in Esztergom and Bernecebaráti as well.

Budapest100 workshops for civil organisations and locals

The implementation of a bottom-up activity like this cultural urban festival can forster the local cultural life and relation between decision makers, locals and local activators like civil organisations and institutes. This is a way of knowledge transfer, realizing an independent bottom-up event together with local activators. We hope that we could establish an event what will be organised continuously.

This is a way of knowledge transfer, realizing an independent bottom-up event together with local activators. We hope that we could establish an event what will be organised continuously.

SUSTAINABILITY (Description of possibilities for the continuation of the events)

Our key ideas for sustainability is the easily adoptable character of our pilot activities. The pilots were implemented together with local stakeholder who discovered the importance and value of participatory planning that can increase the chances for sustainable approach.

Concerning participation, the long-term sustainable goals are:

1. Strengthen local participation, participation-based processes, initiations.
2. Empower decision-makers and activators of small towns to use participatory practices.

CONCLUSION - Participatory processes

Our key ideas for sustainability is the easily adoptable character of our pilot activities. The pilots were implemented together with local stakeholder who discovered the importance and value of participatory planning that can increase the chances for sustainable approach.

1. Participatory processes, practices can help decision makers to involve locals what contributes to the acceptance of certain decisions.
2. Participation based practices can lead to a better resource management.
3. Inspire and motivate communities while actually building something.
4. Good way of knowledge transfer and learning.

4 - FOSTERING CULTURAL PARTICIPATION

OVERVIEW	
Summary of the case study	This case study will show how to foster cultural participation between different stakeholders such as local governments, NGOs and different institutions. This study aims to show good examples for successful cultural collaboration.
Activities included	<ul style="list-style-type: none"> - Danube Days - Local festival / method focusing on local events series and how to connect them by DANUrB - 'Budapest100 workshops for civil organisations and locals' by KÉK - Hungarian Contemporary Architecture Centre (H) - Danube Month campaign by DANUrB
Keywords	<ul style="list-style-type: none"> - connect local activators, stakeholders - fostering communities - placemaking process - learn to cooperate
Partners	BME / Faculty of Architecture / Department of Urban Planning and Design (HU), KÉK - Hungarian Contemporary Architecture Centre (HU), DANUrB partners, External experts: KÉK / Budapest100 team (HU).

Introduction
<p>During the DANUrB project several pilot activities were developed. The basic pilot activity methodologies were collected for project partners in a guide called 'DANUrB Program Pilot Activity Portfolio'.</p> <p>The detailed description and other relevant information can be found in the Pilot Activity Portfolio concerning the Danube Days and the Budapest100 workshops for civil organisations and locals.</p> <p>Also, the first phase of these plot activities are detailed in the 'Mapping of Cultural Potential' case study.</p> <p>DANUrB pilot activities</p> <p>In general our pilot activities could be considered as special educational processes, because our main aim was to teach the methodologies for the local partners and stakeholders and not to try to force something we invented without their involvement. Therefore our results what we introduce in our Case Studies developed through the program and reflects on real local problems, needs and possibilities.</p>

CONTEXT - Description of context of the implemented activities

Fostering cultural participation is a key element in the DANUrB project. Our strategy was to first map the cultural potential in the partner cities, then bring together the local stakeholders and encourage collaboration and cultural participation between stakeholders on a local or micro regional level that can be lifted on a regional and international level later on with the tools of the DANUrB platform.

Approximately we have implemented 40 different pilot activities across the DANUrB partnership. All of the pilot activities are based on cultural collaboration and exchange of ideas, but the most outstanding activity aiming at fostering participation and collaboration are the Danube Days and the Budapest100 workshops which indeed resulted in joint events organised by the local stakeholders.

Danube Days - Local festival / method focusing on local events series and how to connect them

The international Danube Day is on the 29th of June each year. In DANUrB we have decided to celebrate this event with various activities. Danube Days is a so called umbrella event gathering different activities under one bigger event. Therefore, the Danube Days were one of our most important pilot activities that became the main platform for fostering cultural collaboration among local stakeholders. In 2017 we started working in Esztergom (HU) and Sturovo (SK), twin cities that are located on the two sides of the Danube which is also a border between Hungary and Slovakia. Even though the two cities are located very close to each other, haven't really engaged in cultural collaboration with each other. The other area that we worked with was Ráckeve (HU) and its microregion consisting of several smaller settlements. In addition other partners have joined the celebration of the Danube in Serbia and Romania with smaller activities.

Budapest 100 workshops for civil organisations and locals

Budapest100 is an urban cultural festival (celebration) of 100-year-old buildings and its communities. The Budapest100 team has almost 10 years of experience in organising a community festival based on three main principles: built environment, community building, volunteering. The core concept is very simple: first of all we need to know the local active actors, then to map their activities, understand the relations and cooperation levels between the local stakeholders, discover the pro and cons in the cultural and civic scenes and the fields where the adaptation can fit in.

The expert group picked Esztergom (HU) - Sturovo (SK) DANUrB twin town as the main focus area from the start of the program, than made some similar workshops in Ráckeve (HU). After the mapping period described in the given case study in-depth interviews were carried out by the team in both areas. In Esztergom the team started to work closely on a joint city celebration with local stakeholders.

Danube month campaign

At the beginning of the DANUrB project we decided to celebrate the international Danube Day which in on the 29th of June each year in a wider, international context. As we were researching the different initiatives and activities carried out on this occasion we have decided to create an intervallum, a whole month rather than a single day. We were searching for different ways and methods to connect these events on an international level supporting the basic presumption of the DANUrB project looking at the river Danube as a joint cultural region.

METHODS & PROCESS (Description of methodologies used while planning and implementing the events, description of process.)

All of our activities are based on fostering cultural participation and collaboration between stakeholders in the focus areas of the project, but on the other hand these three examined event types have different approaches to achieve the same goal:

- The Danube Days focused on connecting and developing different initiatives concerning the river, its cultural and built heritage
- The Budapest100 workshop series focused on activating locals both civil organisations, institutions and local residents to celebrate the built heritage of the city
- The Danube Month concentrated more on how to create regional and international collaboration and awareness around the Danube

Danube Days - Local festival / method focusing on local events series and how to connect them

In order to create a local festival that is built on the local interest and potential we have defined the following steps to guide the collaboration between the different stakeholders.

1. After the mapping and evaluation of the local events we gathered the different stakeholders to define the focus and the theme of the event and find the common motivation of the stakeholders
 - In Esztergom and Sturovo we found out that the cities themselves have many separate cultural events but they there were no joint event in the two cities even though they are very close to each other. The main focus of the events were to create a thematic family day in both cities that raises attention the Danube and is located in areas that are not really used along the embarkements.
 - In Ráckeve we discovered that they have been organising Danube Days before but wasn't engaging the locals and other organisations, so their main motivation became to make an event that is connecting the nearby

settlements with a cultural event. They even redefined the historic name of the microregion - 'Szigetzug'

2. Defining the main organisers and delegating roles in organising the event
 - In Esztergom and Párkány the local governments declared the event as their own. In Párkány it became the summer opening weekend which they have set as a tradition to start the series of cultural events in the summer with the Danube Days
 - In Ráckeve the local museum - Árpád Museum and an enthusiastic NGO, Abasucan took the leadership of the event
3. Once we had the main structure of the event defined we offered the possibility of contribution to every local stakeholder to contribute with programme elements - something that they are already doing or any new ideas that fit into the concept
 - In both cases our experience showed that personal contact, explanation and follow up on discussion is extremely important and needed to really engage the local stakeholders
 - We have organised several sessions with the interested stakeholders further defining the roles and models of collaboration between each other

Then the following steps of the collaboration include basic steps of event management that include drafting the final programme, finalizing the venues, technical requirements, building up a communication strategy and so on. In order to help the collaboration process we have provided a joint branding template for the cities and other useful tools for managing the project. Also organised several mentoring sessions when we made sure if everything is on the right track, but basically our role was more important in the beginning of the process.

Budapest 100 workshops for civil organisations and locals

The Budapest100 team has almost 10 years of experience in organising a community festival based on three main principles: built environment, community building, volunteering. We believed that the Budapest100 methodology can be an adoptable format for fostering cultural participation both among local stakeholders and residents.

- After the cultural mapping and the interviews in Ráckeve and its microregion it was clear that that the different local stakeholders see a great cultural, community and also touristic potential in organising a joint event together in several cities close to Ráckeve. These discussions resulted in self organised meetings by the local stakeholders where they declared that this joint event could be the further developed version of the Szigetzug Danube Days where even more cities and stakeholders will join the event.
- In Esztergom together with local stakeholders the Budapest100 team found out that the city has numerous historic gardens that are unused or closed to the public now. In previous years one of the organisations started a project around

opening up some of these gardens, but the initiative lacked local collaboration and community engagement. The team is working now on these aspects together with the locals.

Danube month campaign

Our main idea was to create a regional/international campaign along the Danube that raises awareness to the river and its shared cultural heritage. We have provided a common branding tooling, a framework for communication that can be adopted to every case in different cities.

- Like in many cities, in Esztergom there are many cultural events especially during the spring and summer time. Each of them have a shared branding, a different focus, so we found it problematic to channel these events into a Danube Month concept. Similar was the case in many other cities where the only requirement was to join in with already existing programmes.

OUTCOMES (Description of quantitative and qualitative outcomes)

Quantitative outcomes:

- 3 Danube Days (cultural festivals) in Esztergom and Párkány both in 2017 and 2018 and in Ráckeve and Szigetbecse in 2018
- 6 Budapest100 workshops in Esztergom
- Numerous interviews with local stakeholders in Esztergom
- 1 Budapest100 workshop in Ráckeve
- Numerous interviews with local stakeholders in Ráckeve and its microregion

Qualitative outcomes:

The qualitative outcomes of these activities are closely related to the quantitative outcomes listed above, since cultural participation can be measured in terms of jointly implemented events and activities. In the case of Esztergom and Párkány the Danube Days in 2017 was the first real collaboration between the two cities that are only separated by the river that can be crossed easily by foot as well. The success of the event in 2017 encouraged the local stakeholders to organise the event the next year as well which was not even foreseen in the project programme. This shows the motivation and engagement of the local stakeholders. Also in the Ráckeve region in 2018 two settlements had activities in the framework of the Danube Days but by the end of the city festival other settlements from the microregion expressed their interest in joining the events the next year.

As a result of the Budapest100 workshops local stakeholders (cultural organisations, NGOs and different cultural institutions) in Esztergom decided to adopt the methodology of the Budapest100 event by organising a festival of open gardens in the city. The festival

of open gardens is a joint effort of the local stakeholder revitalizing an old tradition in the cities to open up institutional, private and historic gardens for the public offering various cultural events.

The long-term impact of these activities is the active cooperation between local stakeholders who are now organising joint cultural events in the city.

IMPACT (Description of impact on the local community and their involvement in the projects, etc.)

The long term impact of these activities aiming to foster cultural collaboration is a more active and lively cultural scene in these settlements and microregions that has started both in Esztergom and Párkány and the micro region of Ráckeve as well. They are planning numerous activities together for the next couple of years.

Events which has a strong base (like a strong cultural message) can later forster tourism, and other cultural events. They can be also more attractive and stronger than other events, because of they rely on cultural collaboration, the cooperation of local institutes and organisations.

Later these events could even grow up to a regional, inter-regional brand as well, supporting local tourism, culture with a common communication language.

SUSTAINABILITY (Description of possibilities for the continuation of the events)

When talking about fostering cultural participation the key to sustainability is to awake motivation between stakeholders and offer easily adoptable collaboration and participation modells which we implemented by supporting materials, templates, branding ideas for Danube Days for example and also by concentrating on local issues, interests and needs when planning and developing these activities.

The activities are well documented and accompanied by supporting templates that are designed to help the collaborative processes. During the first year of the cooperation our team functioned as a mentor throughout the process creating a collaborative model for locals which can be later on used to further develop their events and collaborations.

Other than templates, modells and best practices the stakeholder network and the DANUrB collaboration platform is the main insurance for sustainability.

Concerning cultural collaborations, the long-term sustainable goals are:

1. Strengthen local collaborations, join and support the existing ones.
2. Empower decision-makers and activators of small towns to cooperate more, better within town, use the resources in a better, more useful way.

CONCLUSION - Fostering cultural participation

1. Lack of strong formal collaborations: Our main expectation was that some kind of formal collaboration may exist in the DANUrB towns (for example: living platform for active stakeholders who forms local cultural life or existing cultural collaboration), but during the mapping we found that it does not exist or is less centralised than we presumed. An existing good practice could be the establishment of 'roundtables' for active stakeholders.
2. Many intangible, informal relations: Therefore we have not found many centralised forms of collaboration within regions or towns, we found many strong smaller bottom-up connections that really form the local cultural life. Also the thematic collaborations between regions are likely to find (for example: regional organisations, associations of fishers, museums or kayaking teams).
3. The most important part of these kind of activities is to bring together the stakeholders, find a common goal that everybody can be enthusiastic about or sees potential in it.
4. Our role (as an outsider expert) was very important until reaching the point of defining the structure of the event and the roles of each stakeholder.
5. During the implementation, at the first strong personal involvement in required behalf of the experts as well.
6. As 'outsider experts' (non-locals) when fostering cultural collaboration and participation we helped moderating the sessions and coming through local tensions and challenges more easily.
7. When encouraging many stakeholders to work towards a common goal it is extremely important to understand and take into consideration the local relationships between the stakeholders - it is a key to success when moderating these sessions - sometimes in smaller settlements these relationships can be quite complicated.

5 - REGIONAL IDENTITY, LOCAL VALUES - DISSEMINATION, SHARING KNOWLEDGE

OVERVIEW	
Summary of the case study	This case study will present different methods and tools on how to raise awareness to local values and how to create a common platform for dialogue about the local and regional heritage that contributes to building a regional identity.
Activities included	<ul style="list-style-type: none"> - Urban walks - 'Photovoice project' and workshops by Oikodrom (A) - Exhibitions - interactive exhibition - Pecha Kucha and other presentations
Keywords	- transfer knowledge - raise awareness of local values - build regional identity - programming cultural activity with awareness
Partners	BME / Faculty of Architecture / Department of Urban Planning and Design (HU) KÉK - Hungarian Contemporary Architecture Centre (HU), Oikodrom (A), DANUrB partners, external experts: KÉK / Urban Walks team (HU)

Introduction
<p>During the DANUrB project several pilot activities were developed. The basic pilot activity methodologies were collected for project partners in a guide called 'DANUrB Program Pilot Activity Portfolio'.</p> <p>The detailed description and other relevant information can be found in the Pilot Activity Portfolio concerning 'Photovoice project' by Oikodrom and Urban Walks..</p> <p>DANUrB pilot activities</p> <p>In general our pilot activities could be considered as special educational processes, because our main aim was to teach the methodologies for the local partners and stakeholders and not to try to force something we invented without their involvement. Therefore our results what we introduce in our Case Studies developed through the program and reflects on real local problems, needs and possibilities.</p>

CONTEXT -Description of context of the implemented activities

Urban walks

KÉK regularly organizes city walks, inviting a wide audience to discover the city's architectural secrets, also we found similar activities in DANurB towns. We try to convert these activities to explorer walks, where locals can discover the Danube riverside, and the unused spaces in the city, giving them some ideas about how to rethink them.

An urban walk usually takes 2 hours and operates with 20 max. 30 persons. We need to create the exact content in each city but that is why we can transform them into something related to our goals in DANurB. In Hungary there is a fee of participation what we suggest to make here as well, so the tour can be easily adopted by a local organiser group or tourist office.

Exhibitions - interactive exhibition

During DANurB we made many different exhibitions about students work, researched materials etc. But we also created an interactive exhibition which can be used to summarize all the activities we have done.

We have an application for (laptop or tablet) developed in DANurB program - which can work as an interactive exhibition: we see a map of Danube and the countries which participate in the DANurB program. While moving the cursor we can explore the other regions, other cities, the DANurB towns, partner cities, so we may understand better how the Danube connects us. It is an easy tool to use, and the picture, labels can be changed as needed.

'Pecha Kucha' and other presentations

Common presentation formats, like Pecha Kucha can contribute to connect 2 cities, or event 2 countries, build bridges between communities. Pecha Kucha is just an example what works worldwide but other formats shall work as well.

Pecha Kucha is special format: The architects' and designers' presentation eve named Pecha Kucha was initiated in Tokyo and was adapted throughout the world. Dynamic presentations are given on completed or ongoing projects of architecture, fine arts, applied art or experimental project adhering to the internationally applied rules. One evening there are twelve presenters, 20 slides shown by each, 20 seconds per slide.

METHODS & PROCESS (Description of quantitative and qualitative outcomes)

Urban Walks

We use 2 different formats of urban walks:

1. When we use an underused, special, forgotten venue, local heritage, and we try to get into it with a professional guide.
2. Thematic tour when we made a deep research and we are guiding the group through a region, buildings etc.

When visiting a site / building:

- We make a selection list of the interesting, underused, special heritage, which can be potential venues for a walk.
- Then we make a research about about how the owner or operator of the building / site. The best version to find somebody who knows much more about the building (worker, architect, local historian etc.), so the person can be asked to guide tour.
- As a last step we only need to organise the tour. It is advised to make a limitation of 20 people.

When making an own thematic tour:

- We make a deep research of all the facts, stories what can be found (via internet, library, even interviews of people who lived or worked there). It can take more weeks depending on the resources we have. In this phase stakeholders can be involved as well.
- Then we build a program about 1,5-2hours time frame.
- Tour testing needed first just for the inner group. After the tour testing the modification can be made.
- We make a final testing but in this case we involve locals not just the inventors.

When making the tour, we try not only to focus on the facts (which can be found in the internet) but to interesting stories, or facts that not so known, put them to a context and if possible add personal impressions and stories as well.

Tours can have various forms, form the average tour testing up to geocaching, each case the goal is to wrap the local

Exhibitions

Exhibition has various forms. In this chapter we merely highlight the interactive forms, formats, which may be a little more interesting for people who do not visit museums often.

The interactive exhibition we developed use the following methodology:

- We see a huge map with the DANUrB towns. If we move the cursor to the cities photos and datas pops up.
- This way we can choose what to see and how long, still we use the average formats of exhibitions (posters etc.)
- This system was developed by a media designer professional, it is working via phone, tablet and laptop as well.
- It is a good example that not all the development requires huge amount of money.

Presentations

Not typical presentations, presentation formats are good to introduce local values, local

heritage.

For example in the Pecha Kucha format 1 presentation has 20 slides and 1 slide goes for 20 seconds. In total 1 presentation is about 6min 40sec, and in 1 event there are 10 presenters. This format is great because the audience gets to know 10 different project.

- We used this in Esztergom (HU) - Sturovo (SK), when half of the presenters where were slovak other half were hungarians: stakeholders and Danube related project were introduced.

Format like this works because it is not a typical 1,5 hours presentation, but shor, very informative, so it engages people more easily.

There are other formats like this, which we advice when it comes to present cultural heritage projects, stakeholders.

OUTCOMES (Please describe the quantitative and qualitative outcomes)

Quantitative outcomes:

- 3 interactive exhibition (Esztergom, Vienna, Giurgiu)
- 9 events and exhibitions of the travelling exhibition material
- 1 urban walk (Ráckeve)
- 1 Pecha Kucha presentation (Esztergom)

Qualitative outcomes:

The above listed pilot activities were designed to raise awareness to the local cultural heritage and to provide adoptable dissemination tools for local stakeholders. The direct outcomes of these activities were further developed already existing city walks for example in the case of Ráckeve where we worked together with the Árpád Múzeum to develop the walk. The interactive exhibition is also a great digital tool that gathers and presents the results and activities of the DANUrB project.

IMPACT (Description of impact on the local community and their involvement in the projects, etc.)

If we organise an urban walk, exhibition or presentations, locals are more likely inspired by them, and can be forster to organise for their own.

These methodologies, good practicalities are useful for small initiatives, institutes and organisations since it is easier to adopt a process what work (in cases if there is no good practice in the town or around).

SUSTAINABILITY (Description of possibilities for the continuation of the events)

Concerning regional identity, long-term goals are:

1. Empower local institutes, organisations to broadcast about serious topic, heritage to the public in new ways (new formats).
2. Forster activators to make urban walks focusing on the local heritage, made for locals!
3. Forster events and activities what focuses on regional identity.

CONCLUSION - Regional identity

1. The towns has different methodologies, traditions to broadcast their culture and local heritage, but in many cases we found that outsiders can help to detect and catalyze other heritage or potential heritage what they may do not realize.
2. Interactive, new formats works when introducing underused cultural heritage and to forster regional identity.

Annexes (photos, videos, charts, participants list, etc.)

Case study was made by: KÉK - Hungarian Contemporary Architecture Centre (HU)