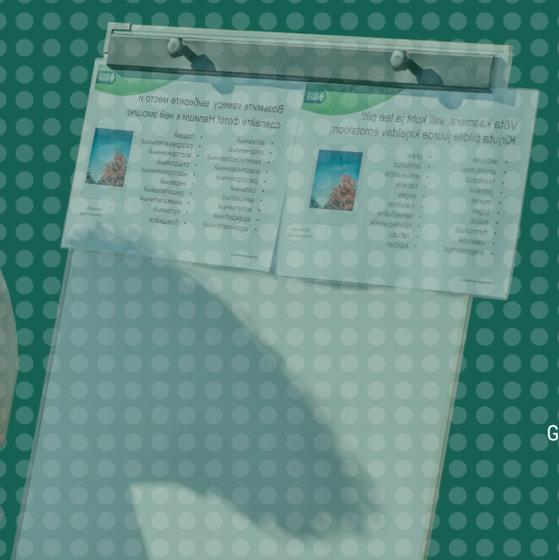


Seedbed intervention



Fig. 89 Illustration based on canvas input by the participants/ picture credit: Julia Valtanen

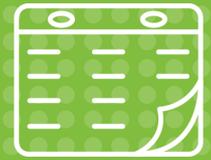


Tallinn



Fig. 90 Reading the info board/ photo credit: Anton Semenyura

Tallinn



10th of September, 2022
12 am – 3 pm
Vormsi park



80 people visited the event
50 people participated
in the guided walks



47 people filled out the survey



Fig. 91 Guided walk through the area/
photo credit: Anton Semenyura

The City of Tallinn’s seedbed intervention took place on the 10th September 2022 at Vormsi park’s green area in Lasnamäe district. There were guided walks organised in two languages - Estonian and Russian, in order to engage residents with different nationalities.

Both walks were guided by two experts - one focusing on historical context and the other on ecological aspects. An information tent was set up where passers-by were informed about the GGR project and seedbed intervention activity. Throughout the whole event visitors were asked to fill out the survey.

In cooperation with Connect the Dots and ICLEI the canvas and photovoice methods were implemented. Information about the event was sent to an email-list that included the local task force and a press release was sent out to the newspapers and on social media. There were flyers available during the event explaining the project, activities regarding the pilot area and the online survey.



Fig. 92 Analysing the forest/
photo credit: Anton Semenyura



Scan me to find more pictures from the event!



Fig. 93 Collage of seedbed interventions/ photo credit: Arifan Semenyura



Guided tours took participants along a possible future study trail. The aim was to introduce the local residents more closely to Vormsi green area’s historical, cultural and ecological values but also to discuss the area’s development possibilities, to talk about the ongoing activities and gather people’s opinions.



Thematic information boards were installed recording historical and ecological aspects of the pilot area. The information boards cover the importance of nature based solutions in the city, urban nature’s impact on mental and physical health and ecological diversity. The information boards were installed along existing walking paths.



The area has both historical and ecological significance as in the 1930s Nehatu primary school was established with an adjacent fruit tree garden and beehives. The fruit tree garden has been left untouched, over time growing into urban wilderness. It remains a valued urban nature spot for the locals.

Through the engagement of experts (Russian and Estonian speaking) both on historical and ecological aspects Tallinn managed to bring forward the two most important values of the area and foster discussion among the residents. Some members of the Task Force helped to organize the seedbed intervention and were engaged in spreading information about the upcoming event.

Accessible paths for all abilities

Natural park with natural materials and rules to ensure conservation of the area!

Something to prolong the life of the elderly – to enhance their active lifestyle and health



Pictures of the day



Fig. 94 Starting point of the guided walks / photo credit: Anton Semenyura

During the guided walks participants learned about the historical and ecological facts of the site. They also discussed potential designs and elements that could be incorporated into the NBS intervention. These insights were captured by a graphic harvester who drew these ideas, creating a digital poster that could be easily shared with participants after the event.



Fig. 95 Guided walks / photo credit: Anton Semenyura

The guided walks were carried out both by local residents who are part of the Local Task Force and also by well known respectable experts.



Fig. 96 Thematic information about the area / photo credit: Anton Semenyura

About 50 people participated in the guided walks (30 people in the Estonian language walk and 20 in Russian language walk).

Preparation by the city

The event was announced on August 16 on Facebook and Tallinn webpage. A poster was designed and put up on the information board at the pilot area that was installed in mid-June during a pre-seedbed intervention. In addition, the poster was put up in some of the restaurants, cafés, and educational facilities (schools and kindergartens) nearby. Information about the event was also sent to the email-list including Local Task Force contacts. In the same week of the event a press release was sent out to the media. An announcement about the event along with an explanation about the project and survey was published in the September issue of the Lasnamäe district newspaper.

On site during the event, flyers were handed out explaining the project activities regarding the pilot area and the online survey as well as survey forms on paper. As a seedbed intervention for the event Tallinn city partners put together thematic information boards about historical and ecological aspects of the pilot area prior to the event. The information boards covered, among other topics, the importance of nature-based solutions in the city, urban nature's impact on mental and physical health and ecological diversity. The information boards were installed along existing walking paths to indicate possibility of a future study trail on the site.

To attract attention to the event Tallinn city partners considered several aspects. First of all, both the communication of the event and its organisation was completed in two languages. Secondly, the guided walks were undertaken by people who were already well known as respectable experts. Thirdly, the guided walks were free and flexible to attend without the requirement of prior registration. In addition, the event was held on the weekend during a day with good sunny weather that definitely affected people's willingness to spend their time outside. Goody bags were given to participants at the end; in addition to being a motivation to take part in the event, these were meant to serve as a nudge towards a more sustainable and greener lifestyle. The bag made from recycled fabric contained a thermos mug from recycled plastic (both bag and the mug to reduce single-use packaging) and a jar with seeds for sprouting (promoting healthy diet). A similar approach was used to motivate people to fill out the survey. It was announced that all respondents can take part in the lottery. The three prizes put forward were an annual pass to the botanical garden, a balcony kit for growing plants in the apartment and a gift card to a horticulture shop.

It is important to arrive to the site well before the event starts for last minute preparations.

Tallinn city partners provided a flip chart to hold the canvas and the instant polaroid photographs taken by the participants. This worked very well and was very inviting to people who were walking past the target area.



Fig. 97 Woman taking notes during the walk/
photo credit: Anton Semenyura

Day of intervention

The Vormsi green area is the pilot area for GoGreenRoutes in Tallinn. It is a small orchard beside a new playground and open grassland, opposite a supermarket and bakery. This is the place where in the 1930s Nehatu primary school was established with an adjacent fruit tree garden and beehives. Despite its overgrown appearance, the area remains a valued urban nature and leisure spot by locals. The main activity of the seedbed intervention event was guided walks in the pilot area which took participants along a possible future study trail with information boards that were installed prior to the event. The purpose of the guided walks was to introduce the local residents more closely to Vormsi green area historical, cultural and ecological values, discuss the area's development possibilities, talk about the ongoing activities and gather people's opinions on it.



Fig. 98 Visitors at the info tent/ photo credit: Anton Semenyura

The guided walks were organised in two languages, Estonian and Russian, in order to engage residents with different nationalities. Both walks were guided by two experts: one focusing on historical context and the other on ecological aspects. In this way the event was able to bring out both the past and the present aspects of the area. The Estonian language walk started at 12:00 and was guided by local resident and hiking guide Peeter Pihlak and urban ecologist Tiina Elvisto. The walk in Russian language took place at 13:30 and was also hosted by urban ecologist Tiina Elvisto together with historian Josef Kats. In addition to the guided walks, there was an informational tent where passers-by were informed about the GoGreenRoutes project and seedbed intervention activity.

Timeline

- 9:00 - 12:00am
Logistics and preparation by the Tallinn City Team
- 12:00am - 1:30pm
Guided study trail walk in Estorian (Peeter Pihlak and Tiina Elvisto)
- 1:30 - 3:00 pm
Guided study trail walk in Russian (Tiina Elvisto and Josef Kats)
- 12:00am - 2:00pm
Continuous exchange of information with participants and passersbys at the Canvas (focal point of the event under a tent with water and snacks)
- 3:00 - 3:30pm
Logistics to wrap-up Tallinn City Team)

Throughout the whole event participants of the guided walks as well as passers-by were asked to fill the survey on the spot or explained how to do it online.



Fig. 99 Guided tour around the pilot area/ photo credit: Anton Semenyura

Those who attended the guided tours varied in age with the youngest around 4 years old. The participants were generally residents of the locality and had an interest in the future of the site. Many had never walked around the target area as it is very covered and dark giving it a feeling of unsafety. There were many passersby who participated in the activities as the target area is adjacent to a children's park and in close proximity to a supermarket and many residential developments. The event engaged approximately 70-80 people. About 50 people participated in the guided walks (30 people in the Estonian language walk and 20 in Russian language walk). The survey was given out to 73 people (44 in Russian, 29 in Estonian language) of which 47 were filled in on the spot and returned (27 in Russian and 20 in Estonian). In addition, there were a number of passers-by, who only participated in canvas and/or photovoice methods. A survey was completed online as well.

"It was a pleasant, sunny day which lent itself to the engagement process meaning a considerable number of both Estonian and Russian language speakers were engaged."
(Connect the Dots)

"Some Local Task Force members were closely engaged in spreading information about the upcoming event and helped in finding some of the necessary equipment for the event."
(City Partner)

Tallinn city partners also considered local businesses in the planning of the seedbed intervention. A bakery across the street was chosen to cater the event in order to raise local businesses' awareness towards the area they are located in.

Canvas

The canvas was located beside the tent and table with informational flyers and tea. Insights were gathered through this method after each guided tour. This allowed participants to have the opportunity to walk through the seedbed site, understand its heritage and ecological significance then discuss the potential of the area. Based on the feedback received during the guided walks and through the canvas method, residents value the existing natural environment of the Vormsi green area and would like it to remain as such. Although, there are issues regarding feeling of safety due to the area being quite dark under the trees. While there are several paths throughout the area, its accessibility is limited for the elderly and others for whom uneven and rough paths are difficult to use. Additionally, the seasonal wetland located between the pilot area and children’s playground creates another accessibility issue. People also found that ecological diversity needs to be preserved and increased. In addition, there were many opinions that the area lacks sitting places and maintenance to keep it more clean and reduce vandalism. Some were also concerned about the large number of rats living in the green area. Many people referred to the area’s potential to combat loneliness by providing a safe and comfortable outdoor space for the elderly to spend time.



Fig. 100 Visitors/
photo credit: Anton Semenyura

“In general, residents’ opinions gathered during the event align with the feedback that the city has received through previous workshops as well as with the direction we have taken so far in development of the area.”
(City Partner)

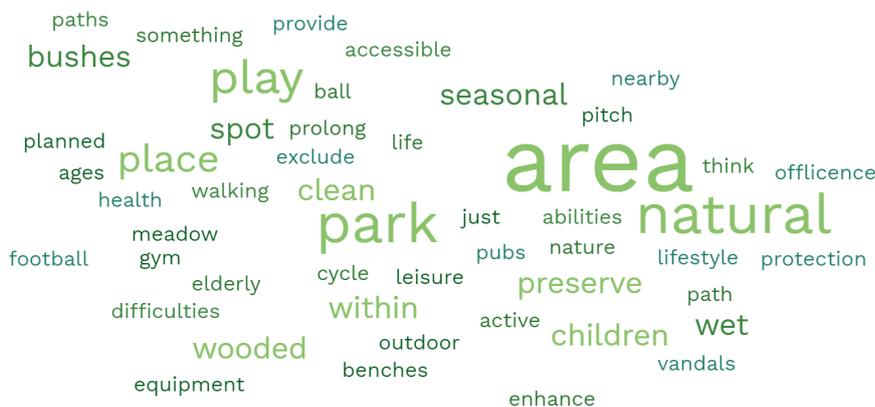


Fig. 101 Word cloud based on canvas input by the participants/ picture credit: Áine McBeth

Several proposals for improvement in the area were for different leisure activities connected to sports while others focused on more relaxing recreational possibilities suitable for elderly e.g., a permanent chess board. For many, the historical heritage of the area should be more emphasised and brought forward in the form of information boards, conservation of the ruins etc. It was agreed by at least 10 participants that this park should remain a “looduspark” (natural park).

Photovoice

At first participants were hesitant to take the polaroid camera into the target area to take a photo. The first photo was completed by a member of the municipality team, as an example to depict the activity. Over time, as the board filled up with photos, many more participants came forward to take part in the activity. On reflection, participants required more instruction than what was translated on the signage. Members of the municipality team helped to explain the activity, this resulted in a larger number of participants. The exercise worked well with those who had taken part in the guided tours however it was not as intuitive for passersby. Those on the guided tours identified areas that they had a connection with while walking through the area and so were more confident in finding a spot to take a photo.

Many participants were keen to capture the natural beauty of the area. Photos captured the sunlight filtering through the leaves; ...

One participant in particular wanted to take a photo of the hawthorn bush with its red berries. She explained the natural medicinal properties of these berries (crataegus). Interestingly, these berries were used to make the tea that was provided on the day.

“I photographed the berries from the Crataegus, the tea here today was created from these types of berries.”

(Anonymous participant)



Fig. 102 Explaining the photovoice method/ photo credit: Anton Semenyura

Survey results

Main findings in Tallinn

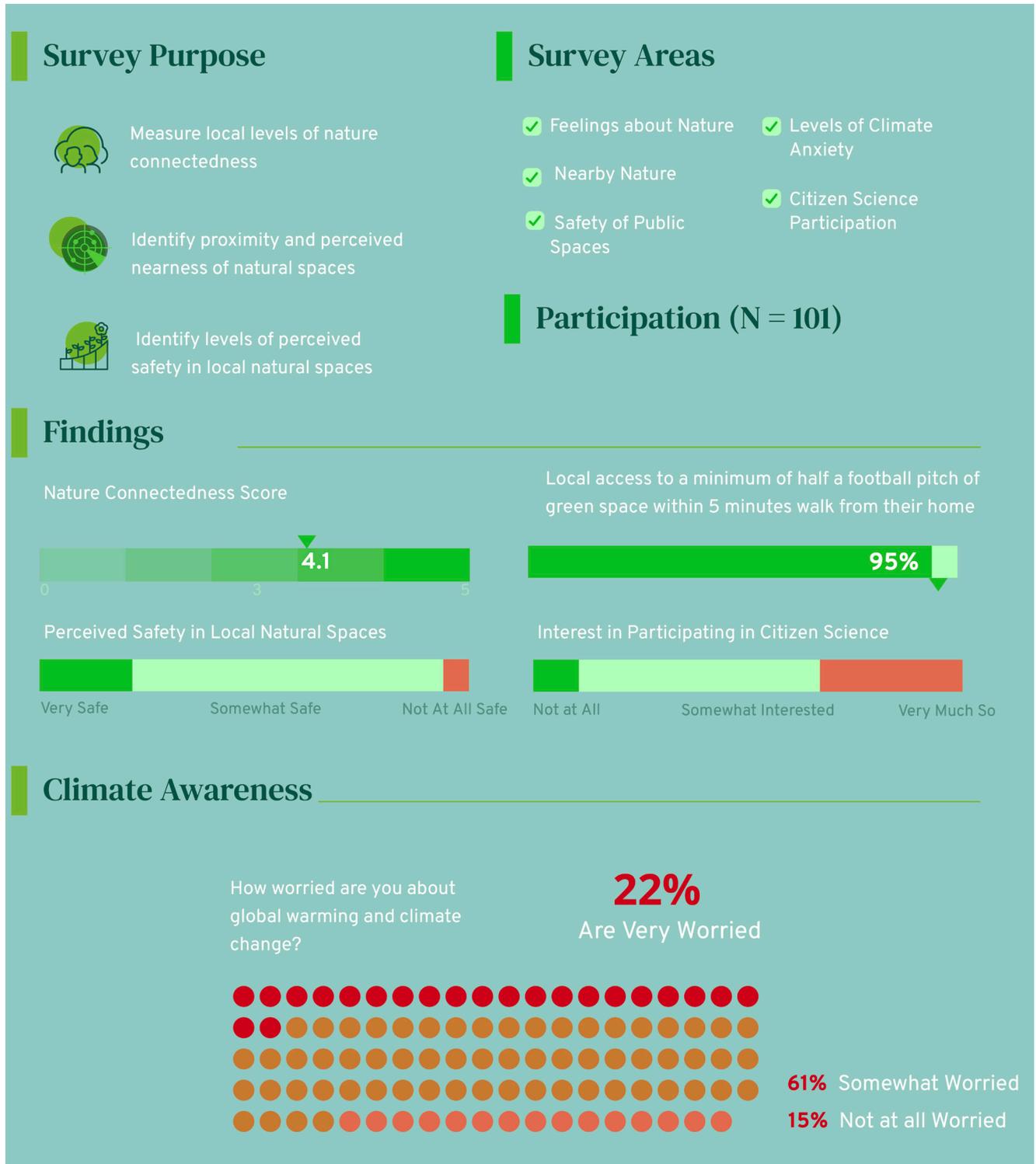


Fig. 103 Main findings of the survey/ credit: Tadhg Macintyre

Survey results

Main findings in Tallinn

The total number of collected survey responses that can be used for the analysis is 101. This includes online and paper questionnaires. From all the survey participants in Vormsi 62 % answered that they visit the green area at least once a month, the rest has reported that they visit Vormsi less than once a month. From those who reported that they frequently (at least once a month) visit Vormsi, 84% are women and 16% are men. Frequent visitors are full time employed (51%), married or cohabiting (67%), or women living with children (54%).

Having a pet does not influence the decision to come to Vormsi more often: 49% of those who come more frequently have a pet and 51% does not have a pet.

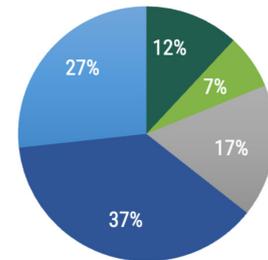
The second biggest category of frequent visitors is retired citizens (19% of all who visit Vormsi at least once a month). Participants in the age over 60 prefer either go for a walk or walk with a pet. The main reason why they come to Vormsi is because they live close by. Participants who are younger than 60 either prefer to walk or play/walk with children. Frequent (as well as non-frequent) visitors live mainly in Lasnamäe district of Tallinn (94% of all interviewees), a small proportion has reported they are coming from neighbouring Kristiine (3%) and Pirita (3%) districts. 5% of those, who reported that they visit Vormsi less than once a month, live in Mustamäe district.

The distribution of main activities that citizens are engaged with in Vormsi are to walk and play with children. Surprisingly, doing sport takes only 6th place in the ranking of preferred activities in Vormsi green area.

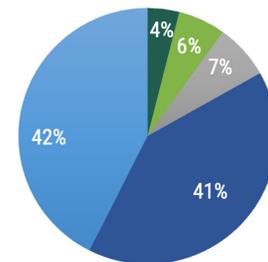
Visitors who are between 30 and 40-year-old are clearly prevailing among those who were eager to answer survey questions. The mean age of all the participants is 46.7 years- the youngest participant is 19 years old, the oldest 87 years old.

81% of all who answered the survey are women. The median age of female participants is a bit higher than the median age of male participants. Women also cover a wider age-range in this survey.

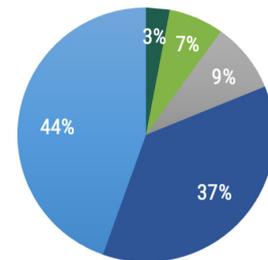
„My ideal vacation spot would be a remote, wilderness area“



„I always think about how my actions affect the environment“



„My connection to nature and the environment is a part of my spirituality“



- 1. Disagree strongly
- 3. Neither Agree nor Disagree
- 5. Agree Strongly
- 2. Disagree a little
- 4. Agree a little

Fig. 104 Survey results/ credit: Jannis Meul