GoGreenRoutes
Digital Media Library

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Contents

1. Introduction

The objective of GoGreenRoutes is to position European cities as world ambassadors of urban sustainability. The inspirational project approach shifts the focus of NBS towards the co-benefits to multidimensional health-termed 360-Health. GoGreenRoutes transdisciplinary consortium will pioneer a unique approach augmenting NBS, urban design with the goal of fostering a positive human-nature relationship, flourishing nature connectedness and promoting citizen engagement through digital, educational and behavioural innovation.

GoGreenRoutes components focus on nature-based enterprise (GROW), sustainable physical activity (MOVE), digital, cultural (FEEL) and knowledge innovation (KNOW). GoGreenRoutes fosters mental health and well-being by optimising human-nature interactions for all citizens. These innovations will increase the uptake and acceptability of NBS across "Cultivating Cities" (Burgas, Lahti, Limerick, Tallinn, Umea & Versailles), "Seed Cities" (Munich, Murcia region & Malta) and a "Cross-Pollination Network: (Beijing, Mexico, & Tblisi). An urban well-being lab, based on the living lab methodology will couple participatory approaches with the Big Data analyses.

To advance knowledge, best practice and dissemination GoGreenRoutes will cluster with H2020 projects including those involving our partners (e.g. proGIreg, bluehealth2020, Connecting Nature). In addition, linking all open-sourced data to the Oppla and the NetworkNature online platform, delivering online resource (e.g. Urban 360-Health Toolkit, MOOC's) and empowering citizens in an iterative process of co-creation will ensure perpetuation beyond the end of the project.

Oppla have created a digital media library which can hold of images, videos and soundscapes reflecting each of the Cultivating Cities and the outputs and interventions of the GoGreenRoutes project. The database is available to the Cultivating Cities to use for promotion of GoGreenRoutes activities, particularly digital innovations. Other GoGreenRoutes partners will also be able to contribute to and access the resources in order to support their work and showcase outputs.

Content of the library is available under a Creative Commons Attribution Licence to encourage re-use. The audio and visual content will also be referenced in the Oppla open media library to ensure the contents are available to an even wider audience beyond the end of the GoGreenRoutes project.

2. Approach

Primary scoping study

A simple scoping exercise was completed by contacting representatives from each of the Cultivating Cities. The purpose of this was to introduce the concept of the library, raise awareness of how the library can be used for promotional purposes. The results were recorded and analysed and any resources made available at this early stage were safely stored.

Development of database and web interface

A mock up library was prepared, designed to capture data efficiently and appropriately based on the review. This required:
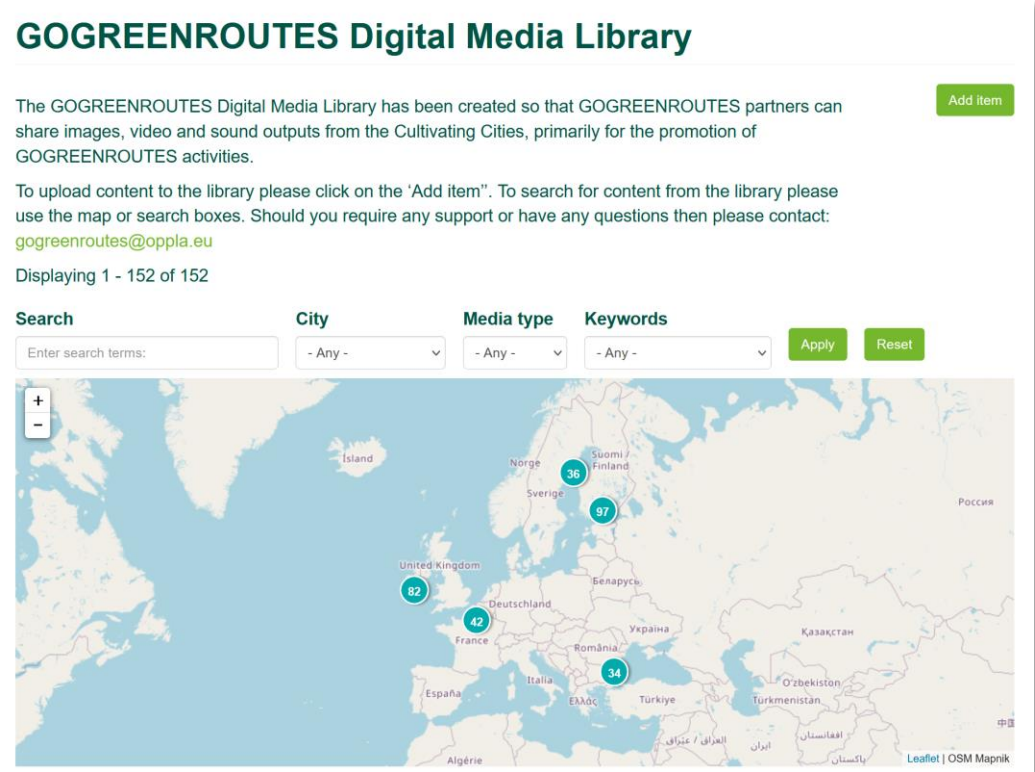
- **the development of the data structure to describe and catalogue media content;**

- **the design of the web interface that fully reflects GoGreenRoutes branding; and**

- **the development of a structured working version of digital media library.**

Once this developmental phase was completed the working version of the digital media library was subjected to extensive internal testing. It was then demonstrated to and shared with Work Package partners and GoGreenRoutes project leads. This provided a second stage of development and refinement. Further development from this stage of testing ensured that the data library became more functional, for example, an interactive map was added to enable the inputted data to be displayed and searched geographically and 'pinned' precisely to the location where the data was generated.

Open source content was added to the digital media library for each of the Cultivating Cities.

A short briefing document was created to be shared with the Cultivating Cities during visits from the GoGreenRoutes lead; this explained the purpose of the digital media library and how to add images, videos and sound data. This information sheet has also been shared directly with Cultivating City partner leads. This is available in the Appendix of this document.
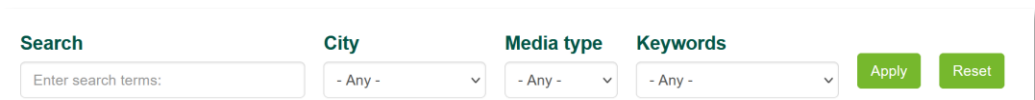
3. The Digital Media Library

The GoGreenRoutes Digital Media Library interface
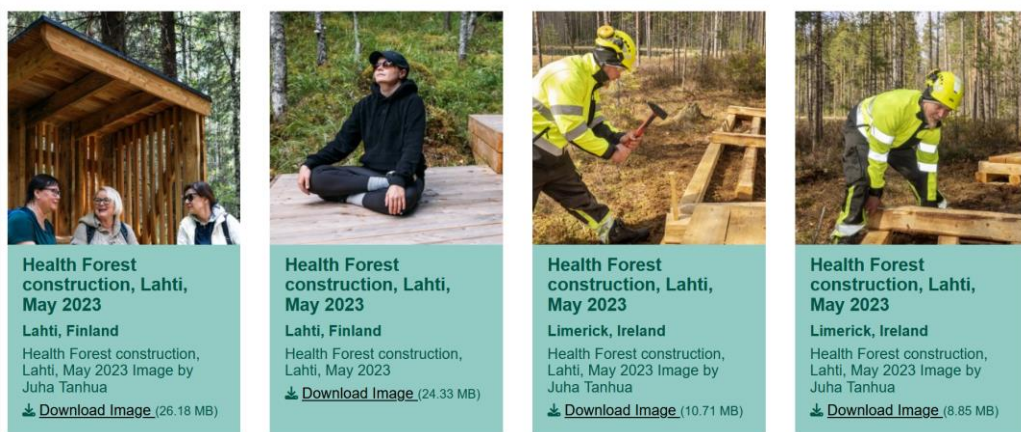
https://oppla.eu/ggr-av-media-library

The media library interface is designed to be simple to understand and use. It follows the GoGreenRoutes branding and colour guidelines and the result is a clear and engaging interface. As all the cultivating cities are within Europe the interactive map is of a scale that is easy to read and navigate and each city has an icon providing the total of media inputs available. Above the map is an alternative search approach which enables users to filter content by location, media type, keyword and general search terms.
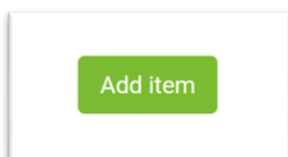

The filter search option

Beneath the interactive map uploaded media is available to view and download by order of the latest content added. The catalogue of data for each city is detailed and described including title, description, originator and, where applicable, a download link to each media item:

Health Forest construction, Lahti, May 2023

Health Forest construction, Lahti, May 2023
Lahti, Finland
Health Forest construction, Lahti, May 2023 Image by Juha Tanhua
⬇ Download Image (26.18 MB)

Health Forest construction, Lahti, May 2023
Lahti, Finland
Health Forest construction, Lahti, May 2023
⬇ Download Image (24.33 MB)

Health Forest construction, Lahti, May 2023
Limerick, Ireland
Health Forest construction, Lahti, May 2023 Image by Juha Tanhua
⬇ Download Image (10.71 MB)

Health Forest construction, Lahti, May 2023
Limerick, Ireland
Health Forest construction, Lahti, May 2023 Image by Juha Tanhua
⬇ Download Image (8.85 MB)

The library catalogue view of available data

Adding to the library catalogue

Add item

Adding data to the library is simple and accessible to all users. An 'Add item' button at the top of the homepage opens a simple form which guides the user in how to add information to the library.

https://oppla.eu/ggr-av-media-library-item

The form has the following fields:

- **Title (required)**
- **Location pinned to the map (not required)**
- **City (chosen from a drop down list)**
- **Media type (chosen from a drop down list)**
- **Short description**
- **Keywords (not required)**
- **File upload**
- **Data sharing agreement (required)**

The file upload and data sharing agreement

Once the data has been submitted to the website it is subject to manual moderation by the Oppla team to ensure it is within the remit of the Digital Media Library and that no spam or inappropriate content can be displayed or accessed via the website. Once this manual moderation has been completed the data is then published by the moderator and becomes available for download on the website.

4. The Digital Media Library management and legacy

The Digital Media Library is open for submission from the Cultivating Cities and other partners. Content is being guided by the Cultivating Cities suggestions and available content.

In Autumn 2023 the Digital Media Library will be showcased to the consortium in order to encourage use of the library within the consortium.

Legacy

The contents of the Digital Media Library, following the end of the GoGreenRoutes project, will be referenced in the Oppla open media library to ensure the contents are available over the long term.

5. Ethical and risk considerations

Participants

The Digital Media Library is used by other members of the GoGreenRoutes consortium and will be held on the Oppla website where it will be open to website visitors comprising mainly Oppla membership which stands at approximately 5000 members.

Overarching target users are the GoGreenRoutes consortium members, specifically the 'Cultivating Cities' members. The vast majority of participants are staff from formal partners, who have signed up to the Grant Agreement and Consortium Agreement at the organisational level although some participants may be based in external organisations. Informed consent is required. No engagement with citizens or individuals working in a private capacity is involved.

Participants are recruited through the Cultivating Cities and identified as participants of GGR in the grant agreement.

Informed consent

Participants complete an online form when submitting data to the Digital Media Library giving their consent to share any data with the Digital Media Library under a Creative Commons Attribution 4.0 Licence.

Expressed consent for data sharing with project partners is undertaken using the consent form. This information sheet will inform participants about what will happen to data submitted. Participants in the project does not include people who cannot themselves give informed consent (e.g. children and people with learning difficulties).

The consent form makes it clear that participation in the research is entirely voluntary and that participants are free to withdraw their data from the Digital Media Library at any time, without reason (although this withdrawal does not apply to already published findings). Should this occur, content will be removed from the Digital Media Library but any data used by a third partner under the Creative Commons license will not be affected and will remain in use.

Payments

No payment will be made to participants.

Potential harm to participants

No harm is anticipated to come from visiting/using the Digital Media Library website and available materials. There will be no liability associated with the use of the audio and visual resources. No personal data shall be identifiable within materials created or shared.

How will this be managed to ensure appropriate protection and well-being of the participants?

Risk assessment approaches will be followed for any meetings and other engagements involving participants, including online discussions and physical meetings e.g. site visits to record sound or videos. Regarding the risks associated with potential future travel to meetings, risk assessments would be organised by the task leader, as well as in the home institution of other relevant GoGreenRoutes partner delegates and participants' own organisations.

Online meetings to discuss the Digital Media Library will be organised with participants' safety and confidentiality being thoroughly considered and ensured. Secure platforms will be used, including the use of meeting identification, prior registration of participants, and use of passcodes. Records of meetings will be kept and approved by participants. Any recordings will require prior informed consent.

Registration of participants in online meetings will be undertaken early to support risk mitigation. Detailed guidance will be provided in advance about what to expect and what is planned to happen during meetings, including agendas, delegates lists, schedules and who to contact.

Where research staff have been vaccinated, the team will never hold meetings or engagements in locations where their presence may significantly increase the risk of virus transmission to others. Regarding participants' safety issues associated with site visits, these will be addressed through mitigation measures set out in risk assessments. All local meetings would be hosted by project partners, who would provide support and advice including information about locations, hotels recommended, safe travel within the country, and what to do and where to get support in the event of mishaps, near misses or emergencies.

Data

Oppla is the data controller for all data hosted in the Digital Media Library. Data of a personal nature is not be gathered. The activity will not seek, or record, any sensitive information about participants; we will not be processing (i.e. collecting, recording, storing, or otherwise using) any 'Special Category' personal data.

The only kind of personal information which may be provided would be the name of the originator of any data stored in the Digital Media Library for the purpose of managing their access to the web platform. The originator will also be invited to provide a suitable attribution for the image, video or sound recording be used.

Originators will have the opportunity for the attribution to be anonymous or use a pseudonym or the name of the organisation that created the media.

Data storage and management

Overall data storage will be the responsibility of Oppla. Data will be stored on a secure server platform and will be made available through the Oppla website. A link through to the GoGreenRoutes project website will provide a portal for the project on the Oppla website.

The Digital Media Library will not be shared on any other servers associated with the GoGreenRoutes team members beyond the Oppla server. This will help to reduce security risks.

If at any point anybody requests that their data is removed from the Digital Media Library this will be granted and a written agreement provided. In cases where media has already been used by third parties it will not be possible to revoke the data from further reuse.

Appendix: Cultivating Cities Digital Media Library information sheet

The GoGreenRoutes Digital Media library

What is the GoGreenRoutes Digital Media Library?

The GoGreenRoutes Digital Media Library is a centralised location that will host media for all of the Cultivating Cities. Uploading images, videos and sound recordings to the Digital Media Library is quick and easy and means that other partners can access content directly from the Digital Media Library, reducing requests and administration for the cities.

All media will be available permanently in the Oppla repository providing a record of the legacy of the GoGreenRoutes project.

What can be uploaded?

The GGR Digital Media Library can hold the following file types:

- **Photographs – JPEG, PNG**
- **Audio – MP3s**
- **Video files including 360° video (these should be uploaded to YouTube or Vimeo and share a link)**

If you have other file types you would like to share then get in touch with us at and we will try to accommodate other media types.

What should we share?

The Digital Media Library will hold content documenting GoGreenRoutes activity in your city. The focus of the Digital Media Library is the Cultivating Cities but all GoGreenRoutes partners are welcome to share content.

Of particular interest is content that records the landscape before and after GoGreenRoutes activity has taken place. This could include images, videos and sound recordings; videos of the interventions or events associated with them; sound recordings from different points along a route can be uploaded to the Digital Media Library.

All media needs to include a title; description; location; name of the creator; and licencing information.

How to share

We can show you how to upload content or will happily work with you to do a bulk import. For further information please get in touch with Jemma Simpson and colleagues via **gogreenroutes@oppla.eu**