

The Summer Space 2019 Lövgärdet

Introduktion till The Summer Space 2019 (svenska)



Bakgrund:

The Summer Space är ett koncept som har skapats och drivits av First To Know sedan 2015 tillsammans med ett antal partners. (se <https://www.firsttoknow.se/the-summer-space-concept.html>)

Denna sommar i samverkan med Framtiden/Poseidon, Göteborg Energi, Svenska Brandskyddsföreningen, Autodesk, Victoria Park, Hyresgästföreningen, Polisen, SDF Angered, Lövgårdsskolan, m.fl. Grunden i konceptet är att Masterstudenter från Göteborgs Universitet och Chalmers jobbar tillsammans med gymnasieelever från Angeredsgymnasiet och bearbetar ett områdes utmaningar och potentialer under sommaren som ett sommarjobb. Detta med lämplig coaching från ett antal seniora entreprenörer och dessutom inspiration och kunskap från våra partners medarbetare / representanter.

Utifrån den sammanställda bilden av våra uppdragsgivares tankar, utmaningar och önskemål samt hänsyn till den begränsade tid som 8 veckor utgör skapades fyra projektgrupper. Dessa fick sedan huvudansvaret för varsitt huvudområde och att i detta hitta den pilotdel som bedömdes kunna skapa ett relevant resultat utifrån konceptets format avseende tid och resurser även om det är själva processen som är i huvudfokus.

De fyra huvudområdena definierades enligt följande:

1. Att koppla Lövgärdet och dess invånare mer till Vättlefjäll och naturen med alla dess möjligheter – ett första steg fokuserat på **sjön** och de närliggande stränderna.
2. Utveckling av fler och mer levande och samverkansskapande mötesplatser i Lövgärdet – första steget inriktat på **Aktivitetshuset/Eklövet**.
3. Mer inbjudande funktionella publika platser i Lövgärdet. – första steget kan borde vara **torget**
4. Att skapa ett ökat medvetande och engagemang bland de boende i Lövgärdet kring samhället i allmänhet och Lövgärdet i synnerhet – första viktiga steget blir att tydligt signalera **'Ett Lövgärdet'**

Efter ytterligare ett genomfört 'Summer Space' kan man konstatera att som vanligt var första 4 veckorna dynamiska på sitt vis : Med planering och strukturering, många 'lära känna' övningar blandat med mycket grundläggande sk 'deskresearch' kring området plus rundvandringar och dessutom övergripande genomgångar av olika metoder och verktyg. De avslutande veckorna har en annan sorts intensitet då man först utvärderar framarbetat underlag, börjar producera och paketera och förbereder sig för att presentera med allt vad det innebär. Under hela tidperioden skall dessutom intervjuer och workshops med olika intressenter förberedas, genomföras och utvärderas, studiebesök skall genomföras mm, mm.

Sammanfattningsvis genomfördes sommaren en kreativ samverkansanda inom gruppen även om ambitionsnivåerna avseende engagemang och insats skiljer sig en del åt som det är ibland i gymnasieåldern. Den huvudsakliga slutsatsen är att intressenterna i Lövgärdet behöver skapa en öppen tillitsfull samverkan.

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The story of Summer Space Lövgärdet 2019 (engelska)

..through the stories of the four projectgroups.

One Lovgärdet

Challenges

The challenges that we faced was that the housing companies had different styles of maps and signs placed in their estates and also different layout. This is causing a problem when navigating around the area. Another problem is that the housing companies have created a division of Lövgärdet into many parts with the main two parts named and marked “upper” and “south” Lövgärdet respectively, which takes away the feeling of Lövgärdet being one community. This division is also visualized on the welcoming signs in the area as well as on the information boards of both housing companies. Furthermore, the signs and maps that exist right now are only in Swedish and as we have noticed not everyone can speak the language so it is very hard for people to get around Lövgärdet. Also, the maps are not informative enough, which makes people unaware of attractive areas of interest in their neighborhood, like the lake, hiking paths, and so on.

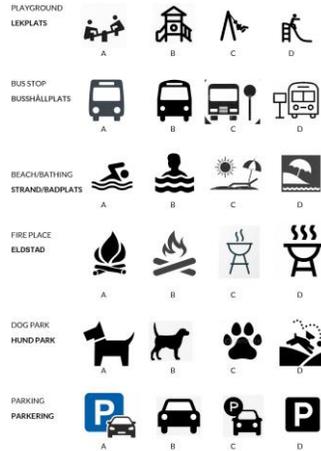


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How we worked (The process)

We used four different methods on how to proceed with our project which are mapping, surveys, study trips, and workshop.

First we walked around the area and created map and marked important places. Later, we created coloured paths to make it easy for people to find these places.



Secondly, we started to work with the language we will use. The people who live in Lövgärdet have different languages so we used symbols to communicate rather than using words. In order to check our method effectiveness we made a questionnaire and asked people to choose which ones are best understood. Thirdly, we wanted to get more ideas about how we can improve the visual communication for the region. We went on study trips to areas which have good visual communication (e.g. Botaniska Trädgården), which as a part of their communication solutions created an app, a map, and signs to show you a path you can follow. Finally, during our exhibition at the end of the project, we made a workshop to see if our project is comprehensible and useful for local people. We recreated the path system in the exhibition hall to navigate people around it, to see how they react to this, how they understand it. Also, we showed a few different ideas of a logo for the region and discussed propositions with local society.

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How we approached the challenges

Our main strategy was to focus on the local way of perceiving the area, which we identified as a first step to improve the perception of people living outside its borders. Moreover, we tried to understand the roots of the current division of the area and understand differences in cultures, which are affecting the feeling of society's unity. Based on this we concentrated on creating an identity for the region by making a landmark -something significant and unique that people can be proud of, which is based on values which are already there. To do this we had to first unify all the visual information in Lövgärdet.

Solutions

Our solutions are divided into three steps. The first step was creating maps that make it easier for the locals and other people to find, for instance, where the bus stops are and the parking spots, and also easy signs operating with just pictures without using a language.

As the second step, we propose the development of this idea by placing signs and maps in the area and adding a system of signs near the roads to make navigation easier as well as unifying the existing maps of both housing companies.

Finally, we propose to transfer paths into reality by painting colour paths on the pavements. This should be supported by lights powered by solar power, and also have additional value added by writing information about Lövgärdet and, for example, games for the children as a part of an educational path. By doing this, stakeholders can create a better image of Lövgärdet, give the locals a landmark -something that they own, something that is a reason to be proud of and show that there is no division of the region. By additional values such as educational information on the paths, awareness of the possibilities in the region can be also developed. Having that, stakeholders can promote their solution to have a positive accent which is representing the area as part of the city of Gothenburg and Sweden as a whole.

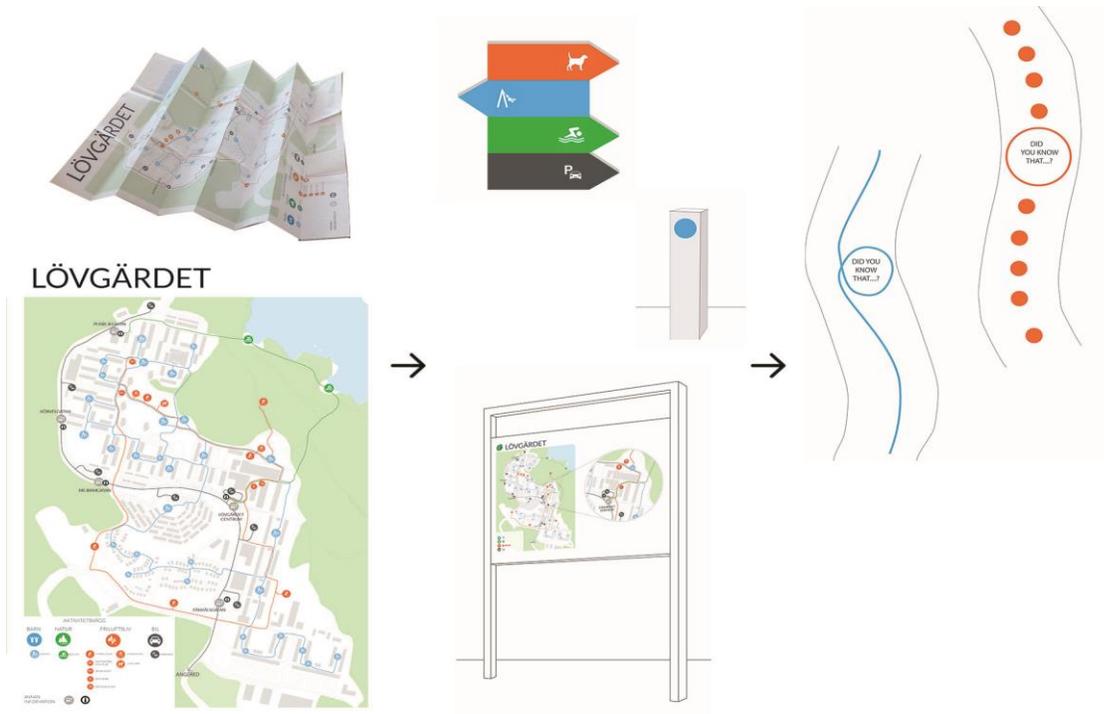
The Police visiting on 'The list' issue



The Main Stakeholder under pressure

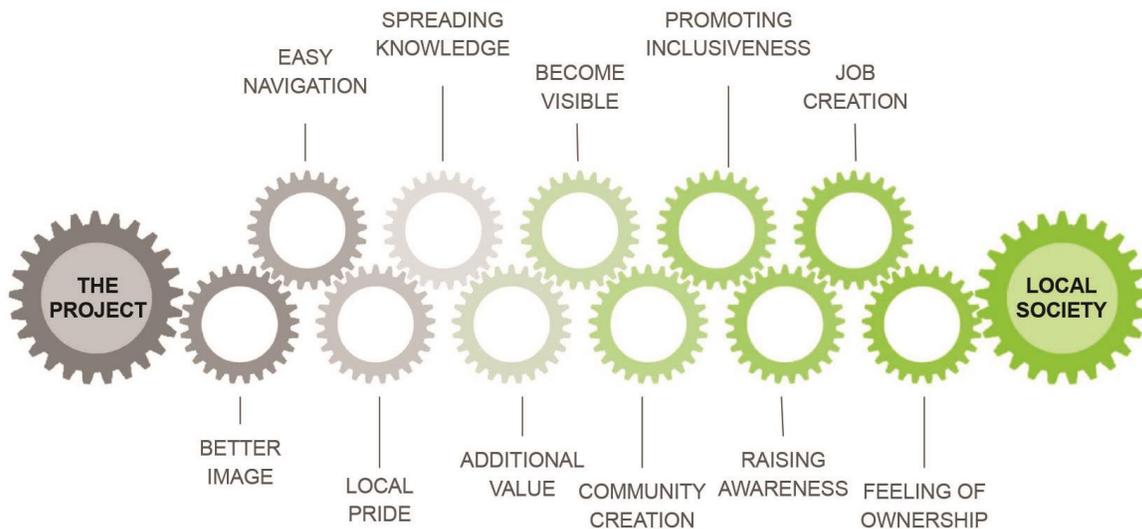


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Conclusion

Our project's aim was to create a feeling of one community and make this community inclusive which we did by giving an identity to the region through the logo and the different types of visual identification that we created. Our outcome is a three-step strategy to develop the visual identification of the region, which can be made step-by-step and finally give a landmark for local people to be proud of. Our project is useful for both local people and tourists and it makes the outside and the inside image of Lövgärdet better. It will create awareness about Lövgärdet and people will know more about each other. Inviting people to co-creation will give them a sense of belonging and claiming ownership of the area.



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The lake

One of the iconic places of the Lövgärdet is 'The Lake', surrounded by beautiful nature with forest and rock mountain. The place is pleasantly peaceful with quiet and calm environment. But this Lake is not popular or frequently visited by all the inhabitants of Lövgärdet and not that well known by the people of Gothenburg. However, it has the potential to be one of the most loved places in Gothenburg

Methodology:

To identify the challenges and opportunities, we have followed different methods and tools like surveys, interviews, workshops, brainstorming, research and analysis. To get the insights we have taken both top to bottom and bottom up approaches. Survey and interviewed more than 150 inhabitants (1% of total people of Lövgärdet) and from our stakeholders ; Per of Poseidon, Juliano of Victoria Park, Local Association, Eric of Göteborg Energi. On top of this, we have researched on different websites to collect data and identify the standards. With the collected data and insights, we have gone through different group work activities, workshop, brainstorming to identify the root cause and probable solutions of the challenges. Lastly we have used "FRAME (fantasize, reality, aim, method, evaluation)" and "SMART (Specific, Measurable, Attainable, Realistic, and Timely)" business process model to finalize our proposals.



Challenges:

We have identified the prime challenge of the Lake is that people don't visit the place for swimming and for other activities. The inhabitants are mostly going to other places like Askim, Delsjon for swimming and such other activities. Out of several reasons, we have identified four root cause of this challenge –

1. The inhabitants perceived the Lake water is not clean.
2. No in-build water based activities.
3. No facility infrastructure, and
4. The safety and security measures

Proposals:

Based on the insight and view point for the survey of the inhabitants, interview and discussion with stakeholders, we have classified our proposals in two folds, one is 'Short-term' for creating awareness and the other one is 'Long-term' to build the brand image of the Lake of the Lövgärdet.

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Short term – ‘A-day at the lake’ awareness activities):

Under the short term, here we proposed ‘one-day activity awareness campaign’ in the Lake and around the Lake as a festive place. Considering the individual, family and group, we have categorized in three parts for the one-day activities planning. First there would be some water based activities like swimming, water polo, canoe, paddling boat, banana boat, floating walkway, different fun game and others. Second, there would be activities in the landscape around the lake like kids play zone, castle and jumping zone, volleyball court, outdoor gym. And finally, there needed some facilities as well to motivate the people to come and spend quality time with family and friends; like coffee and snacks shop, ice-cream bar, some umbrella and beach chairs, toilets and changing rooms, lifeguards, safety equipment, information board with emergency contact numbers, ample of bins. Moreover, some facilities can be placed in consideration of long term as well so that people can come after the one-day awareness campaign day.

Factors to be considered:

There are three factors that need to be considered for this one-day awareness campaign day. Organizing such an event requires resources and active participants of all stakeholders. Requiring power and electricity for different activities and facilities. And lastly maintenance of these facilities for the long term.

Long Term – The Adventure Park

Diversified natural aspects of Lövgärdet makes a preferable location to setup an Adventure Park utilizing the Lake, forest, mountain and the surrounding landscape.

The ‘Adventure Park’ is a place where people can perform different adventurous activities by adults and kids individually as well as group. Considering the level of intensity the activist would be divided in different categories like for individual adults, kids, family and group. Also there might be a floating restaurant that could create the ambiance more attractive.



Experience from “Upzone”

To have the live experience we have visited “Upzone” Borås and had meeting and interview with Tamara, founder and owner of “Upzone” and also one of the pioneers of adventure parks in Sweden.

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Factors to be considered:

There are four factors that need to be considered for setting up an Adventure Park. First the location, which is the primary things that needs to be the place with different aspects like transportation, near to the city, facilities and others. Second is resource and the stakeholders, which is very important to make the infrastructure and keep the resources to fuel up the project before the revenue generation and profitability. Third factor is education, safety and security, which is the biggest role to create the trustworthiness, comfort, secured and safe place. And lastly fourth, marketing will be play the vital role of the proposed Adventure Park to make it successful.

Conclusion

Our project's prime objective was to 'bring more people in the lake' and more frequently. Considering the project's aim and people expectations we identified the two steps to create the awareness and make brand visibility of the location. Through the 'one-day activity' it would create the awareness and positive impression among the inhabitants in short term. And establishing 'Adventure Park' as long term create a strong branding of the location and inviting people around the Gothenburg to experience great adventurous activities near the city. Which also creates the pride and ownership of the locality by the inhabitants.

The square

Lövgärdet is an area located in Angered, north of the city of Gothenburg. This is a small area with approximately eight thousand people. The area is divided into many parts, but the main polarization is between Södra Lövgärdet and Övre Lövgärdet. The square (Lövgärdets Centrum) is located in the south part. In the square one can find a secondary school, a pharmacy, municipal services, a nursing home for the elderly, a few shops and a pizzeria but with no apartments.

Our stakeholders have shown interest in developing the square, so that it becomes a safe and socially inclusive space as the heart of the area. Hence, the question we tried to answer during this eight-week project was:

“What does it take to make the square the heart of Lövgärdet?”



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Methodology

In order to collect data for the project we conducted semi-structured interviews with people living in the area, making sure that we include all age groups, ethnic groups and genders. The respondents were asked questions falling under three main categories; (i) question about their future vision of the area, (ii) questions about the perceived present state of the area, and (iii) questions about the gap between the future vision and the present state.

In order to gather information and come up with ideas for our area of the project, we used the initial information that were gathered through the interviews conducted by the group. From there we also conducted interviews with all the different stakeholders (companies, associations) seeking for data specifically valuable for our project. The second step was to do some study visits to areas similar to ours (Hammarkullen, Angered) and look for already existing and implemented ideas that could be of use. Finally, we searched online and revised several sources (websites, articles, etc.) that could help us come up with ideas and recommendations. The collected data were analyzed through the model of backcasting, where the gap between the present state of the area and the vision for the future, functioned as a guideline and direction of what is missing and, hence, what is to be done during a transformation process.

Challenges

Through the conducted interviews, we identified three major issues/challenges at the square: (i) safety, (ii) ease of access and (iii) ease of use. A major **safety** issue is that people living in the area do not feel safe going to the square, especially during night-hours. The problem is bigger during winter, when the sun sets early and it is already dark since 16.00. Most people that we interviewed, identified **criminality** and **drug-dealing** as the two major issues. When it comes to ease of **access**, the basic issue that the square is not **visible**, unless you enter the square. For instance, if one gets off the bus, they cannot see the whole square from the bus stop. Instinctively, most people would avoid the square for this reason, regardless of what is going on at the place. Finally, ease of **use** was pointed out by most of the respondents. The biggest issue was lack of **light**; lighting at the square is inadequate and inefficient during night. We also identified that there is a lack of **sitting places** (e.g. benches and shade). When people gather at the square they are “stuck” in the two benches that exist near the entrance of it, because there is no sitting place inside the square. Additional issues pointed out were the fact that the pharmacy is currently closed, the only supermarket in the area closes at 20.00, when it is supposed to close at 22.00, and the overall lack of **stores** and **services**.

Propositions

After analyzing the data we gathered, we decided that the solutions we were going to propose should be sustainable (socially, environmentally and financially), so that it is easier to implement them and ensure that they will continue being of value after the end of the project.

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In that context, we believe that several events could take place at the square in order to boost the social aspect of the space. In August 2019, Lövgärdets day is going to take place again after some years of not happening due to lack of resources. As a team we cooperated with the group that is in charge of organizing the event. We believe that this event is a great foundation and starting point to create and boost social activities at the square. To that, workshops and courses could be added; things that are already happening in Lövgärdet in a small scale, but need the collaboration and communication of different stakeholders in order to scale up and act as a force of change that could transform the social perspective of the square, driving “unwanted” activities to different places. Furthermore, as an immediate solution to make the space easy to use, more lights could be utilized to make the square safer during night-hours, when it is more likely for people to avoid passing by. Finally, we have come to understand that if there were more people living at the square that could enhance the safety aspect as well. Hence, the construction of apartments above the already existing buildings -as part of the renovation of the area- could greatly benefit Lövgärdet as a whole.

Different stakeholders have shown interest in the area. Two of the major ones are Victoria Park and Göteborg Energi. Poseidon is also one of the companies operating in the area, and have also shown interest in the overall promotion of the area and are willing to support initiatives towards this direction. Göteborg Energi is interested to promote the use of renewable resources and is planning to construct a solar park in the area. In addition, they are looking for ways to enhance their customer service. On the other hand, Victoria Park (also the owner of the square), has reported to have issues with waste management. Finally, respondents of our interviews pointed out that they would appreciate more greenery. A collaboration between the companies could be beneficial for them and the area. When asked if they would invest in something iconic, Göteborg Energi replied that they are open to such a suggestion. We believe that a park in the square could serve the

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purposes of the stakeholders. Victoria Park could plant trees at the square that would also provide shade for the people, as well as some benches. Göteborg Energi could complement that with a solar flower that would act as an iconic structure in the area and even solar fountains and birdbaths around it. A space at the square (e.g. empty stores etc) could be used to take advantage of this “meeting” place and act as an information kiosk to raise awareness about renewable resources, waste management and also boost the customer service of both companies, as well as their physical presence in the area.

We believe that if actions are taken in these directions, that could boost the economic activity in the area. If the square is a safe place, in a clean and beautiful environment, entrepreneurs would be eager to make investments and open up stores, shops and businesses there. We believe that by promoting the area, all the stakeholders will be indirectly benefited including people living here.

Conclusion

In order for the recommended solutions to be implemented successfully and initiate a transformation process of the square, we have identified that action also needs to be taken towards two main areas: (i) implementation of a communication channel/collaborative platform between the stakeholders involved, and (ii) creation of a common agenda. At the moment, it seems that each stakeholder has its own agenda to promote and no collaboration exists between them. Their (social) ventures exist to a limited scale and most people are not aware of them, regardless of the opposite assumptions of the stakeholders. Additionally, things that could be easily done if a communication channel existed, now take a lot more effort or do not happen at all, due to the lack of resources (time, money, expertise, etc.)

Finally, the identification of a “projectleader” with coordination and communication skills could also be beneficial for the area and the implementation of the project from a holistic perspective.

The activity house

Challenges

We have faced different challenges but the first one was when we started to get insights into how things work in the building. We started to do research and interviews in order to gather more information. At first it was confusing to know who to listen to but we interviewed Sonny who was the manager of “Motivatör Centrum”, and the secretary of “Eklövet Förening” Anita who visited us at our office. We realised that there was no good cooperation between Motivator Centrum and Eklövet when interviewed both associations. The picture we got from the interviews was that it was less cooperation from Eklövet’s side. Eklövet has the upper part of the building which is the best place of the building with the café, meeting rooms and a big community area. But they don't want to rent out the place after 10:00 pm and especially not to people coming from the “southern” part of Lövgärdet.

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Teamwork

We worked together as a team and we shared responsibilities in every task but sometimes we focused on one thing together. We gathered together every morning to share information and set goals for the day.

How we approached challenges

We had a discussion every time we encountered challenges which we needed to tackle. We discussed and brainstormed about what the best solutions would be to solve upcoming problems.

The first picture is Anita & Eva, the secretary of Motivator Centrum. We discussed with them things like what kind of activities are going on there and what other activities are needed. We also asked them why they rent out only to people from Poseidon, but we didn't get a clear answer for that question. We also discussed how we can attract more people to Eklövet or MotivatorCentrum.



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We also had a meeting with the manager of ABF to get more ideas about what can gather a group of people in a place like Eklövet. We got ideas like offering homework assistance for the inhabitants, mostly students in Lövgärdet and even other people from Rannebergen and Gårdsten if possible. They had a place called "Educational center" where they offer different subjects for Iranian People in different levels. They had many members who come there daily to learn new things or to get help with different subjects. We also interviewed a lot of People in Lövgärdet to get their opinion about the role of the house in the area.

Solutions

We divided the solution in three different categories: the ones that can be done in the Motivator Centrum, the ones that can be done supported by the Motivator Centrum and the administrative changes. Having a unique name for the building and improving the website and Google maps is also recommended.

Conclusion

The project made us come closer and we shared the responsibilities in every task. The main purpose of this project was to make the Activity House more attractive and create new ideas for the teens in Lövgärdet. We put eight weeks of work to this project and we hope that our effort comes to life in the future and not just be forgotten.

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Some examples of our communication:

LÖVGÄRDET TOGETHER

Hello everyone!

We, the team in The Summer Space, welcomes you all to a fun filled afternoon with fika, games and more. We have done The Summer Space since 2015 working with the challenges and potentials in Bergsjön and now we are in the beautiful Lövgärdet. We are here for everyone in Lövgärdet to find and support good existing activities and to find new possibilities to improve the area and its reputation.

We welcome you all to voice your opinions and share your ideas on the development



Where: Lövgärdets school auditorium in the square



Agenda:

13:45 - 14:00 Welcome + Fika
14:00 - 14:30 Short presentations on our work 1
14:30 - 16:30 Fun workshop

** Fika for all who are coming to the event and if you have any questions email: dinesh@thespace.se



The Summer Space Lövgärdet 2019

Hello!

The Summer Space of 2019 in Lövgärdet is now in its last intense week and we are working hard on how to mediate and share as much as possible of our findings and ideas. We went in to the summer with some questions and challenges on different levels from our partners so the first step was to identify the connections and to understand the big picture. Since our Summer Space only runs during the summer we have chosen our projects as pilotcases to hopefully function as steps to enable and improve awareness, collaboration and engagement among all the stakeholders.

We will present our projects on Friday 16/08/2019 in the Conference center of Göteborg Energi* and will be pleased to see you there! (* Johan Willingsgatan 3)

1. Vättlefjäll / Connection to nature - First step is the Surte Lake and its shores
Aim: To bring more people to the lake as a start

2. More collaborative meeting places - The Activity House
Aim: To encourage the residents of Lövgärdet to engage more in an active social life

3. More inviting and functional Public Spaces -The Square
Aim: To find what it takes to make the Square the heart of Lövgärdet

4. Society / Community awareness and engagement - One Lövgärdet
Aim: To create a feeling of **ONE** inclusive community and identity to the area as a start

Agenda 16th Friday from 10:00 to 12:00

09.30 - 10.00 - Check In & Coffee
10.00 - 10.40 - First set of Presentations
10.40 - 11.00 - Mingle & Coffee
11.00 - 11.40 - Second set of presentations
11.40 - 12.00 - Feedback and discussion

Please reply to the email and confirm if you will join us at the presentation so we can prepare accordingly. (If you have any questions feel free to contact me)

Welcome!

The Summer Space 2019 Team thru Dinesh Kumar, dinesh@thespace.se

