



## LOCAL ROADMAP

Reinforcing public participation in the protection, development and management of urban green spaces: Let's make Hegyvidék the flagship of Budapest

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D.T3.3.2 - Local Roadmap for implementing smart and integrated UGS governance

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## INTRODUCTION

One of the main goals of the – freshly approved - Green Infrastructure Development Concept of Budapest is to ensure that the green infrastructure of the city can be safely inherited to future generations. The document emphasizes that the main problem is the lack of financial resources and value-based management in general, and consequently the maintenance of the urban green spaces cannot be carried out on high quality level. Public participation has significant role in all the 3 pillars of the concept (protection, development, management). The concept also states, that awareness raising is inevitable for the protection of natural values as without environmental conscious, responsible residents the management of green infrastructure cannot be efficient.

The Municipality of the 12<sup>th</sup> district of Budapest values its green infrastructure and in line with the above concept and international trends, intends to engage local communities for better service outcomes. The Municipality in the frame of the Urban Green Belts CENTRAL EUROPE project and the experiences of the pilot actions within this project elaborated the current roadmap, which is also in line with the Green Infrastructure Development Concept of Budapest. In order to create synergies and mutually reinforce the development processes of the two administrative levels, the actions included in the roadmap are fully in line with the goals of the action plans being elaborated behind the Green Infrastructure Development Concept of Budapest, and hopefully locally implemented actions at Hegyvidék can be test-base of the participatory actions to be elaborated on the level of Budapest. Thus Hegyvidék can be a flagship in Budapest with regards to participatory processes related to the protection, development and management of urban green spaces. Besides, the roadmap intends to plan the sustainability of the pilot actions implemented by Hegyvidék and other partners in the UGB project.

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## BASELINE SITUATION

Budapest is a non-stop developing city where the real-estate market is booming at the moment. As a metropolitan area, Budapest is rather sensitive related to the challenges of climate change too (not to mention that according to scientists the Carpathian basin face more serious impacts of the climate change than the average in Europe). Although there are less green areas in Budapest in comparison with other European cities with the same size, Hegyvidék (district 12 of Budapest) has a significant urban green space and it is mainly linked to a larger green area located in the FUA, thus the effective management of UGSs calls for due cooperation among all stakeholders. Last but not least, similar to many post-socialist countries, due to historical reasons, community involvement is relatively weak in Hungary, community engagement methods are not yet included in the mainstream urban policies, but collaborative practices are highly needed as mentioned above. All of this make a huge challenge for the effective protection, development and management of green areas for Municipality of Hegyvidék which values its urban green spaces (UGS) as an extraordinary asset and intends to use them as advocates to promote pro-environmental behaviour and environmental consciousness among its residents.

For urban dwellers, our wellbeing massively depend on the many services provided by healthy, natural ecosystems in and around our towns and cities. Population pressures can significantly damage forests, trees and the natural landscapes in and around cities with many consequences. Cities can address the impacts of an ecological crisis 1. by changing their physical infrastructures and service systems and 2. as the most local forms of governance, by changing the attitudes of their residents. *“Technical solutions are not enough to achieve sustainable urban regeneration. This goal requires bringing together a variety of often clashing agendas at different levels and across sectors in order to achieve coherence and long-term solutions. To this end, urban governance arrangements, including cross-sector co-operation and citizen participation channels, need to be up-to-date with the new reality of social*

*innovation and co-production of the built environment. Furthermore, on a societal and cultural level, people's behaviour towards the environment needs to change accordingly, which means changing mind-sets" (Sustainable regeneration in urban area – URBACT Capitalisation paper).*

Within this broad context, the relative high level of green areas requires extra efforts from the Municipality of Hegyvidék, and local communities also have high expectations towards the municipality's green space management, however their engagement is still weak. Using UGSs as a tool (advocate) to change residents' mind-sets is the challenge for the Municipality of Hegyvidék. This calls much stronger community engagement within the management of the UGSs than the current situation, thus the aim of the actions included in the current Roadmap is to involve residents into the protection, planning, maintenance and management of public urban green spaces, and on top of them, to encourage residents to create innovative green spaces and participate in innovative educational programs tackling pro-environmental behaviour.

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## VISION

Hegyvidék is a district having high quality green infrastructure planned, developed and maintained jointly with local residents being responsible for their green environment and their future generation with a higher extent.

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## OBJECTIVES

### **I. Overall objective: "GreenMaking" - public engagement in creation, protection, maintenance and communication of public green spaces**

- 1. Specific objective:** Encouraging and involving residents to create innovative public green spaces
  - 1.1. Action:** Improvement of the stewardship program as continuation of the UGB pilot, including the promotion of participatory planning
  - 1.2. Action:** Suháng Programme
  - 1.3. Action:** Communicating (about) Trees
- 2. Specific Objective:** Improvement of privately owned urban green areas (green roofs, green walls) and informal public green spaces in the downtown area, including the promotion of participatory planning
  - 2.1. Action:** Supporting the environmental conscious improvement of private gardens
  - 2.2. Action:** Supporting green roofs, green walls mainly in the courtyards
- 3. Specific objective:** Implementing innovative educational programs: informing, involving, inspiring, crowdsourcing, rewarding
  - 3.1. Action:** Establishment of a Green Club and Point at Zöldiroda
  - 3.2. Action:** Campaigning through public institutions to disseminate green message among citizens
- 4. Specific objective:** Improvement of businesses' green advocacy
  - 4.1.** Approaching local companies to be involved in the district's green actions in a higher extent (as sponsors, volunteers, advocacy, in kind support (e.g. providing spaces for bee hives)

## ACTIONS

### I. SPECIFIC OBJECTIVE: ENCOURAGING AND INVOLVING RESIDENTS TO CREATE INNOVATIVE PUBLIC GREEN SPACES

<b>Objective Title:</b> Encouraging and involving residents to create innovative green spaces	<b>Specific Objective Number:</b> 1.
<b>Action Title:</b> IMPROVEMENT OF THE STEWARDSHIP PROGRAM INCL. THE PROMOTION OF PARTICIPATORY PLANNING	<b>Action Number:</b> 1.1
<b>Origin of the action:</b> Revising the UGB pilot project	
<b>Action description - What will be done</b>	
<p>The action includes three sub actions related to the redesigned Stewardship Program. The first one is basically about redesigning the Stewardship Program (already done) based on the experiences of the UGB pilot program, while the other actions are related to strengthening the communication and participatory manner of the programme.</p> <p><b>1. Redesigning the Program</b></p> <p>Based on the experiences of the UGB pilot as well as the learning outcomes of a study visit made in Munich, the new frame of the stewardship program are as follow (working like this from spring 2019):</p> <ul style="list-style-type: none"> <li>- Residents can apply by providing information/data about the area they select (before the municipality offered the spots)</li> <li>- Only areas locating inside the border of the 12<sup>th</sup> district, owned by the Municipality, public green spaces can be involved into the Program.</li> <li>- The Green Office provides: preparation of the areas, creating planting concept, plants for planting, a package of tools for maintenance.</li> <li>- Under the continuous professional support and supervision of the Green Office, the stewards take care of their area they responsible for by their own.</li> <li>- Through a monthly communication (e-mail) the Green Office coordinates the cooperation between the stewards and the Municipality.</li> <li>- The Municipality and the stewards sign a bilateral cooperation agreement which should be prolonged in each year if both sides agree. The agreement fixes the tasks, responsibilities, and communication related to the area selected. Of course this legal file does not consist of penalties, but gives clear right to the Municipality to stop cooperation with a volunteer who does not work.</li> <li>- It is possible to join to the Program any time, the Green Office continuously accepts the applications; the areas are planted in spring and autumn every year.</li> <li>- At the time of the application, depending on the size, place, soil type, number of stewards, it will be determined that when the resident can join to the program which will be fixed in the agreement.</li> <li>- If residents would like to apply, they have to send the following information to the Green Office by email or phone:           <ul style="list-style-type: none"> <li>o the address and/or land registry number of the selected area</li> <li>o 3-4 pictures about the area, which can show the condition, size and location of the area</li> <li>o number of residents intend to take care of the area</li> <li>o contact details of the applicant</li> <li>o further information about the area</li> </ul> </li> </ul>	

After the application, the Green Office will contact the applicant and in the frame of a field visit they will discuss the details. It is too early to get consequences related to this new type of working, but it seems more beneficial both for residents who feel more ownership and responsibility and the municipality who can legally control the process in case of inactivity.

## 2. Developing the communication of the Stewardship Program

- A Facebook campaign is planned to strengthen the programme, also based on the experiences of the UGB pilot project. The idea is that a dwarf known from the UGB pilot will create a second video. The dwarf in the DIY video will be the face of the Stewardship Program illustrating an imaginary steward who explains why it is good to be a steward. The Facebook campaign will be complemented by a press conference with the goal of advertising the Stewardship Program and attracting more stewards.
- Thematic installations: In order to transfer green messages, raise people's attention for the work stewards voluntarily do and encourage further residents to join to the Program, further thematic installations are planned on the stewardship areas. The same designer is planned to be contracted and new more direct messages could be placed which can encourage residents for pro-environmental behaviour.

## 3. Promoting participatory planning schemes

The Stewardship Program is actually a co-created initiative and on the long run the plan is to have less and less intervention from the municipality. The Stewardship Program in the future can also be a driving force to promote participatory planning. The idea is to organise participatory planning processes with a higher extent along the revitalisation of public spaces in Hegyvidék. Within the UGB project the Municipality got to know many powerful examples that can be adopted locally. There are two potential directions:

- The Municipality can use participatory planning schemes when the renewal of a – possibly – smaller public space with green area is needed. As a small-scale test, participatory planning can be examined and the renovation of the given public (green) space (e.g. playground, smaller, abandoned green areas).
- The rehabilitation of the “city centre” of the district, the Böszörményi street is foreseen. This is an area with high potential and the establishment of a street association could be nurtured and this association - including entrepreneurs and institutions operating there – could be the organiser of participatory planning of some elements of the broad rehabilitation programme.

### Minimum viable action

Must have: Redesigning the operational scheme of the program.

Should have: Developing the communication of the Stewardship Program.

Could have: more and more participatory planning actions in the district linked not only to green spaces

### Responsibility - Who will implement the action?

<ul style="list-style-type: none"> <li>- Green Office of the Municipality of Hegyvidék in case of green spaces and the Stewardship Programme</li> <li>- Municipality of Hegyvidék in case of participatory planning</li> <li>- Residents of the 12<sup>th</sup> district of Budapest</li> </ul>
<b>Resources</b>
<ul style="list-style-type: none"> <li>- Redesigning the Stewardship Program is an ongoing issue paid by the municipality</li> <li>- Developing the communication of the Stewardship Program – to be implemented by own resources.</li> <li>- Participatory planning – to be implemented by own resources.</li> </ul>
<b>Measuring success</b>
<ul style="list-style-type: none"> <li>- assessment of stewards and their satisfaction</li> <li>- cost analysis of the Stewardship Programme</li> <li>- online marketing measurement (likes, shares, etc.) of the communication campaign</li> <li>- evaluating satisfaction of residents linked to rehabilitated areas using participatory planning</li> </ul>
<b>City/region vision and beyond</b>
<p>These actions can contribute to the objectives of the Budapest Green Infrastructure Concept and planned to be included into the Budapest Green infrastructure Action Plan which is under development by the district municipalities of Budapest under the leadership of the Budapest Capital Municipality.</p>

<b>Specific objective:</b> Encouraging and involving residents to create innovative public green spaces	<b>Specific Objective Number: 1.</b>
<b>Action Title:</b> SUHÁNG PROGRAM	<b>Action Number: 1.2.</b>
<b>Origin of the action:</b> The idea developed and started to be implemented in the frame of the UGB project.	
<b>Action description - What will be done</b>	
<p>At the end of the UGB project the Green Office launched a novel approach by planting 16 endemic oak saplings in Nárcisz street and the action intends to accelerate this planting scheme, planting saplings instead of 2-3-year-old trees bought in horticultural farms. This initiative is the result of the cooperation with the <a href="#">International Dendrological Foundation</a>. According to their experts, planting samplings is more effective in many terms: they are much cheaper than the older trees as they cost only some EURs, while a previously nurtured 4-5 meter tall tree costs some hundreds of EURs. In addition, it is possible to use native species (e.g. oak tree) contributing to the biodiversity of the district. Furthermore, these young trees adjust to their environment and less harmful regarding installations in the ground. In couple of years they have the same size than the trees planted at 4-5 year old. On the other hand, saplings need more attention in the beginning that opens ways to engage local residents better. Through piloting this novel method within the UGB, Hegyvidék is hopefully paving the way for a broader practice to be used in Budapest or even in Hungary.</p> <p>By using EU Funds (LIFE Programme) the municipality would initiate planting a total of 5,000 trees in the next 5 years (including planting both saplings and older trees), both on public places and on</p>	

private areas (supported by the municipality). This action is in high synergy with action 2.1., strictly related to the Suháng Programme the following action are envisaged:

1. Hegyvidék seedling and sapling program: a public tree planting program, in which the district plants indigenous, developing seedlings and saplings with close to nature methods onto previously surveyed sites, so that the freshly planted trees will blend into the specific biological and ecological environment of Hegyvidék. Unlike the multiple times to-be-re-planted, older trees, saplings are more easily and faster able to adapt to their new environment, of course if the proper species and sites had been selected.

2. Tree plantations on public places in autumn: tree plantations, tree replacements, renewing rows of trees in public areas managed by the municipality, with emphasis on indigenous and climate-tolerant species.

Both actions call higher extent of citizen engagement and enhanced communication (see action 1.3.), so the involvement of local residents and schools and their awareness-raising is pretty much needed.

#### **Minimum viable action**

Must have: Selecting other pilot streets, planting saplings in some new streets with higher citizen involvement.

Should have: samplings are all around the district, and the involvement of residents work well, they are involved into the maintenance of the saplings which needs more attention and care than the 4-5 years old trees usually. Also, the communication of this programme is visible in district communication channels (e.g. official FB site, local newspaper).

Could have: the method turns to be successful, saplings will be planted all over the district and other districts replicate the method.

#### **Responsibility - Who will implement the action?**

- Municipality of Hegyvidék
- International Dendrological Foundation
- Residents living in the pilot streets

#### **Resources**

Own sources and a LIFE project already submitted with a Spanish organisation

#### **Measuring success**

The goal of the action is to increase the greenness of the district by increasing the number of trees in a less costly way. Indicators for measuring the success:

- Number of saplings planted become 4 years old
- Number of trees in the district
- Number of residents involved into the maintenance of the sapling trees

#### **City/region vision and beyond**

This initiative is highly relevant for the Budapest Green Infrastructure Concept due to its innovative character and its potential to involve residents.

If the action turns to be successful, other municipalities can adapt it decreasing their cost spent for planting 4-5 years old trees.

<b>Specific objective:</b> Encouraging and involving residents to create innovative public green spaces	<b>Objective Number: 1.</b>
<b>Action Title:</b> COMMUNICATING (ABOUT) TREES	<b>Action Number: 1.3.</b>
<b>Origin of the action:</b> The ideas of the action came partly from other district municipalities in Budapest and mainly from the study about this issue prepared within the UGB project.	
<b>Action description - What will be done.</b>	
<p>The action might include various initiatives aiming at raising the attention of residents towards trees and their benefits and thus encouraging residents to take care of trees.</p> <p><u>Educating about trees:</u></p> <ul style="list-style-type: none"> <li>- Training can be organized for residents teaching them how to take care of trees.</li> <li>- <a href="#">Tree tags</a> or info-graphics to be placed on trees communicating the value of trees in communities and sharing valuable messages.</li> <li>- Using advertisement spots to place shocking or surprising messages created by the involvement of artists about trees.</li> <li>- My <a href="#">tree benefits</a> family activity is about to calculate the values of trees.</li> <li>- Organizing tail path focusing on trees, teaching participants about the value of trees and the necessary care for trees.</li> <li>- Nézz fel!!! thematic path as asphalt painting can be created to raise pedestrian’s attention from the ground to the sky, up to the trees.</li> <li>- When a tree is going to be cut, a table can be placed at least 2 weeks before the cut informing residents about the reasons behind cutting that tree. If a tree cut was already made, it is suggested to place information on the spot of the cut tree communicating the reasons behind the cut.</li> <li>- Based on the adoption of the <a href="https://urbantreefestival.org/">https://urbantreefestival.org/</a>, organizing an urban tree festival to highlight the benefits of urban nature</li> <li>- The topic could be a theme during the Climate friendly evenings organized regularly by the Municipality.</li> </ul> <p><u>Involving residents into the maintenance of the trees:</u></p> <ul style="list-style-type: none"> <li>- Organizing <i>Water a tree!</i> or <i>Adapt a tree!</i> program which could have also a homepage which supports the work of the Tree Stewards.</li> <li>- Tree planting community event can be organized.</li> </ul>	
<b>Minimum viable action</b>	
<p><u>Must have:</u> Various awareness-raising campaigns across the district using trees to promote pro-environmental thinking</p> <p><u>Should have:</u> Organising the urban tree festival</p> <p><u>Could have:</u> trainings by the Green Office to involve residents into the maintenance of trees.</p>	
<b>Responsibility - Who will implement the action?</b>	
<ul style="list-style-type: none"> <li>- Green Office of the Municipality</li> <li>- Residents</li> <li>- Artists</li> <li>- experts</li> </ul>	
<b>Resources</b>	

- Own municipal resources or partly by the BeePathNet URBACT transfer Network budget

**Measuring success**

The goal of the action is to increase the condition of trees in the district by teaching residents how to take care of trees on private places and involve them into the maintenance of trees locating in public spaces. Indicators for measuring the success:

- Number of trees locating in public spaces maintained jointly with residents.
- Number of newly planted trees.

**City/region vision and beyond**

These actions are also suggested by the Budapest Green Infrastructure Strategy, so Hegyvidék indeed could be the pilot area or flagship of these activities.

<p><b>Specific objective:</b> : Improvement of privately owned urban green areas (green roofs, green walls, residential gardens, courtyard gardens) and informal public green spaces, including the promotion of participatory planning</p>	<p><b>Specific Objective Number: 2.</b></p>
<p><b>Action Title:</b> <b>SUPPORTING THE ENVIRONMENTAL CONSCIOUS IMPROVEMENT OF PRIVATE GARDENS</b></p>	<p><b>Action Number: 2.1</b></p>
<p><b>Origin of the action:</b> The idea was developed in the frame of the UGB project as well as the BeePathNet URBACT network in which Hegyvidék is a partner city.</p>	
<p><b>Action description - What will be done.</b></p>	
<p>In Hegyvidék a massive part of the green spaces are privately owned gardens. Since the whole program is about engagement, it is a well-established goal to involve these private gardens into the programme as much as possible. At the end of the UGB project and also by learning about urban bee-keeping in Ljubljana as URBACT good practice city, the Green Office identified four key areas where the involvement of private gardens is possible and foreseen.</p> <ol style="list-style-type: none"> <li>1. Bee-friendly Gardens: in line with the rather sad and challenging global phenomenon (disappearing pollinators), the municipality intends to nudge private owners to create bee-friendly gardens by planting appropriate flowers and establish bee-hotels. Similar to the “bird-friendly gardens” movement, bee-friendly owners who achieve a set of requirements should get a plaque informing neighbours that the garden is bee-friendly. In order to achieve this, a broad training is needed.</li> <li>2. Biodiversity Gardens: supporting tree plantations and the increase of green areas on private properties. The Municipality will launch a residential tree planting program, through which owners of private properties and private gardens can apply for seedlings at a preferential price and which are then provided by the municipality. This programme is currently being fine-tuned by the Municipality, and will be based on the more than 10-year-old successfully running composting program and the chestnut-tree pest control program. The aim is to plant endemic climate-change resistant species.</li> <li>3. Indigenous Fruit Tree Program: 100 years ago the majority of the district was full with grape yards and fruit trees. The goals and principles are the same as in the previous point, but in this case, the focus would be on indigenous fruit trees to be planted onto private properties, supported by training schemes.</li> <li>4. My Garden Festival in Hegyvidék: this initiative would be the adaptation of the Budapest100 community festival organized in the downtown area of the capital, in cooperation with residents opening each year the 100 years old houses for the public (see more: <a href="https://urbact.eu/weekend-open-houses">https://urbact.eu/weekend-open-houses</a>). Instead of houses the nicest gardens would be opened for the public in Hegyvidék. It means that residents having special gardens open their doors, let visitors inside their garden and show them its values or organize some actions in their garden which could be a picnic, craft making workshop, planting exercise, games. The main goal of the festival would be to show good examples of private green spaces to the visitors while formulating community of residents. Good example could be a garden which has a compost system, or which is bee-friendly.</li> </ol>	
<p><b>Minimum viable action</b></p>	
<p><u>Must have:</u> Running the Biodiversity Gardens project and the Festival.  <u>Should have:</u> Running the Biodiversity Gardens and Bee-Friendly Gardens project in the entire area of the district, and also the Festival.</p>	

Could have: All programs are running in the entire area of the district.

**Responsibility - Who will implement the action?**

- Municipality of Hegyvidék
- Experts (e.g. Contemporary Architecture Centre KÉK)
- Residents

**Resources**

Own resources and URBACT BeePathNet

**Measuring success**

- Number of gardens and owners involved into the different programs
- Number of people trained

**City/region vision and beyond**

These actions might place Hegyvidék into an experimental place in Budapest and thus can contribute to the Budapest Green Infrastructure Strategy. The action is in line with action 1.3, so synergies between these two should be tackled.

**Specific objective:** Improvement of privately owned urban green areas (green roofs, green walls) and informal public green spaces in the downtown area, including the promotion of participatory planning

**Objective Number: 2.**

**Action Title:** SUPPORTING GREEN ROOFS, GREEN WALLS MAINLY IN THE COURTYARDS

**Action Number: 2.2.**

**Origin of the action:** Transferring ideas from other districts of Budapest

**Action description - What will be done**

In Hegyvidék significant amount of green spaces have private owners, but the district also consists of a smaller area belonging to the downtown of Budapest with its different urban fabric, multi-stored historical buildings. In this area there are significantly less green spaces by nature, so the Municipality would like to encourage those residents living in the downtown area to take more attention and effort for the renewal and creation of such green spaces. The Green Office of Hegyvidék plans to introduce two initiatives in this regard:

1. First, the Green Office will provide expertise support for creating green roofs, green walls, roof gardens and green parklets for the residents who plan to create such private green spaces but has no or minimal expertise how to do that and how to take care of such green spaces.
2. Second, the Municipality is going to launch a tender about making internal courtyards green by using participatory planning methods. Residents or communities can apply if they need financial, but mainly expertise support for creating green courtyard in their apartment house.

**Minimum viable action**

Must have: launching the tender (point 2) yearly.

Should have: both actions are running in the district with expertise support

**Responsibility - Who will implement the action?**

<ul style="list-style-type: none"> <li>- Green Office of the Municipality of Hegyvidék</li> <li>- Residents of the 12<sup>th</sup> district of Budapest</li> <li>- Expertise organisation like the Contemporary Architecture Centre (KÉK)</li> </ul>
<b>Resources</b>
<ul style="list-style-type: none"> <li>- Green inner courtyards tender needs only some minor funds for placemaking actions</li> <li>- The first action needs a more concrete financial planning as the costs most likely cannot be paid by the municipality, and significant level of expertise is needed. However green parklets can be paid by the municipality within placemaking actions.</li> </ul>
<b>Measuring success</b>
<ul style="list-style-type: none"> <li>- Number of green walls and parklets in the district</li> <li>- The area of green roofs in the district</li> <li>- The % apartment houses having green inner courtyard compared to the total number of apartment houses having inner courtyard</li> </ul>
<b>City/region vision and beyond</b>
<p>The initiatives support the creation of innovative green spaces which is one of the objectives of the Budapest Green Infrastructure Concept.</p>

<b>Objective Title:</b> Implementing innovative educational programs: informing, involving, inspiring, crowdsourcing, rewarding	<b>Objective Number: 3.</b>
<b>Action Title:</b> ESTABLISHMENT OF A GREEN CLUB AND POINT AT ZÖLDIRODA	<b>Action Number: 3.1</b>
<b>Origin of the action:</b> needs and experiences are transferred from the UGB project	
<b>Action description - What will be done</b>	
<p>Through the different actions of the roadmap Municipality of Hegyvidék intends to create a strong community, acting as advocates of pro-environmental thinking, accelerating the “green is good” concept within the wider public. In order to support this enlarging group regular meetings, discussions will be held in the frame of the so called Green Club.</p> <p>Second, in the UGB project, it was planned to implement a Mobil Green Infopont. Finally, it was decided to not create it. However, during green infrastructure planning process a space, where plans are presented and workshops organized, can be useful. The Green Office doesn’t seem to be an appropriate place for this purpose, as an exhibition type of place would work well which continuously opened for visitors who would like to know about the ongoing development of Hegyvidék. Involvement of artistic initiatives is highly recommended at this action.</p>	
<b>Minimum viable action</b>	
<p><u>Must have:</u> establishment of the Green Club</p> <p><u>Should have:</u> having the Green Point as information and exhibition space</p>	
<b>Responsibility - Who will implement the action?</b>	
<ul style="list-style-type: none"> <li>- Green Office of the Municipality of Hegyvidék</li> <li>- Local art institutions (e.g. MOME - design university)</li> </ul>	
<b>Resources</b>	
<ul style="list-style-type: none"> <li>- Own resources</li> </ul>	
<b>Measuring success</b>	
<ul style="list-style-type: none"> <li>- Number of programs at Green Club</li> <li>- Number of participants at Green Club</li> <li>- Involving students into the work the Green Office do for tackling pro-environmental behaviour and for urban green spaces. <i>Indicator: Number of students involved.</i></li> <li>- Producing creative, trendy, funny tools which can used for environmental education purposes. <i>Indicator: Number of high-quality tools produced.</i></li> </ul>	
<b>City/region vision and beyond</b>	
The action is in line with the Green Infrastructure Concept of Budapest as it intends to reach behaviour change of residents.	

<b>Objective Title:</b> Implementing innovative educational programs: informing, involving, inspiring, crowdsourcing, rewarding	<b>Objective Number: 3.</b>
<b>Action Title:</b> CAMPAIGNING THROUGH PUBLIC INSTITUTIONS TO DISSEMINATE GREEN MESSAGE AMONG CITIZENS	<b>Action Number: 3.2</b>
<b>Origin of the action:</b> Transferred from the pilot implemented by Hegyvidék in the Together CE project	
<b>Action description - What will be done.</b>	
<p>In the frame of the Together CE project, the Green Office successfully cooperated with some public institutions on the implementation of different pilot actions teaching building users how to use buildings on an energy efficient way. After the Together project's closure, some pilot actions are worth to be continued organizing further environmental education actions.</p> <p>First of all, the kindergartens owned by the Municipality has to be mentioned where successful energy efficiency days were organized supported by the Together CE project. Further educational programs could be organized in the kindergartens, using different methods and tools: e.g. Teremkert – cultivating vegetables in schools (this is about placing a simple, pre-fabricated iron stand to previously selected school rooms, on which pupils can cultivate vegetables with more an educational purpose than producing vegetables to eat; several educational programs including a puppet show about energy efficiency being the most effective tool for children.</p> <p>The other successful cooperation was with the Budai Art School who organized a workshop where students designed stickers and posters addressing energy efficiency behaviour change at building users. Only a few graphics has been finally selected, printed and distributed from the Together budget. However, lot of graphics showed more general green messages, these ones could be also used for environmental education purposes in the future. As another option, similar workshop could be organized addressing the urban green issue creating new designs can be applied during events and programs of the Municipality.</p>	
<b>Minimum viable action</b>	
<p><u>Must have:</u> The students of the Art School did a great job creating graphics which should not let to be wasted and forgotten. Therefore, it is a minimum action to print and distribute the stickers and posters students have already prepared.</p> <p>Green days were successful actions in the Together project where beside the children also the parents were reached through their children. Green days could be organized as regular actions in kindergartens addressing each time different green issues, among one could be about urban green spaces and their value.</p> <p><u>Should have:</u> Based on the success of the workshop organized in the frame of the Together project, it is worth to put extra effort to organize similar workshops together with local organisations.</p> <p><u>Could have:</u> educational programs run across the district's schools and kindergartens, also using crowd-funding schemes since these are essential tools to get meaningful outcomes by involving parents and local companies.</p>	
<b>Responsibility - Who will implement the action?</b>	
<ul style="list-style-type: none"> <li>- Green Office of the Municipality of Hegyvidék</li> <li>- Kindergartens/schools in the district</li> <li>- Budai Art School</li> </ul>	

<ul style="list-style-type: none"> <li>- Other public institutions of the district</li> <li>- Local NGOs</li> </ul>
<b>Resources</b>
<ul style="list-style-type: none"> <li>- own sources</li> <li>- crowd-funding campaigns</li> </ul>
<b>Measuring success</b>
<ul style="list-style-type: none"> <li>- Number of students involved</li> <li>- Number of high-quality programs produced</li> <li>- Conducting questionnaire or interviews with teachers and parents about the attitude and behaviour of children.</li> </ul>
<b>City/region vision and beyond</b>
<p>The action is in line with the Green Infrastructure Concept of Budapest as it intends to reach behaviour change at children and residents.</p>

<b>Objective Title:</b> Improvement of businesses' green advocacy	<b>Objective Number: 4.</b>
<b>Action Title:</b> APPROACHING LOCAL COMPANIES TO BE INVOLVED IN THE DISTRICT'S GREEN ACTIONS IN A HIGHER EXTENT (AS SPONSORS AND VOLUNTEERS, THROUGH ADVOCACY AND IN KIND SUPPORT)	<b>Action Number: 4.1</b>
<b>Origin of the action:</b> inspired by the BeePathNet URBACT Transfer Network (Ljubljana involves lots of companies in its bee-friendly initiative, convincing them to e.g. installing bee-friendly gardens on rooftops). But the action is also inspired by a case study about Central Park in New York where voluntary actions play an important role in the financial maintenance of the park.	
<b>Action description - What will be done</b>	
<p>As the world recovers from the global financial crisis, attention has turned to the need for greater socially responsible behaviour from the private as well as the public sector. This has also, naturally, led to greater scrutiny of the role that governments can play to foster improved corporate (social) responsibility (CSR). Additionally, as they work with even more constrained budgets, many government bodies are exploring ways of working with the private sector to improve sustainable development outcomes within their jurisdictions.</p> <p>CSR provides important benefits to companies in risk management, cost savings, access to capital, customer relationships, HR management, and their ability to innovate. It is also clear that better CSR activities contribute to a more sustainable economy and that CSR offers a set of values on which we can build a more cohesive society and base the transition to a sustainable economic system.</p> <p>CSR is a powerful framework for cities since it can boost collaboration between government, civil society and business, facilitating cooperative solutions to societal problems and generating new social innovations. It is evident that municipalities – being close to communities – (should) have a catalytic key role in positively influencing CSR activities and matching local needs with them. Not only through acting as a socially and environmentally responsible employer/organisation as exemplar, but also boosting CSR activities through their jurisdictions/operations.</p> <p>The maintenance of green spaces of the district means a huge financial responsibility for the Municipality and as described in the introduction this area in general suffers from the lack of appropriate funding. Sharing this responsibility with residents is tackled by previous actions, this one is about involving local companies as sponsors, through advocacy, in kind support (e.g. establishing bee-friendly gardens on rooftops) and corporate volunteering (e.g. joint garbage picking, planting campaigns, educational programs), and make them more aware of green heritage. forestry programs</p>	
<b>Minimum viable action</b>	
<p><u>Must have:</u> the Municipality can make significant steps with regards to in kind support provided by companies to accelerate urban bee-keeping in the district as well as organising joint voluntary actions with companies and residents.</p> <p><u>Should have:</u> the Municipality works out and implement a broad CSR activation strategy together with companies related to green spaces.</p>	
<b>Responsibility - Who will implement the action?</b>	
<ul style="list-style-type: none"> <li>- Green Office of the Municipality of Hegyvidék</li> <li>- Local companies</li> </ul>	

<b>Resources</b>
- Own funding and CSR projects
<b>Measuring success</b>
- Number of companies involved - Number of CSR actions realised
<b>City/region vision and beyond</b>
The action is in line with the Green Infrastructure Concept of Budapest and Hegyvidék would be a real flagship in Hungary with such an Urban Social Responsibility Strategy. This action has synergies with most of the above actions.

## SUMMARY

In line with the Green Infrastructure Concept of Budapest this roadmap focuses on enhanced community engagement with regards to the development, management and maintenance of urban greens spaces. Through involving people to take care of their urban environment the ultimate goal is to raise the awareness towards pro-environmental behaviours in general.

This is in line with the World Forum on Urban Forest, a global call for action for greener, healthier and happier cities for all.

*“Cities are a remarkable creation in which most of us live our lives through networks of relationships with each other and with our physical environment. These relationships help to create the character and identity of the city landscape. Urban trees and green spaces are critically important to that identity. Trees help to mark the passing of time and open a window for us to observe the cycle of nature, which is also the cycle of our daily life”.*

The vision of the roadmap reflects on the vision of the World Forum on Urban Forest. According to this a city where urban green spaces will be (among others):

- used as a tool for achieving the Sustainable Development Goals locally;
- recognized for the wide range of benefits and services they provide to urban communities, such as:
  - improving environmental quality
  - enhancing food security
  - ensuring sufficient and good quality water
  - conserving urban biodiversity
  - mitigating climate change
  - reducing air pollution
  - stimulating the green economy
  - preserving natural and cultural heritage
  - strengthening social cohesion, and
  - providing environmental education opportunities

- acknowledged as critical infrastructure, similar to utilities or transportation; like other infrastructure, green spaces must be planned, designed, created, managed, maintained and used;
- valued as an efficient living system capable of improving human health and wellbeing at a reasonable cost;
- considered a strategic element of urban sustainability by enhancing community involvement and promoting environmental justice.