



Porch Fest, South Freo Corner Pocket

PLACEMAKING

ACTION WEEK

AMBASSADOR
HANDBOOK



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Thank you for signing up as a Placemaking Action Week Ambassador! You are part of a global network of passionate people who are eager to showcase placemaking action happening across the world.

What is Placemaking Action Week?

Placemaking Action Week (3rd - 9th October 2022) is a week of action to map the placemaking movement globally. Participants are encouraged to take small actions in their local community, or share an existing project they have seen. Simply put, over the 7 days we are encouraging the celebration of actions already being taken, or any new contributions. These actions are anything that promote more vibrant and connected neighbourhoods and communities. It could range from leaving a note of gratitude for a friend, hosting a Sunday afternoon play street for local kids, adding bunting to a fence to bring some colour to the neighbourhood, adding an edible plant to the verge, taking photos of unnoticed street art or meeting with like-minded people over a cup of tea. We believe that 'many small people who in many small places do many small things can alter the face of the world'.

Our world is full of compassionate, big-hearted people who everyday are taking local action to support one another and create more connection and resilient communities. Placemaking Action Week is about celebrating the global network of doers who, by caring for their local places and communities, are showing the world that we are stronger together.

This year's Action Week will run following industry events including Placemaking Week Europe. It is a chance to put placemaking ideas into action and for the broader public to get involved in their local places.

What happened to Porch Placemaking?

Porch Placemaking Week was born out of the COVID-19 pandemic when most of us were confined to our houses, yards and 'porches'. Over the past two years, we've seen amazing impact across the world. 265 porch projects across 24 countries positively impacted an average of 45 people per project. We've organically garnered 771 Facebook likes and 1,176 website views.

The most popular project themes of 2021 were craft (28), greening (12) and discussion (12). Many of the craft projects involved decorating spaces or creating Spoonvilles and fairy gardens. The greening projects included re-wilding, citizen science and gardening. Lastly, the discussion projects saw casual gatherings, virtual coffee chats, a community festival and an interactive BYO rock installation to rate your mood.

While many of us are still in 'nesting' mode, and vulnerable and immunocompromised people are mitigating risks of infection, the world has started to look a little bigger than our front porch. Additionally, we heard through feedback that the term porch is still somewhat confusing for participants and it wasn't necessarily a term that resonated with them.

In light of this, we are excited to be re-branding as Placemaking Action Week. This new name will allow us to become a global public-facing week of action to complement regional placemaking activities and conferences.



What is a Placemaking Action Week Ambassador?

This year, we have created a small working group of thought leaders from across the globe. Ambassadors will be assisting in establishing Placemaking Action Week Asia, Africa, North America, South America and Europe. Having representatives from different areas of the globe means that we are tailoring our messaging and approach to meet the unique context of each local area, ensuring the most people globally are aware of Placemaking Action Week and are able to get involved.

With Placemaking X's amazing work, we're already quite a networked bunch. However, there are still many countries on the map that we'd love to reach out to.

What does the role entail?

As a member of the group, you will:

- Showcase placemaking projects in your region to a global audience.
- Be part of a network of other like-minded placemaking leaders.
- Get access to support and networks.
- Assist in growing the placemaking movement globally.
- Attend 3 meetings with other ambassadors.
- Share the resources and campaign in your region and with your networks.
- Upload projects from your region and encourage others to do the same.

We'll provide

- A central web platform and map to make it easy to promote and share projects.
- Tools and resources to get participants started.
- Introductions to network partners.
- Ongoing support to assist with the implementation of ideas.

Date	Session	Purpose
31 August	1	Launch Meeting Opportunity for us to come together online, meet one another, discuss this year's purpose, messaging, new brand and required resources.
14 September	3	2 weeks to go! Check-in and support for the final stretch.
26 October	5	Post-PAW debrief Deb-brief on the week and discuss learnings for 2023.



What resources are available?

The Placemaking Action Week website catalogues a wide range of placemaking resources for download as well as specific Placemaking Action Week tools.

We will also create flyers which participants can deliver to neighbours and social media posts you can adapt for your own context.

Throughout the campaign lead up, the working group will support each other in creating collateral. For example, in previous years Town Teams invented a 'Porch-Fest How To' and the Harrison Center's created a 'Porch Party Kit'.

What kinds of projects are we highlighting this year?

As a global community, we've been through a lot in the past few years. Naturally people are feeling exhausted! This year we really want to celebrate placemaking that's already happening in our communities, and the small actions of solidarity that bring us together. Maybe you can go for a walk around your neighbour and document placemaking already taking place? Perhaps this is an opportunity to celebrate that person you know who volunteers their time at the local community centre? Let's celebrate the big and small!

“Thank you very much for bringing us together throughout the world to make our surroundings and social connections that much better! ~ Project partner



Ambassador social media posts

Below are four posts and tiles for ambassadors to personalise and release in the leadup to Placemaking Action Week.

1

To be posted on: 12.09.22

I am excited to announce that I am a global ambassador for Placemaking Action Week 2022!

PAW is a community driven event that encourages small, positive neighbourhood action and supports the global placemaking movement.

I decided to be involved as an ambassador because ...

This year it will take place from October 3rd to 9th 2022. Visit placemakingactionweek.com for more details!



2

To be posted on: 19.09.22

It's only 2 weeks until Placemaking Action Week 2022! This year, I am going to be contributing by ...

Don't forget to check out the social media wall on the 'Get Inspired' page of the PAW website so you can keep up to date with everyone's projects.

Use the hashtags #placemakingaction and #PAW2022 to share your project.





3

To be posted on: 26.09.22

1 week to go! #PAW2022

If you are struggling to come up with an idea for Placemaking Action Week, visit placemakingactionweek.com/resources for some inspiration.

For a creative example from previous years, check out Rossmoyne Street's incredible annual scarecrow season! placemakingactionweek.com/articles/rossmoyne-st-scarecrow-season



4

To be posted on: 03.10.22

Today is the day - Placemaking Action Week starts now!

For last minute ideas look toward the Placemaking Action Week website.

Don't forget to share your projects on the interactive map located at placemakingactionweek.com/map and use the hashtags #placemakingaction and #PAW2022





For any queries, don't hesitate to get in touch with Harriet via harriet@fourfoldstudio.com.au

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